



## Kuehn Custom Homes Redefining Luxury Homebuilding Through Craftsmanship and Innovation

Process Streamlines Remodeling  
for NG Platinum Homes' Clients

Dialogue with a Designer  
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# THE METROPOLITAN BUILDER

An Industry Trade Publication | December 2024



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For Local Information Contact:  
themetropolitanbuilder@yahoo.com  
832-317-4505  
www.themetropolitanbuilder.com

2206 Paso Rello Drive  
Houston, Texas 77077  
832-317-4505

Owner/Publisher  
Giselle Bernard

Editor  
Kathy Bowen Stolz

Magazine Layout & Design  
Pamela Larson

Website  
www.themetropolitanbuilder.com

Printed in the USA  
by Seaway Printing

The Metropolitan Builder is a local trade publication published monthly in an informative and positive manner. Copies are mailed, free of charge, to building professionals throughout the greater Houston area. The opinions and facts expressed in The Metropolitan Builder magazine are those of the authors or columnist and do not necessarily reflect the views of the publisher, nor do they constitute an endorsement of products or services herein. The Metropolitan Builder strives to ensure the accuracy of the magazine's contents. However, should inaccuracies or omissions occur, we do not assume responsibility. The Metropolitan Builder reserves the right to refuse any advertisement. This publication may not be reproduced, in whole or in part, without the expressed prior written permission of the publisher.

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# PUBLISHER'S *note*



**Giselle Bernard,**  
*Publisher*

## The Boomerang Effect of Slander

In a world where words travel faster than ever, slander often feels like a tempting shortcut for those seeking to harm another's reputation. But, more often than not, this strategy backfires—leaving the slanderer as the ultimate victim of their own negativity.

Slander thrives on falsehoods, exaggerated truths, and spite. At first glance, it seems to offer a way to elevate oneself by pulling another down. However, slander doesn't operate in isolation. It invites scrutiny, distrust, and a questioning of motives, not toward the target alone but toward the one wielding the verbal weapon.

Why does slander boomerang so predictably? It's

because people recognize integrity—or the lack thereof. When an individual habitually undermines others, they project insecurity and pettiness. The slandered individual, if they stand firm in authenticity, often emerges stronger, buoyed by the trust and support of those who value honesty.

In the end, slander reveals more about the accuser than the accused. Its true power lies not in the damage it does outwardly but in the cracks it exposes in the slanderer's character. Let this serve as a reminder: truth is resilient, and negativity has a way of consuming its source. Choose to build, not destroy. After all, what we speak into the world often comes back to define us.



# Insights from My Visit

## Comparing Client-Centered Craftsmanship Between Houston and Cape Cod Builders

By Giselle Bernard

As someone who has showcased the work of hundreds of talented builders in the Houston market over the last 25 years, I've had the privilege of seeing countless stunning homes, each tailored to the unique needs and aesthetic preferences of the Texas landscape. Houston builders excel at creating homes that suit the city's diverse architectural styles and climate demands. Recently, however, a visit to Cape Cod offered a fresh perspective, introducing me to the distinct and remarkable approach of Cape Cod's building professionals. The craftsmanship, attention to detail, and architectural styling that characterize Cape Cod homes bring a different kind of elegance to the table.

### Climate and Environmental Demands: Two Worlds Apart

Building in Cape Cod and Houston presents two very different sets of environmental challenges. In Houston, builders contend with a hot, humid climate, mild winters, and frequent heavy rains, which means choosing materials that can handle heat, resist moisture, and mitigate the effects of clay-rich soils that expand and contract. Houston homes often feature materials that reduce heat absorption and enhance ventilation, ensuring that homes stay cool and comfortable in the extreme summer heat.

In Cape Cod, the coastal environment demands a different approach. Builders here deal with cold, snowy winters, salty coastal air, and sandy soils, which require structures to be more weatherproofed, insulated, and resistant to moisture and corrosion. In this environment, every detail matters—from selecting materials that endure salty air to designing exteriors that handle strong coastal winds. The result is a style that feels both rugged and refined, a testament to the commitment Cape Cod builders have to quality and durability.

