

THE METROPOLITAN BUILDER

Greater Houston Edition

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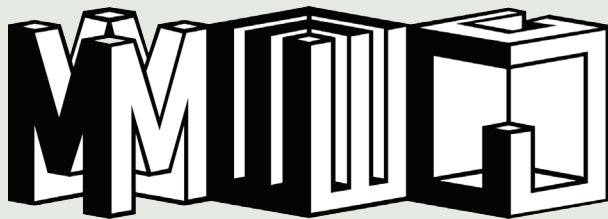


Res Com Owners Seize Opportunities



AVANT Custom Homes' Ndiaye
Ready for Growth

Dialogue with a Designer
Christine Cook



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THE METROPOLITAN BUILDER

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PUBLISHER'S *note*



Giselle Bernard,
Publisher

It seems that Houston's residential market continues to thrive, fueled by its robust economy and rich diversity despite the slowdown in other markets. There is still a demand for housing, especially in the suburban and emerging urban areas where growth is most visible. However, this expansion comes with its own set of challenges—affordability concerns and the scarcity of developable land remain critical issues that need addressing from what I understand.

Each month we turn our spotlight on profiling the building professionals who are at the forefront of this evolving landscape. These experts, who have been referred by their peers, share their unique insights and experiences, offering a glimpse into what sets their businesses apart and how they've adapted to the changing market. Each builder, remodeler and interior designer, featured in our magazine, share what sets them apart from their peers and serves as a testament to the innovation and resilience that define Houston's building industry.

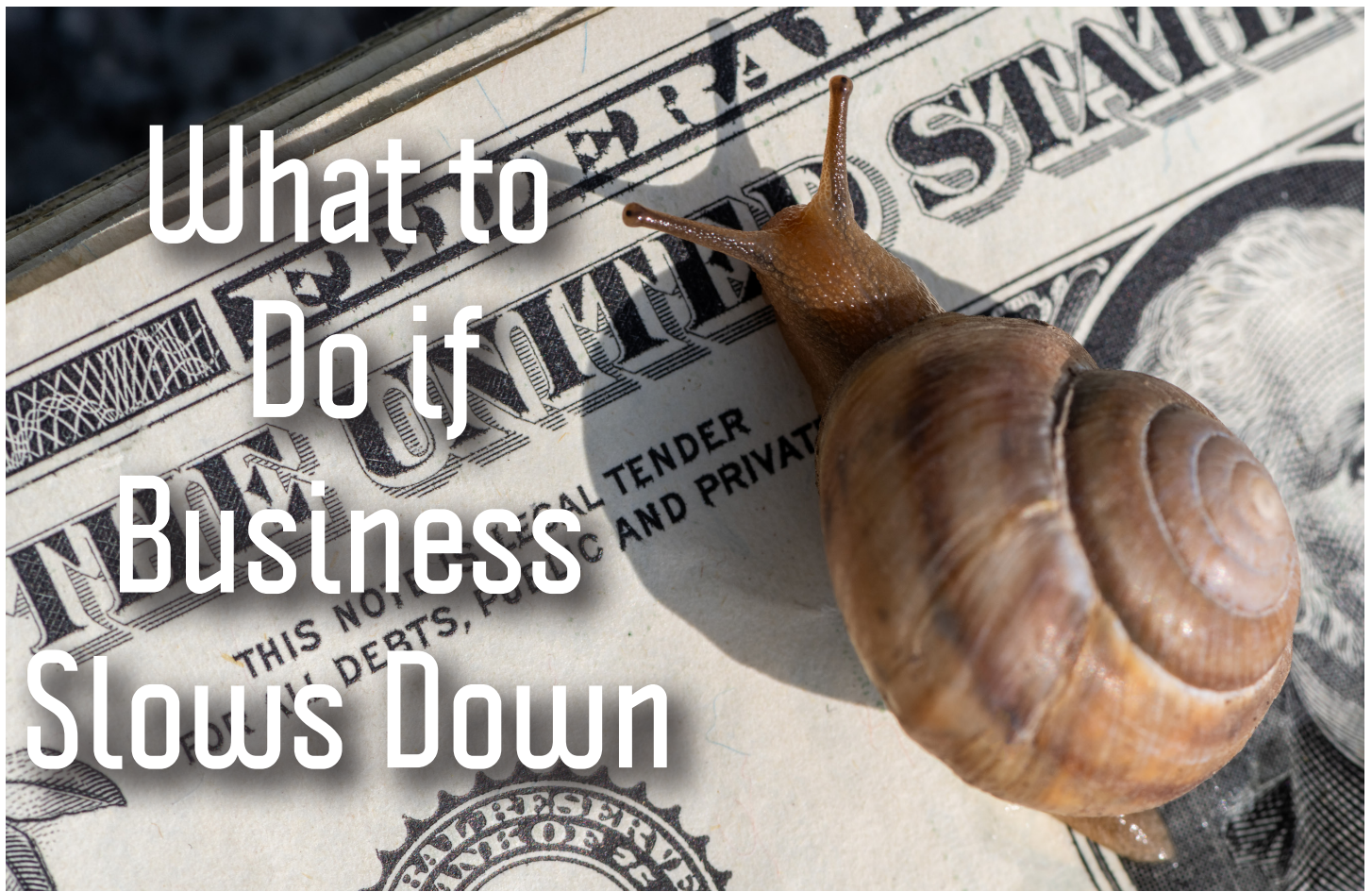
We are incredibly grateful to our contributors, who consistently bring fresh perspectives and expert analysis to our pages. Each month, their insights help illuminate the trends that are shaping the future of residential building in Houston, providing invaluable guidance to our readers.

