

THE METROPOLITAN BUILDER

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**BAD Builders Means
Something Good**



By Kathy Bowen Stolz

BAD Builders? And that wolf in its logo? Huh?

No, it's not a front for a Big Bad Wolf that's going to huff and puff and blow your house down as a reclamation project. But, if you're thinking BAD are initials for its three partners (Bill, Alex and Davide), then, yes, you're in the right story.

However, the vertically integrated company could just as easily be named BEAD for its core services of Building, Engineering, Architecture and Design.

Or perhaps its name could be PEF for Passion, Efficiency and Flexibility, the company's core values.

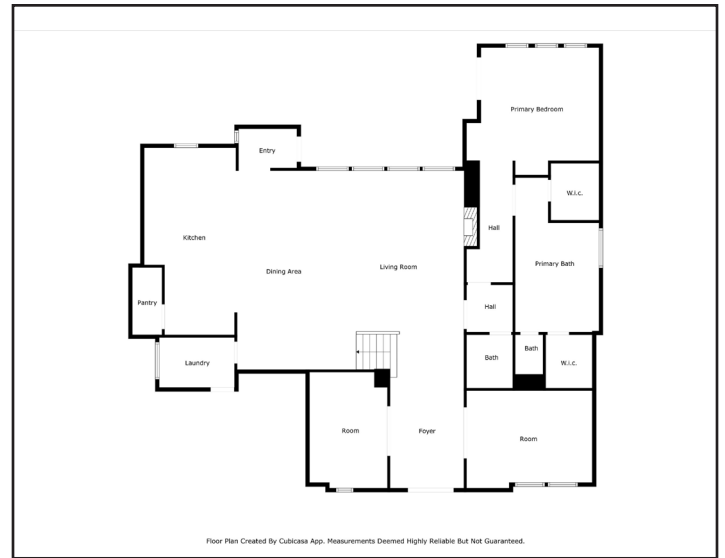
Simply, the name BAD Builders catches attention and creates an easy starting point for conversation, according to Davide Mei, one of those three partners in this Houston firm.

"We're a very diverse company," Davide, a native of Italy and trained engineer, explained. William "Bill" Hallenbeck is native Houstonian who became a builder after serving

in the U.S. Marine Corps, and Alexander "Alex" Mora, the resident architect and designer, is originally from Colombia.

Each of the partners has 15-25 years of building experience, joining forces in 2021 to combine their skills for new construction projects "because three heads are more capable than one. Normally you have to hire an architect, then a builder. We have all services together because nobody can build a structure as good as the one who designed it," Davide stated.

Each of them is involved in some way with each aspect of the business because of their building knowledge. Alex is the link between design and construction, Davide connects his engineering and financial background to sales and construction, and Bill oversees most of the construction process. "With three of us, one can cover for the other, which allows a better work-life balance," according to Davide. "We can go on vacation because, with good planning, you don't have disruption.

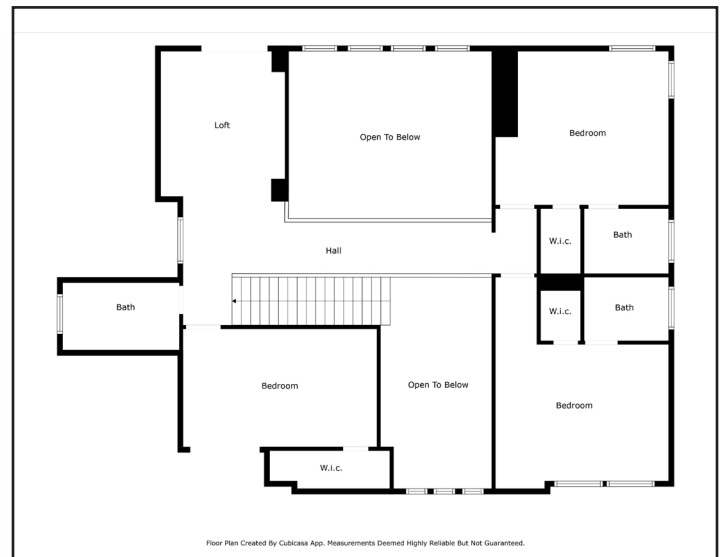


“We are never selling just bricks and mortar. We are also selling process and service,” according to Davide.

Because of the partners’ diverse backgrounds, “we have a capacity to understand a wide array of customers,” which is important in the multi-cultural Houston market, Davide added. The company’s current clients are from Greece, Africa, Latin America, Italy, India and the United States, he noted. They hope to expand their international investor base.

Much of their building is within Houston’s second loop, but they have built in Lake Conroe and Pearland – even in Mexico, Santa Lucia and Italy!

The clients are also diverse. Many of the clients work in oil





and gas or medicine or logistics or finance. Marketing is simply word of mouth. “When we build in a neighborhood, there are another two or three prospective customers nearby.

“We like to position ourselves as an ‘affordable Mercedes’ in the market,” Davide stated. About 50 percent of their projects are contracted and 50 percent are speculative custom homes for investors. “We just finished a \$1.4 million, 4,000-sq.-ft. custom home that was a spec. It sold before the sheetrock was on.”

When constructing a spec home for an investor, BAD Builders tries for a style that is slightly different than the competition because that home will sell faster, he said. Their standard is that the exterior and interior must appeal to 85 percent of buyers. With their capacity for design, their projects can be very modern or very traditional, but no two homes are alike, although all have a high level of finishes and superior level of quality.

They let the neighborhood’s look and feel guide them. “The





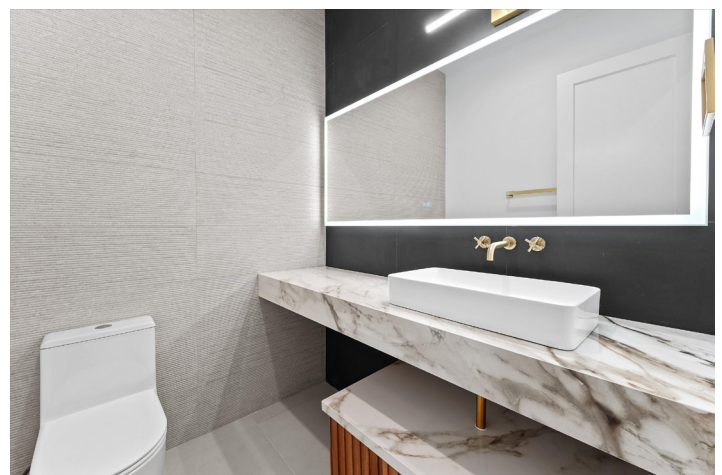
neighborhood is giving us the answers,” Davide said. “If we have to tear down a home, we try to save mature trees to make the new home look like it fits in the neighborhood.” One of the company’s goals is for a prospective buyer to say “I want to live here. I see myself living here,” he continued.

When building under contract, BAD Builders works to bring out the vision the client has within, Davide explained. “We ask, ‘How do you live? What is important to you? Do you entertain a lot?’” He cited a client with eight dogs who wanted a special space for bathing them as an example of meeting a client’s particular needs.

The company’s goal is to build between six and 12 homes each year.

BAD Builders offers a service of design, permitting and construction in quick turnaround. “We control all of the variables in the process, although the only thing we can’t control is the permitting process. But a well-designed building goes through permitting faster,” Davide noted.

In addition to building homes, BAD Builders does some commercial work, including churches, restaurants, and extensive remodeling projects that have an architectural component.





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