### Architectural Styles: Honoring Tradition and Embracing Innovation

In Houston, architectural styles vary widely, often blending



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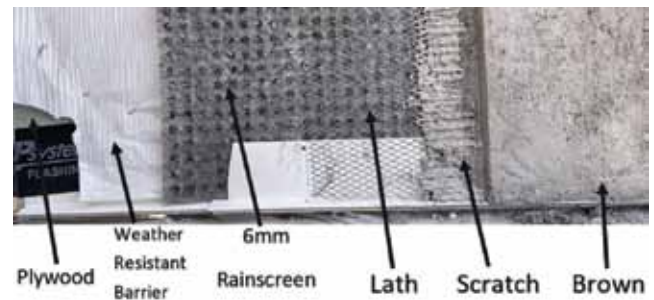
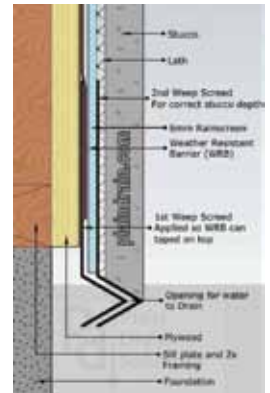
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roofs, and cozy interiors, Cape Cod homes are designed to be as inviting as they are resilient, blending tradition with innovation to meet today's living standards.

### **Foundations and Structure: Building for Regional Stability**

The differing soil conditions between Cape Cod and Houston require that builders take special care with foundations. In Houston, clay-heavy soil can expand and contract dramatically with moisture changes, which demands specific techniques such as slab foundations or pier-and-beam designs to ensure stability over time. Builders in Houston use these methods to create homes that withstand the natural shifts of the soil, reducing the risk of foundational issues.

Cape Cod's sandy soil, on the other hand, requires a different approach, often involving deeper pilings or reinforced concrete to provide stability and prevent shifting. With a focus on strong, reliable foundations, Cape Cod builders ensure homes can endure both the local terrain and the environmental stresses of a coastal area. These adaptations showcase the commitment of builders in each region to create homes that last.

### **The Role of Communication and Collaboration in Building Success**

Whether building in Houston or Cape Cod, the process of custom home building is complex and requires seamless collaboration between builders, architects, designers, and clients. The most successful building professionals make this process as enjoyable and stress-free as possible through constant communication and teamwork. By maintaining clear lines of communication and working closely with everyone involved, builders can ensure that each project runs smoothly, from initial design to final construction.

This emphasis on collaboration is especially important when considering the unique challenges each region

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Mediterranean, modern, and contemporary influences to create luxurious, expansive spaces that suit the Texas climate. Builders in Houston embrace a diverse design palette, creating everything from sleek, modern layouts to grand, traditional homes that reflect clients' tastes and local trends.

Cape Cod, however, leans heavily toward traditional coastal styles that reflect its New England heritage. From quaint cottages to stately homes, Cape Cod builders skillfully balance classic aesthetics with the comforts of modern living. With a focus on details like shingle exteriors, steep





# Redefining Luxury Homebuilding Through Craftsmanship and Innovation

By Kathy Bowen Stolz

For over 30 years, Weston Kuehn has evolved from a young framer on construction sites to the founder of Kuehn Custom Homes, a boutique custom homebuilding company known for creating intricate, high-end luxury homes. As a second-generation builder, Weston's journey has been defined by a commitment to quality, endless creativity, and adaptability.

Weston grew up immersed in the world of construction, shadowing his father on job sites and learning the values of integrity and hard work. After earning a business degree from Sam Houston State University in 2001, Weston gained experience with a production builder before joining his father's company, Meadowlark Homes. There, he embraced his father's philosophy: "Build each home as if the homeowner is standing right there." When the 2008 recession prompted Sammy to retire, Weston launched Kuehn Custom Homes in 2007. From its beginnings as a remodeling-focused business, the company has grown into a premier builder of luxury homes, taking on complex and innovative projects that reflect Weston's problem-solving approach.

Today, Kuehn Custom Homes specializes in luxury homes priced at 1 million and above, with projects spanning

the greater Houston area and beyond. Weston typically manages five custom projects at a time, overseeing every detail himself. His homes, which take 18 months up to three years to complete, exemplify next-level craftsmanship and design. "Our work is so intricate and well thought out that it's a step above traditional custom luxury," Weston explains. "The harder the challenge, the better it is for me. I very rarely tell a customer no."

Each home is a unique blend of the homeowner's vision, the designer's artistry, and Weston's meticulous craftsmanship. One standout project featured a \$6.5 million home with an underground grotto viewing a 165,000 gallon swimming pool through weathered concrete pillars, solid brass accents, and custom elements pulled from the client's inspirations of places he'd traveled abroad.