As always, we encourage you, our readers, to engage with us. Your feedback and shared experiences are essential as we navigate these times together. We hope this edition not only informs but also sparks your imagination, inspiring you to think creatively about the possibilities that lie ahead in Houston's residential market.

Thank you for your unwavering support. Together, we will continue to explore the stories of the building professionals who drive our industry and the trends that will shape its future.

Warm regards,





What to Do if Business Slows Down

Review and Refine Processes: Take this time to assess your current business processes. Are there areas where you can improve efficiency? Streamline workflows, update procedures, and implement new tools or software that can enhance productivity.

Reconnect with Past Clients: Reach out to past clients to check in on their current needs. Offer any additional services or follow-ups that could lead to repeat business or referrals.

Invest in Marketing: Slow periods are a great time to ramp up your marketing efforts. Focus on your online presence by updating your website, creating fresh content, and engaging more actively on social media. Consider running targeted ads to attract new clients.

Expand Your Network: Attend industry events, join local business groups, or engage in online forums to build relationships with potential clients and partners. Networking can open doors to new opportunities.

Offer Promotions or Discounts: To stimulate demand, consider offering limited-time promotions or discounts. This can attract new customers who may not have considered your services otherwise.

Enhance Your Skills: Use the downtime to invest in

professional development. Take courses, attend workshops, or earn certifications that can give you a competitive edge in the market.

Evaluate Finances: Conduct a thorough review of your finances. Identify areas where you can cut costs, renegotiate contracts, or find ways to improve profitability. This is also a good time to revisit your pricing strategy.

Plan for the Future: Use this period to plan for future growth. Set new goals, brainstorm potential business expansions, and develop strategies for scaling your operations when business picks up again.

Focus on Client Relationships: Strengthen relationships with current clients by offering exceptional customer service and personalized attention. Happy clients are more likely to refer you to others and provide repeat business.

Stay Positive and Productive: Finally, maintain a positive mindset. Business slowdowns are a natural part of any industry, and they provide an opportunity to innovate and improve. Keep your team motivated, and focus on the long-term vision for your business.

Taking proactive steps during slower periods can set the stage for future success and help your business emerge stronger when things pick up again.

Plain Drain Solutions

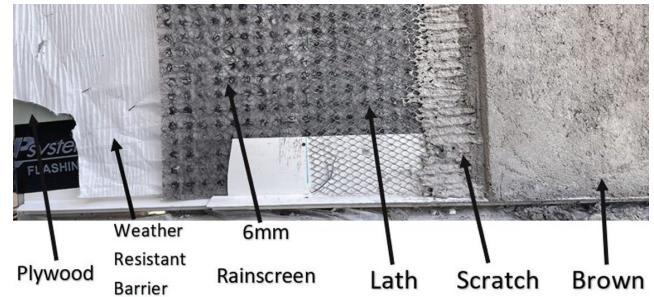
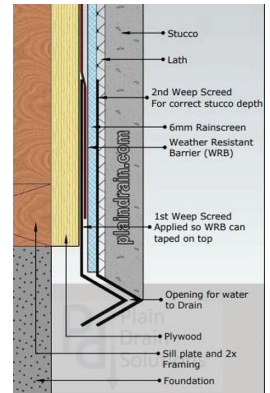
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At the base of the system, it is important that we allow a gap for the water to exit the system. This can be accomplished by installing a double weep screenshot detail. The first is wrapped behind our WRB. Then we install Plain Drain rainscreen and ensure we backlap it for the built in bug screen. Next, we install our 2nd weep screenshot to ensure we have the correct depth thickness.



