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# METROPOLITAN BUILDER

INSIDE SHOWCASE



Solomon Signature Homes



Creates Functional Art



SOLOMON  
SIGNATURE  
HOMES





# Solomon Signature Homes Creates Functional Art

**By Kathy Bowen Stolz**

To Matt Solomon, a custom home is art. And as its builder, he makes sure the art reflects the owner.

As owner of Solomon Signature Homes, he focuses on creating a functional home, as well as a beautiful home. “I embrace how the home will be used in the present as well as the future.”

He noted, “Every builder focuses on the bottom line, but I want to build really awesome homes. My focus is more about building something really inspiring.”

His focus is also on the process. “Building a home is very personal. We ask clients to show us what they like, such as pictures off the internet, then narrow those ideas to specifics. We put those ideas into a concept book with finishes and renderings of everything so that the client understands the design and specifications. We also do a full-size walk-through on the floor plan because most people can’t envision the completed project. Having

this book minimizes the indecisiveness that comes from ‘decision fatigue’ because the client made the decisions early on when their thinking was still fresh.

“We want to create a streamlined, happy experience for the client. We explain everything and set expectations. We also use software to ensure everything is transparent and well communicated. We have happy customers, and they refer us to others.” He estimated that about 60 percent of his clients come through a referral.

As part of the smooth process, Solomon assigns a construction superintendent to each of the homes. That superintendent will do all of the liaison meetings with the architect, designer and subcontractors. He said this single point of contact avoids a “tossed around” feeling for the clients. “Most people just want their house and not all of the stress.”

Although the company has the in-house capability to do

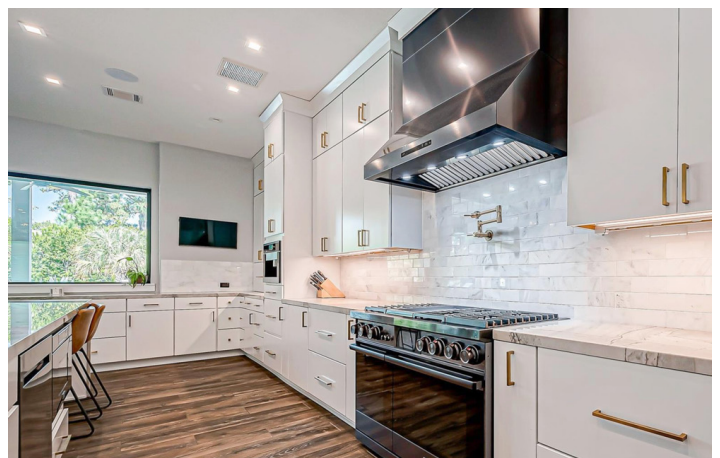


all elements of building – including landscaping and pools – the staff can adapt to different situations, “from a blank piece of paper to everything set except the builder. We won’t shy away from a house because we didn’t design it.” However, the more elements Solomon can control, the better he can maintain the quality of the work and experience for the client.

He said his goal is to be not just the builder but the clients’ friend.

Solomon Signature Homes are typically four to six bedrooms and 5,000 to 7,000 square feet in the \$2- to \$4-million range. The company builds eight to 10 homes a year in neighborhoods such as River Oaks, Oak Forest and Memorial. It also builds in Willow Creek Ranch and the Estates at Cane Island where there are larger lots available. One of his company’s trademarks is to feature very large (think 40 feet x 9 feet) glass doors. Most of the clients want their homes designed to allow entertaining guests, including extra bedrooms for grandchildren’s visits.

Matt said he likes to build both contracted custom homes and speculative homes, but for different reasons. A speculative home is quicker to build and allows him to be more creative, but with a contracted home, he gets the enjoyment of seeing the clients’ excitement about doing something new.







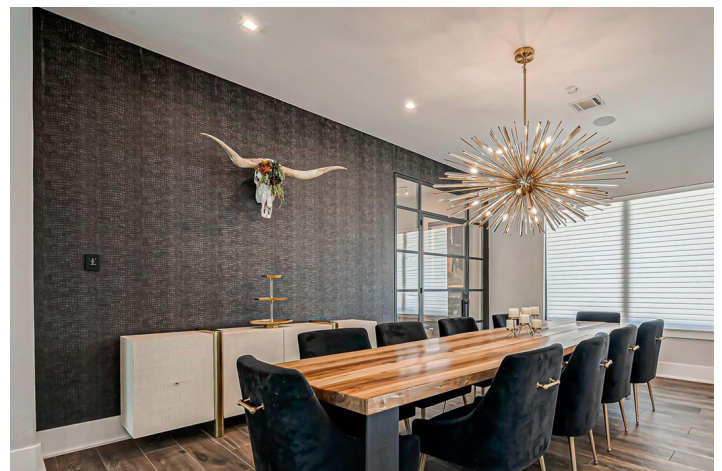
And doing something new appeals to Solomon too. He's always looking for new products and materials. He even imports products himself to save money for the client. As an example, he cited a project that called for a glass wall in the swimming pool. By contacting the overseas manufacturer and buying the panel direct, he saved \$30,000!

Perhaps that broad outlook isn't so surprising when realizing that Matt has a degree from the University of Houston in finance, corporate entrepreneurship and global energy management. He worked as an energy trader after college, but when his builder dad died 11 years ago, he decided to switch careers and continue the family business. "I was a kid on Friday and took over the company on Monday," he explained.

Although his dad produced "nicer" production homes, Matt tired of constructing the same thing over and over again.







His desire to try new styles led to his becoming a custom builder and eventually rebranding the company as Solomon Signature Homes in 2021.

“We’re kind of at the point where we don’t need to grow exponentially,” but he said he still has goals. His next venture in building? Building vacation homes in tandem with a cousin who is a builder in Charlotte. Perhaps at that point Matt Solomon’s two sons (now ages 8 and 11) will be ready to follow in the family business and another generation will get the enjoyment that comes from creating beautiful and functional homes.







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