Weston thrives on pushing design boundaries, whether reworking architects' plans to enhance functionality or ensuring every line in a modern-style home is perfectly aligned. His love of woodwork, inherited from his father, shines through in elaborate trim, crown molding, and custom window treatments. "Wood makes a house feel

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‘rich,’” Weston says. Even his renovation projects reflect the same level of artistry. From whole-house remodels to extraordinary features like a two-story pink closet with a wedding dress displayed in a glass case, Weston brings the same passion and precision to every project.

Customer satisfaction is at the heart of Kuehn Custom Homes. “It’s fun to give my customers what they want and need,” Weston says. “They’re the reason I have a job. Why wouldn’t I want them to be happy?” This dedication extends to his loyal subcontractors, many of whom have worked with Weston for decades. “They know how I build,

and I trust them as much as they trust me. Without their commitment to excellence, I wouldn’t be where I am now.”

While Kuehn Custom Homes is based in Montgomery, Weston doesn’t limit his projects geographically. From the outskirts of Houston to projects 75 miles away in Trinity, Weston goes wherever his clients need him. Recently, he’s added a commercial arm to his company, with projects like an 8.5-acre warehouse facility. Beyond homebuilding, Weston also manages an industrial warehouse company with 52 tenants. Despite juggling multiple ventures, he remains deeply involved in every home he builds, personally visiting job sites several times a week.





Weston's wife, Tonia, manages the company's office work, bringing her own experience as a former builder. As their daughters grow older, Weston anticipates Tonia may rejoin him in the field. For now, Weston is focused on maintaining his boutique approach, building a select number of homes each year to preserve the quality and personal attention that define Kuehn Custom Homes.

With a legacy rooted in craftsmanship and a future filled

with innovation, Weston Kuehn continues to redefine luxury homebuilding, one unique project at a time.

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## Shimmering gold products bring the magic of the holidays home.

Exceptional kitchen and bath products celebrate yuletide nostalgia! From a luxurious freestanding tub to sparkling hardware, the holiday season is here! Bring the warmth of the season with winter whites, dazzling crystals, and

illuminating gold finishes. These new products bring the enchantment of the holidays all season long. Toast to the best time of the year while discovering these new fixtures and fittings.



The Alissa tub from the MTI Collection



Ruvati Pietra Sink

### Works Of Art For A Luxury Bathing Experience

The newly released MTI Collection includes a stunning variety of works of art that create a luxury experience with the smooth touch of molded stone, handcrafted in the USA by skilled artisans. All MTI Collection tubs are individually manufactured and handcrafted using their proprietary SculptureStone, and are available as soaking baths or air bath, in white or biscuit and with a soft matte or hand polished deep gloss finish. The solid works of molded stone are smooth, 100% solid throughout, non-porous, stain-, mold- and mildew-resistant making cleaning and maintenance easy. The poured technology allows for innovative styles that have won more than 50 design awards. The MTI Collection offers six exterior colors to accent or integrate with the bathroom decor available on many tubs in matte or gloss finish.

### Sink With A Stylish Shimmer

Ruvati brings holiday sparkle to the bathroom with the Pietra Collection of decorative vessel sinks. These hand-finished basins rest on top of the vanity to properly show

off their embellished metallic exteriors. The look is elegant and refined, the perfect artistic touch for a luxury-minded master bath or a show-stopping powder room. Shown here is the 14" round bath vessel with a striking gold textured exterior paired with a glossy white interior. The collection is crafted of thick porcelain ceramic for amazing durability with a smooth enamel interior finish resistant to scratches, chips or cracks. The Pietra sinks are 5" deep and are covered by a Limited Lifetime Warranty.

### Small Details Make The Season Bright

Create a sophisticated setting with crystal knobs, bar pulls or cup pulls from Nostalgic Warehouse. Guests are certain to be impressed with the glimmering facets of the Baguette or Waldorf Crystal knobs. Another smart choice is the elegant Frosted Crystal cup pull, a lovely option that brings a tranquil softness to more formal settings. Known for crafting heirloom-quality hardware that replicates the look and feel of vintage-era pieces, Nostalgic Warehouse





**Nostalgic Warehouse's Crystal Cabinet Hardware**

uses time-honored techniques and only the finest quality materials, such as solid forged brass and lead-free crystal, to create their masterpieces. By mixing and matching pieces from different collections and choosing from their many finish options, it is easy to develop custom looks to suit any décor or style. All Nostalgic Warehouse hardware is designed with durability in mind for lasting beauty and superior performance.