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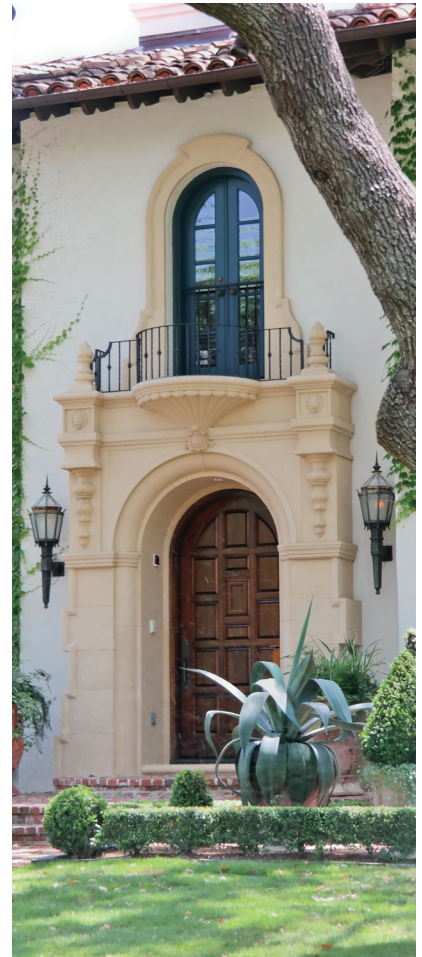
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AVANT Custom Homes' Ndiaye Ready for Growth

By Kathy Bowen Stolz

Alioune Ndiaye is an ambitious young builder. He has a strategy to grow his business, AVANT Custom Homes, and the knowledge and energy to make that growth possible.

Reading the book “Rich Dad, Poor Dad” by Robert T. Kiyosaki and Sharon Lecter in 2019 helped him shift his thinking to see how he could do more with his construction knowledge. A mentor told him he had everything he needed but that he didn’t know what he didn’t know.



To expand his building and business knowledge, after earning a degree in construction science from Prairie View A&M University, he worked as a project manager for a custom builder in the Houston area, then transitioned to working for a developer on the east side of Houston for the next four years.

While many people sat back during the COVID lockdown in 2020, he saw an opportunity to start his own company, originally focusing on high-end remodeling projects with interior designers. He chose the company name “AVANT” for its reference to the French term “avant garde,” meaning new, unusual and innovative.

A year later Ndiaye pivoted from remodeling to all-new construction projects because he found it easier to maintain a budget and time schedule with new construction. Typically, he completes 10 projects in a year, with his current projects including seven town homes as a speculative venture, plus a 4,600-sq.-ft. custom home in Spring Branch. His speculative town homes are in the \$450,000 and above price range inside Houston’s city limits, and his custom homes are typically \$800,000 and above. In addition, he also provides consulting services as



one of his strategies for growth.

He focuses on the neighborhoods in the 610 Loop, where he might squeeze a 2,000-4,000 sq. ft. home onto a 5,000 sq. ft. lot. He also works in the Heights and Independence Heights to help limit his travel to job sites to about 10-15 minutes. Alley is also building a home on a 7,000-sq.-ft. lot in Spring Branch with a group of investors that he has worked with before on a previous project.

With ownership of two companies – AVANT Custom Homes and AVANT Real Estate and Development – he hopes to expand toward real estate development, especially apartment complexes, town home communities and subdivisions in the future. He got started in development with smaller projects by replatting 5,000-sq.-ft. lots into two or three lots for town homes and then selling them. Also holding a real estate license, Ndiaye said he occasionally buys property. “If I see a good deal, I’ll make a move on it.”

Despite his ambition, his quick success surprised even himself. “I did not envision the company to take off as it has. I was expecting it to be five, 10, 20 years in the making.” He said he hopes to grow AVANT at an accelerated rate by having a mix of investors for spec

Continued on page 8



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builds and a constant pipeline for custom build clients.

He entrusts his two project managers to handle most of the job site issues on his projects because they are self-driven towards achieving a common goal and they have plans to follow, allowing them and the subcontractors to work efficiently. “It’s not beneficial for me to be on the site all day when I can provide more value by focusing more on clients and the business, which makes a difference in client relations and running the business effectively and efficiently.”

However, with custom homes, he said he thinks about every small detail, such as the rounded end of a corner because a he wants to create a home with the finishes, hardware and fit for the client’s lifestyle. Most of his custom home clients are young families or males ranging in their late 30s to late 50s, primarily because of the price point and type of housing he builds. Town homes attract buyers in their late 20s to early 30s and a lower price point, he noted.

Ndiaye’s consulting service offers construction guidance and expertise for investors who want to control their building process better. Ndiaye provides services as a package or as an hourly rate to his clients by providing guidance for passing inspections, selecting contractors and



vendors, problem solving and critical thinking and meeting code requirements. Adding consulting as a service in 2023, he said he now spends about 20-25 percent of his time on consulting and 75-80 percent of it on straight contracting.

While he outsources bookkeeping and administrative work, Ndiaye himself handles the sales, marketing, business development and client relations aspects of owning his own company. Referrals come from architects, interior designers, bankers and previous customers.

