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Park Lane Builders Depends on Teamwork



Photography by Divya Pande

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By **Kathy Bowen Stolz**

Steven Deutser of Houston's Park Lane Builders claims one of his "superpowers" is intuition, the ability to extract the information from his clients that allows him to build a team to help the clients reach their goals, whether it is remodeling or new construction.

"We spent years pulling in the right personnel to create proven processes. We can really pick the right people tailored to the clients' personality or project. We create synergy to ensure everything flows seamlessly," he explained.

"Our trusted partnerships with professionals in critical fields (architecture, building performance experts, design, civil and structural engineering) is an important part of our difference. We consider each of these businesses an equal





part of the Park Lane Team. We rely on their expertise and commitment to our building experience. We, with our partners, spend a lot of time educating the clients on the process and helping them make good choices.”

In addition, Deutser noted that Park Lane Builders implemented BuilderTrend, a web-based software, that allows clients to track every detail of their home construction, including the status of their finances, and to communicate with the builder easily.

Deutser is proud to have long-tenured staff and subcontractors as part of his team and acknowledges that they are the reason for the company’s success. He cites the loyalty of his superintendents, whose connections to Park Lane extend up to 30 years, in addition to a project coordinator of 4 years, a project manager of 9 years and a

bookkeeper with 15 years’ employment.

“We have a great company culture. We’re a family. Their loyalty and commitment allow us to create stable processes and consistent execution. I wanted to build an infrastructure so that when I talk to clients and when I’m with them, I’m really with them. I’m not somebody who cuts a deal, shakes a hand and turns the project over to a junior project manager. I spend a percentage of the day in the field with our superintendents and/or the clients and with the design team in our weekly construction meetings.”

Park Lane specializes in new construction, renovations, additions, historical preservation, maintenance and repairs. The company is known for its focus on creating healthy, sustainable houses.





Before



After

His own health concerns led Steven to focus on creating healthy houses. Back in 2006, he started to cough on his job sites and have skin irritations, which led him to investigate building sciences and develop a core expertise in healthy structures.

“We have invested our time and resources to stay up with the best materials and techniques for building in this climate and region. We’re making sure you get a healthy structure that is not only sustainable but healthy for families,” he stated. Realizing that a house can trap moisture, chemicals and toxins when it’s not allowed to breathe, Park Lane ensures clients’ homes will perform and be a healthy environment for the homeowner and their families, Deutser added.

Consequently, Park Lane Builders transitioned into doing

forensic repairs; it has the necessary specialists for mold remediation, fire restoration and flood and hurricane repairs. Forensic repairs comprise about 15-20 percent of the company’s business.

About half of the 5-15 projects that Park Lane typically juggles are new construction, with the other half remodels. “Our projects come from referrals by our architects, designers and clients,” Steven noted. “We’ve done approximately 1,000 projects and have happy clients.” He added that he is very proud of the relationships and friendships created through the years with his clients, trade partners and subs.

He said that the company began remodeling projects during the recession of 2007-08 as a way to balance the business’ portfolio. However, remodeling, including historic



Before



After



renovations, became a core expertise and passion for him and his staff. Park Lane was part of a team that received a 2024 Good Brick Award from Preservation Houston.

The company focuses on River Oaks, Afton Oaks, Shadyside, West University, Piney Point, Hunters Creek, Memorial, Tanglewood, Braes Heights and the Heights. “We don’t build far out so we can always control the processes and relationships,” the Houston native said. “We recognize the importance of and how personal it is in building a family’s home. We go above and beyond to ensure families have a great experience through all phases of construction. We are always focused on doing a great job.”

Steven grew up on job sites working for his dad, who started the company in 1989 after developing apartments.

He purchased the company from his father in 2008. Besides remodeling, he expanded Park Lane to include a home maintenance component a few years ago.

“We added the maintenance because we felt like we were delivering really good homes, but they were being neglected. By being proactive, the homeowner can prevent a lot of bad things from happening. We do quarterly inspections of the interior and exterior and make recommendations, as well as schedule routine maintenance repairs,” he explained.





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