**Bello's Serenity Vanity**

**Festive Bathroom Upgrade**

Bello's Serenity Vanity Collection is inspired by the concept of creating a personal sanctuary within your home. Designed to bring a tranquil and serene atmosphere to any bathroom, offering a personalized oasis where relaxation and calmness thrive. The collection comes fully assembled and features solid wood construction with solid wood drawers with dovetail joints, removable drawer organizer and premium soft-close drawer glides and hinges. A warm

*Continued on page 12*

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Continued from page 11

LED light strip is installed on the bottom to provide ambient lighting. The collection is offered in water-resistant finishes that will not stain or tarnish from a wet environment. All marble composite tops come with back splashes and pre-installed cUPC certified sinks.



Velox K.1800 from Isenberg by Flusso

### Holiday Sparkle In The Kitchen

The Velox K.1800 kitchen faucet from Isenberg by Flusso brings a modern, industrial vibe to the kitchen with its

graceful, high-arched spout and two minimalist-inspired levers. Shown here in Brushed Gold PVD, the Velox faucet is as practical as it is beautiful. It is constructed of premium stainless steel with a pull-down faucet and dual-function sprayer with an extended reach that can easily and thoroughly clean all areas around the sink. Velox is a semi-professional grade faucet built with exceptional craftsmanship and commitment to environmental stewardship. Velox is available with a matching soap dispenser, features single-hole installation, is ADA and WaterSense compliant, and offers a Limited Lifetime Warranty for years of hassle-free enjoyment and use.

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presents. Houston's diverse architectural landscape and Cape Cod's coastal conditions require builders to work in tandem with their clients, tailoring each element to fit the specific needs of the environment and the homeowner's vision.

### Crafting Lasting Impressions: The Art of Building in Different Regions

While Houston and Cape Cod are worlds apart, the builders in each region share a dedication to craftsmanship and quality that shines through in every project. From the sandy shores of Cape Cod to the sprawling estates of Houston, these professionals bring both skill and artistry to their work, adapting to each environment's challenges and creating homes that stand the test of time.

Regardless of the region in which a custom home builder operates, their commitment to quality and craftsmanship remains the cornerstone of their work. Each builder tailors their approach to the unique demands of the local environment, architectural styles, and client preferences, ensuring every home is both resilient and reflective of the area's character. This dedication to excellence is what transforms each project into a timeless, beautifully crafted space that stands as a testament to the art of building.





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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.





# Process Streamlines Remodeling for NG Platinum Homes' Clients

**By Kathy Bowen Stolz**

Pre-planning is the key to streamlining the construction process, according to Nadine Gol, owner of NG Platinum Homes in Houston.

“When I started my business in 2017 after flipping some houses, I was doing construction the same way everybody else does. But through trial and error, always trying to come up with ways to make it better, I created a system that allows my workers to get in and out of a house as quickly as possible,” she explained.

“We know that remodeling can feel like a daunting task, which is why we’ve developed a streamlined, no-hassle process. Our approach focuses on making the clients’ experience as smooth as possible. From the initial consultation to the final walkthrough, we keep them informed and involved, ensuring there are no surprises along the way. We believe in clear communication, transparency and delivering on our promises,” she continued. She provides itemized estimates to minimize financial surprises.

The first step is a visit from NG Platinum Home’s salesperson, who listens to the client’s needs before estimating overall costs. Nadine, who does the design work

herself, visits the home multiple times before she creates a 3-D rendering of the space to help clients envision the completed project. Once the clients approve the design, they determine a start date. The wait time is typically 2-3 months, which allows Gol to set a shopping day with the client for selecting tiles, countertops, appliances and such before construction starts.

“My doing the design work is very appealing to my clients. It’s very rare that someone knows what color of countertops, what color of cabinets they want when they start.

“People love the process. People are really happy with it, especially the construction phase,” Gol noted. Unlike most contractors, Gol limits projects to two at a time and uses her own employees for much of the work. Her staff does the demolition, painting and clean up, while skilled subcontractors who work almost exclusively for NG Platinum Homes do the carpentry, cabinetry, plumbing and electrical work. Because her workers aren’t pulled away by other jobs, they can focus on Gol’s projects, allowing them to complete most bath remodels in six to eight weeks and most kitchen remodels in three or four weeks.