Moving toward the future, he sees plenty of opportunity

in the Houston market. He said he is here to stay in the Houston metro area and to continue building high quality homes while maintaining a very reputable brand. “The sky’s the limit!”

For more information on AVANT Custom Homes

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Elevated Design Elements

Authentic Pieces Create Instant Drama for Home Design

By Linda Jennings

Create a distinctive home decor with these new luxury product launches for kitchens, baths and beyond. From a daring symmetrical tub to a hammered pattern hardware collection, the look is bold yet classical, an investment sure to last a lifetime. At home in modern, traditional, or transitional design all of these newly launched products

are sure to elevate the design aesthetic. An investment in luxury can be the finishing touch to a new build or renovation project. It's all about selecting the highest quality amenities that reflect your vision for years of beauty and enjoyment.



Spectrum's Reimagined Transitional Kitchen

Kitchen Design Reimagined

The key to a timeless kitchen lies in a perfect balance of enduring style and modern functionality. This kitchen from Spectrum Fine Cabinetry exemplifies timeless design through a captivating interplay of hidden and revealed elements. Appliances are fully concealed behind decorative panels for a clean aesthetic. A hidden workstation, revealed by full-height, extractable pocket doors, boasts dovetail drawers, an extendable work surface, and a wine rack. Polished chrome, beveled-frame glass doors with internal marble cladding and lighting create a stunning seamless “jewel box” display. Bold shaker doors and mullion glass doors with diamond-pressed veneer interiors bathed in ambient lighting elevate the entire kitchen into the home’s showpiece. Crown molding, marble countertops, and a matching backsplash add timeless elegance. Bespoke Cabinets with bold shaker doors provide ample and efficient storage.

Stunning Symmetry

The James freestanding bathtub from Acquabella makes a striking statement with its distinctive oval shape exuding



The James Tub from Acquabella

flair and sophistication. James is crafted in the brand’s exclusive mineral composite material which consists of organic dolomitic limestone and high-grade casting resin. Its beautiful, non-porous, shock-resistant surface is UV and stain-resistant, durable and easily maintained, with a white glossy finish and can be optionally ordered with an exterior matte white, matte gray, matte sand, matte charcoal, or matte black finish. The tub measures 59” x 30.75” x 22.50”. Available as a soaker or air bath, James features an ergonomic interior design and high-insulating properties to keep the bath water warm longer for extended relaxing soaks and a full-body hydrotherapy experience.

Meticulously Detailed

The Contempo Fluted Lever from Viaggio Hardware feels



Contempo Fluted Lever from Viaggio Hardware

as good as it looks with a subtle linear groove pattern that adds an unexpected tactile element to every encounter. Crafted from solid forged brass, these distinctive levers are substantial to the touch and appealing to the eye. The fluted lines are crisp and meticulously detailed with a repeating pattern that makes an impressive style statement. The Fluted Lever is the latest addition to Viaggio's popular Contempo Collection. The lever can be paired with any of the brand's square or circular rosettes for a truly custom look. Levers are offered in five trend-setting finishes: Bright Chrome, Satin Black, Satin Brass, Satin Nickel and Titanium Gray. All sets feature a Concealed Screw

Mechanism which neatly hides installation hardware for a seamless finished look with no visible fasteners. An impressive 28-degree latch radius ensures smooth use and reliable operation.

Wash. Rinse. Repeat.

The Alto Laundry sink collection from Ruvati simplifies day-to-day tasks in your laundry, mud, or utility room. These award-winning new sinks come with a solid

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Ruvati's Alto Laundry Sink

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hardwood washboard board, foldable drying rack, and stainless steel rinse grid. The rinse grid protects the bottom of the sink and allows water to flow freely, making it especially useful for pre-soaking or handwashing. The hardworking Alto sinks are extra deep at 12" and are available in widths of 23" or 25". They can be installed as drop-in or undermount sinks. The added feature of a workstation sink elevates the functionality of your laundry space. No matter how you fold it, Ruvati's Alto collection is a fabulously functional option for your laundry or utility space.

Fine-Tuned Luxury

Elevate the aesthetic of your furniture with the new Bluu exquisite brass drawer handle from Vista D'oro. Expertly handcrafted, this handle features a stunning hammered pattern that showcases the meticulous craftsmanship involved in its creation. The brass oxide finishing adds a touch of vintage elegance, ensuring it complements both traditional and modern decor styles seamlessly. Built to last, this drawer handle comes with a minimum 5-year warranty, promising durability and long-lasting beauty. Perfect for any drawer, cabinet, or dresser, our brass handle is the ideal choice for those seeking quality and timeless design.



Bluu Hardware from Vista D'oro

To learn more about these luxurious bathtubs visit their websites:

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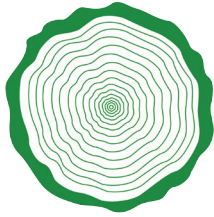
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Sales Professionals



Charlie Molloy -
cmolloy@hwp.us

Charlie has over 30 years of experience in the building material industry, dating from 1992 to the present. He has expert knowledge of most building products, including hardwood lumber, plywood, cabinet hardware, plastic laminate, and custom moldings. In his previous years, he was a manager in the grocery industry for Eagle Discount Supermarkets and Randall's Food markets in the Houston area. His strengths include managing employees, customer service relations, logistics, and outside sales. He has lived in the Houston area since 1968 and spent his childhood in Spring Branch, graduating from Spring Woods High School. He went to the University of Houston where he majored in Music, Hotel and Restaurant Management, and Business management. Hobbies include playing the National Anthem with his trumpet at professional baseball games, hiking in the Big Bend area, and woodworking. Charlie has been married 39 years and has one son, a daughter, and two grandchildren.



Kenny Francis -
kfrancis@hwp.us

Kenneth has 32 years of experience in the building industry from 1990 to present. He started at Wilsonart in 1990-2001 in the Houston area. He was employed as the operations manager of over 27 employees. He decided to take his sales knowledge & expertise to Hardwood Products 2001 - present. Kenny enjoys working with companies & building relationships. From commercial millwork shops and remodelers to Custom Builders. Every day is a challenge, from supply & demand to rising costs. Providing innovation & service for the customer is the bottom line. Kenny has lived in Houston his entire life & knows the area well. His hobbies are anything outdoors, from hunting and exercise to sports. He has a wife of 17 years & two beautiful daughters.

Customer Reviews

Cullen Franz - Savannah Grace Homes

"Hardwood Products has gone over and above to source the best quality materials for the best price to help me grow my business. Kenny Francis and the HWP team has provided me with outstanding customer services that leaves other competitors in the dust. I can't say enough about the value that I have received in partnering with HWP. My custom homes have never looked so good !! Thank you Kenny and HWP !!"

Matt Sneller - Sneller Custom Homes and Remodeling

"I have known and worked with Kenny/Hardwood Products for over 15 years. We consider them to be one of our most loyal and trusted trade partners. We are a custom builder/remodeler and use them for a lot of our interior and exterior trimwork/materials. Their pricing is fantastic, but even better than that is their customer service. Kenny

is always easy to get a hold of and super responsive to any issue that arises. We would highly recommend using them!"

Rick Davis - DC Kitchens & Remodeling

I can't say enough about working with Hardwood Products. I've been in business for about 35 years and have been working with Hardwood products for as long as I can remember. I find their entire staff trustworthy and extremely professional, especially Kenny and Laura. The entire staff has a full understanding of their extensive line of hardwood products. I find that they are extremely dependable, and their customer service is outstanding. They always go out of their way in providing the very best in high-quality materials and for the best price. Not only that, I find them to be very dependable. I can trust that they will always be on top of things. I feel more comfortable working with them than anyone else.



Res Com Owners Seize Opportunities

By **Kathy Bowen Stolz**

Do you know the saying, “If opportunity knocks, will you open the door?”

George Gomez and Paul Canady have opened that door to opportunity again and again during their building careers, eventually leading to the launch of their own business, Res Com Custom Builders, in late 2015. Gomez serves as CEO, while Canady is COO.

Soon after they started Res Com, Hurricane Harvey flooded Houston, proving, as Albert Einstein said, “In the middle of difficulty lies opportunity.”

“Harvey was bad for the city, but it gave our company a focus,” Gomez noted. They renovated 40 homes in their own neighborhoods and for friends and family in the

following months. “We were really able to help a lot of people” and in doing so, they generated “enough capital to really get the company going.”

They soon established an office in Katy and hired an office manager. Other employees who joined the company more recently include a project manager/superintendent and a project coordinator who focuses on helping clients with selections.

“We feel our experience in the industry sets us apart. With almost 40 years of combined experience between us, there isn’t much that Paul and I haven’t seen in the residential world. That knowledge and experience is the value we bring to each project,” Gomez declared.



Because of Hurricane Harvey, Res Com transitioned from the typical remodeling jobs to specializing in major renovations, such as adding a second story or a large master suite addition on the back of a house.

“It takes a great deal of thought and planning to successfully execute large renovations, given the numerous moving parts involved,” Gomez explained. He highlighted the uniqueness of such projects, sharing an example where the company converted a winery/wedding venue into a guest house in Columbus, skillfully preserving elements of the original winery.”

At the same time, Res Com specializes in kitchen remodeling, bathroom remodeling, and whole-house renovations in addition to creating outdoor spaces, pool renovations and unique spaces, such as attic conversions. Res Com builds occasional custom and inventory homes too.

As Jonas Salk said, “The opportunity for work well done is the opportunity to do more.” The company usually juggles anywhere from 15 to 30 projects at a time.

A core value of Res Com is that the owners stand by their work and continue service after completion of a project, Gomez said. Res Com was named twice as Remodeler of

the Year by the Greater Houston Builders Association and also won the Prism Award in 2023 and 2022 in addition to receiving Best of Houzz Service awards in 2024, 2023, 2022 and 2021.

Located in Katy, Res Com’s greater Houston service area includes The Woodlands, Conroe, Cypress, Hockley, Humble, Katy, Kingwood, Magnolia, New Caney, Spring, Sugarland and Tomball. Because each owner handles the bids and calls for his own projects, George oversees projects north of I-10 and Paul focuses on projects south of I-10 for practical purposes related to where they live. They are on-site for every project. George said he learned when working for a production builder that walking a house every day helps avoid problems.

Continued on page 16



accountant. But an internship in the customer service department of a builder exposed him to new opportunities. His work ethic impressed the managers, and they offered him a job. “God puts you in the right place at the right time,” he said. He found joy in putting people into homes where they can be safe and comfortable. “There are very few jobs where you can have such an impact.”

No doubt George knows something about seizing opportunities from his dad, Javier Gomez, whom he calls his hero. After immigrating to Houston from Mexico, Javier worked six days a week as butcher for Fiesta Mart to provide opportunities for his children. “He came here without anything, starting at the bottom, for us to have opportunity and education.”

George Gomez learned those lessons from his father well, seizing both opportunity and education along his own life’s journey.

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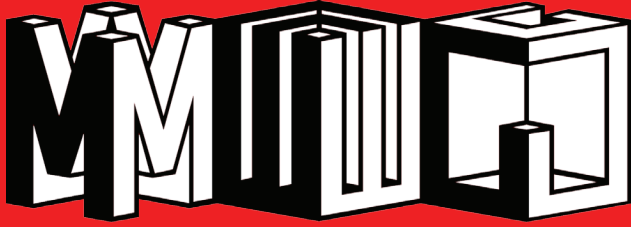
He also learned that “just throwing up houses” is a “numbers game” and not very fulfilling. He carried 30-40 houses at one time and then supervised the completion of the recreation center of Tamarron, the nation’s largest housing development at that time.

When Paul Canady approached him about starting their own company, George took a couple of days to decide if he could step so far out of his comfort zone. As Benjamin Disraeli said, “One secret of success in life is for a man to be ready for his opportunity when it comes.” George said, “I feel we’re destined for certain things. It felt like one of those pivotal moments.”

Gomez studied accounting at the University of Houston with the intention of becoming a certified public

***To contact Res Com Custom Builders
call 832-321-3428
email service@rescomllc.net
or visit www.rescomllc.net***

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Customer Reviews

Matt Sneller -

Sneller Custom Homes

We are a custom builder/remodeler and have been working with Esvin/MWG for about 4 years now. They are one of our best trade partners that we have. Esvin is extremely creative and great around our clients, but he also does what he says he's going to do and is great about staying in communication. He has done everything from simple framed glass shower doors to very detailed shower enclosures to custom cabinet doors to a custom metal and wood table for our new conference room. I would highly recommend working with MWG!

Michael Pelletier

President/Owner Fairmont Custom Homes

We have been working with Esvin Tista and MWG Innovations for over 5 years. Esvin is our go to for shower glass and mirror work. I am proud to say that we have been able to set market trends with the help of MWG Innovations and his excellent customer service. Rarely, do I find an individual that is as reliable as Esvin in our world of building custom homes. Esvin has been a great partner for Fairmont Custom Homes bringing excellent value to our customers and helping us become the number one builder in Fulshear, TX. We look forward to our continued relationship with MWG Innovations.

Double L Interiors -

Double L Interiors has worked with Metal, Wood, Glass Innovations (Esvin) on a several jobs. The process has been nothing but short of perfection. Interior design process can be trying. However, the right vendors make all the difference! MWG is one of those vendors you can rely on to make your idea come to life. Esvin "gets design!" He understands and appreciates the details that go into every space. Keep up the excellence Esvin!

Sales Professionals



Esvin Tista - *Esvin@mwginnovations.com*

In his 12 years of experience in the glass industry, Esvin found himself wanting to do more than install glass. As a true Texan, he believes everything is bigger in Texas and decided to open his own business in 2018. Esvin is talented and has the passion and vision for designing and fabricating unique pieces of art for

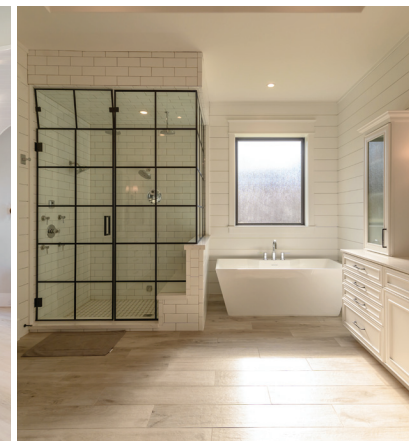
metal, wood, and glass consisting of shower doors, vanities, mirrors, handrails, and more. He credits his passion to his loving family and success to his professional team. When his not working, you will find Esvin enjoying the beautiful Houston weather fishing, hoping to catch more than a cold breeze on a sunny, rainy day, all in one trip to the bay!



Lilian Tista - *ltista@mwginnovations.com*

Lilian is experienced in management accounting. In search of a better balance between work and family time, she joined Metal Wood Glass Innovations LLC in 2021. Her commitment is to provide excellent service, helping the corporation to create and build a better business.

She enjoys the opportunity to serve customers on a personal level and the originality behind each project. She spends her free time with her son. She loves to run, and occasionally you will find her running marathons and obstacle course races.





Dialogue with a Designer

Christine Cook / EP Interior

MWG INNOVATIONS - With a passion for designing and working with glass, Esvin Tista founded MWG Innovations in 2018 on the idea that offering custom bath glass and mirrors for new construction and remodeling projects should fall in the line of an exquisite art job. Esvin takes great pride in creating unique pieces of art designed to bring life to the ideas given to him by the builders, designers, and trades he partners with. His work includes intricate designs of fabricated unique custom metal, wood, and glass pieces for shower doors, vanities, mirrors, handrails, and more. MWG Innovations is committed to providing all clients with high-quality products and services which yield outstanding customer satisfaction.

This month **MWG INNOVATIONS** speaks with Christine Cook, a seasoned Interior Designer with a deep passion for design and a wealth of experience gained from living and working around the world. Christine shares her journey from earning a Bachelor of Arts at Iowa State University to building a successful design firm, EP Interior, driven by her love for diverse design styles and the unwavering support of her family. Join us as we explore Christine's inspiring story and the unique approach she brings to her clients.

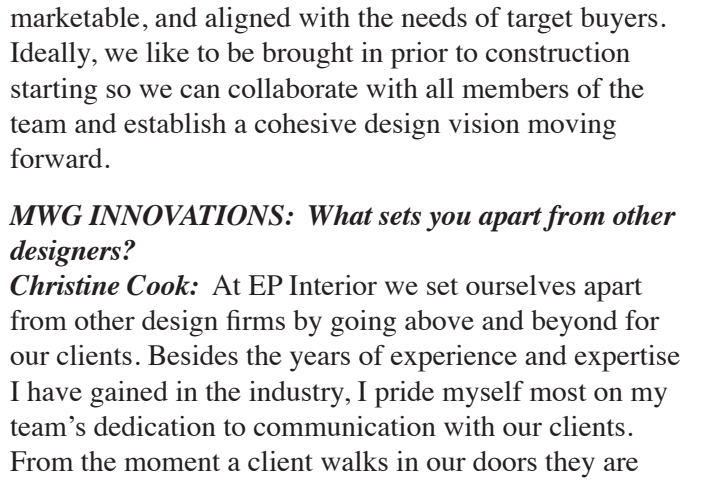
MWG INNOVATIONS: What motivated you to enter

interior design?

Christine Cook: I remember at a young age I would stay up late rearranging my furniture and artwork in my room until everything felt perfect. I was obsessed with making my space beautiful and functional. This passion followed me all the way through college and after I graduated, I quickly jumped into the design field. I always say that my love for interior design led me to where I am at, but my husband and two daughters (Emerson and Parker) keep me motivated to reach for the best. I want my girls to see they can have it all; being a dedicated wife, mother, and successful entrepreneur.

MWG INNOVATIONS: How has the field of interior design changed since you graduated?

Christine Cook: Since graduating college in 2008, the Interior Design Industry has undergone some pretty remarkable transformations. The shift towards digital tools and online platforms has streamlined our design process. These technologies have allowed us at EP to create a more immersive experience with our clients and better visualization of our ideas and design concepts. Of course, social media has also played a huge role in the way we are able to showcase our work and brand for potential clients. Social media offers increased access to client inspiration,



quickly changing trends, and allows us to have a much more direct connection with our clients and followers.

MWG INNOVATIONS: How can an experienced interior designer help a custom home builder or a remodeling contractor with their building or remodeling projects?

Christine Cook: By partnering with an interior designer, custom home builders and remodeling contractors can benefit from our expertise in space planning, material and finish selection, preliminary design concepts, and lighting design. We can help a home builder create homes that are not only aesthetically pleasing but also highly functional,

marketable, and aligned with the needs of target buyers. Ideally, we like to be brought in prior to construction starting so we can collaborate with all members of the team and establish a cohesive design vision moving forward.

MWG INNOVATIONS: What sets you apart from other designers?

Christine Cook: At EP Interior we set ourselves apart from other design firms by going above and beyond for our clients. Besides the years of experience and expertise I have gained in the industry, I pride myself most on my team's dedication to communication with our clients. From the moment a client walks in our doors they are met with a team who make sure their needs, desires, and vision are meticulously planned and executed. It is very important to me to cultivate genuine relationships with my clients because collaboration with them is how we achieve stunning results. We provide great customer service, a sharp eye for detail, and a deep understanding of all things' design and construction. We help clients in all stages of the design/building process from beginning concepts with an architect, through selection of materials, and finally furnishing and accessorizing their home. Our team is made up of a diverse group of talented women who are passionate about design, which allows us to help ANY client with ANY project!

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MWG INNOVATIONS: *How do you begin the materials selection process when working with builders' and remodelers' clients?*

Christine Cook: The materials selection process is a crucial aspect of our work when collaborating with builders and remodelers to bring their clients' vision to life. We always begin this process by conducting a thorough consultation with the clients to understand their style preferences, budget constraints, and desired outcome for

the project. This initial step allows me to establish a clear direction for the materials selection, ensuring that the final design reflects the clients' unique taste and meets their specific needs. Once we have a good understanding of the clients' requirements, we then start researching and sourcing a range of materials that align with their aesthetic and practical requirements. This may involve visiting showrooms, consulting with suppliers, and exploring the latest trends in the industry to identify the best options for the project.



MWG INNOVATIONS: *Speaking about staying current, how do you keep yourself up to date with all the design trends happening in the industry today?*

Christine Cook: To make sure we stay in the loop I make it a priority to attend industry events, such as design shows, exhibitions, and conferences. It has proven to be invaluable time and time again. Staying involved and present in the industry has been the key to our networking success, connecting us with new endeavors and opportunities we could have never imagined. These events not only give me the opportunity to see the latest products and innovations firsthand but also allow me to network with other professionals and gain insights into emerging trends. We love to refer other professionals to our clients when needed, so we appreciate it when they return the favor. Continual engagement frequently leads to new referrals and opportunities.

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Sales Professionals



Jeff Steiner -
jsteiner@bathsofamerica.com

Jeff has always enjoyed working with people and being able to offer them his exceptional services. No matter the size of the job, Jeff makes sure that the customer is satisfied and that the job he started gets his full attention until completion. After sales, Jeff also follows up with clients to ensure they are aware of the functions of the products they have purchased and if he can assist in any product demo in person. Jeff, along with his assistant, Hillary Ratliff, started the appliance builder sales division at Baths of America. He has been in the appliance industry for 30 years now and has led Baths of America to one of the largest appliance dealers in Houston, TX.



Hillary Ratliff -
hratliff@bathsofamerica.com

Hillary has been in appliance builder sales for the past four years and has no plans to go to another industry. Assisting Jeff with his builders, Hillary makes sure that products are ordered, scheduled for installation and the logistics of jobs are handled sufficiently. Hillary enjoys the appliance category as it is a very niche, and the relationships that she's made in this industry. Helping builders and meeting new clients and industry partners has become a reason why Hillary plans to keep continuing her plans to grow in the appliance industry.



Chadney Alvarez-
chadney@bathsofamerica.com

Chadney has been in plumbing and hardware sales for 25 years now. Starting as a bookkeeper at EXPO Design Center at age 18, she has developed herself into one of the leading salespersons in the plumbing and hardware industry. Developing customer relationships is very important to Chadney and a key reason why she's been very successful in maintaining her business. Starting from the beginning, when plans are just on paper, making selections, and seeing the final projects come to fruition a year or so later makes me love what I do.

Customer Reviews

Brian Phillips - Cayson Graye/Alair Homes

As a custom home builder, we have specific needs when it comes to appliances for our projects. Jeff and his team offer not only the selection we need for our clients, but also the expertise, competitive pricing and professional installs. Baths of America is a vendor with whom we are very proud to partner.

Rosenberg + Gibson Designs

After having a horrible experience at another appliance dealer, we Baths of America has been Rosenberg + Gibson Design's go to bath and kitchen gallery since 2018. They offer an extensive range of top-tier products, all conveniently available under one roof, which makes the purchasing process seamless. But their best asset is the exceptional customer service experience. Their entire team is knowledgeable and friendly. It's always a pleasure to work together on design projects and we are grateful to have them as an industry partner.

Missy Stewart Designs

Baths of America is a key partner for sourcing plumbing, appliances, and hardware for my interior design company. Working with Baths of America has been an advantageous experience, thanks to their exquisite showroom and a team of knowledgeable staff dedicated to providing top-notch service. The showroom at Baths of America is nothing short of inspiring, showcasing a diverse range of high-quality products that align perfectly with my projects' aesthetic and functional requirements. The variety and sophistication of their offerings have significantly contributed to the success of my interior design ventures, allowing me to curate spaces that exceed my client's expectations.

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