While some of her clients want to expand the remodeling of their home beyond a room, she breaks projects into smaller components and spreads them out so “they can get their house back” as soon as possible.

The company also does whole house remodels, with flooring and painting frequent work. Projects start about \$20,000 and “can go pretty high up there,” depending on fixtures and materials.

The majority of NG Platinum Homes’ clients are 50 or older who are moving into their “forever home” or retiring and want their current home to adapt to their future needs. They’re planning for the future. “Most of my clients are women – even as a couple – because they’re the ones who pick and choose the design.”

Gol believes being a woman gives her a different perspective as a contractor as well as making her company different. Cleanliness on the job site is paramount to her. “Construction can be a dirty place, especially if the clients have to live in it. I know how I would feel if someone was in my home. In fact, I’ve pretty much re-done everything in the home where I currently live, so I do have a personal perspective.”

Nadine’s early exposure to construction came during

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childhood in Cleveland, Ohio, where she grew up watching her dad, “who did everything himself.” A self-professed daddy’s girl, she would hang out in the garage with him and help him with projects. Her dad was a welder in the steel industry, but he had a broad range of skills.

“I was always interested in what was behind walls,” she said. She chose remodeling rather than new construction because “I just like the transformation of spaces to make them more beautiful and functional.”

Gol gathers ideas by attending a lot of seminars, conferences and trade shows. She travels to Europe, including Design Week in Milano, Italy, every year to learn what’s up and coming in the design world because new designs always start in Europe, she explained.

“Social media is very important to get exposure. I want people to know who I am and get a sense of my personality before they meet me. I want them to see me – the authentic me – and the work that I do to create a comfort level for the client.” Nadine interviews architects and designers for her podcast and also has a YouTube channel.

***To contact NG Platinum Homes  
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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.



# Dialogue with a Designer

## The Design Firm

***BATHS OF AMERICA*** opened its doors in January 2005 when brothers Ali and Zeeshan Sultanali decided to start selling plumbing and tiles to the Houston market. *Baths of America* focuses on customer service and partners only with brands offering quality products and customer service. In addition to plumbing, *Baths of America* now offers door and cabinet hardware, major appliances, cabinetry, and countertops. It has turned into a one-stop shop for designers, builders, and architects, offering the latest designs and trends in the market.

This month, *Baths of America* highlights the expertise and dedication of *The Design Firm*. Renowned for simplifying the complexities of construction, remodels, and new home selections, *The Design Firm* excels in collaboration, detailed planning, and innovative project management. From guiding remodel clients to maximize their investment to offering specialized support through their SPEC department for new home selections, the team ensures every project aligns with the client's vision, budget, and timeline. With a focus on creating stunning, functional spaces, *The Design Firm* transforms the building and renovation process into a smooth and rewarding experience.

***BATHS OF AMERICA:*** What motivated you to enter interior design?

***The Design Firm:*** At *The Design Firm*, we operate as a cohesive team of skilled designers, collaborating to simplify the complexities of construction, remodels, and new home selections. Each member brings unique expertise to create detailed plans, coordinate seamlessly with builders and contractors, and source high-quality materials to enhance efficiency and value. Whether it's guiding clients through a remodel or crafting tailored solutions for new construction, our shared goal is to align every project with the client's vision, budget, and timeline. Together, we strive to deliver stunning, functional spaces that exceed expectations and make the design process enjoyable for all.

***BATHS OF AMERICA:*** How has the field of interior design changed since you graduated?

***The Design Firm:*** As time has progressed, people have increasingly embraced a fusion of diverse design styles, seamlessly blending traditional pieces with contemporary elements to craft spaces that are a true reflection of their individual personalities. In recent years, interior design has also been profoundly shaped by a heightened





awareness of sustainability, with a growing emphasis on eco-conscious materials and environmentally friendly practices.

***BATHS OF AMERICA: How can an experienced interior designer help a custom home builder or a remodeling contractor with their building or remodeling projects?***

***The Design Firm:*** The construction phase is complex, requiring timely decisions and problem-solving. At The Design Firm, we excel in collaboration, expertise, and project management, ensuring a cohesive vision throughout every build or renovation. Our talented interior designers bring a trained eye for aesthetics and functionality, producing detailed plans and coordinating design elements with construction needs to save time and costs. With a network of quality suppliers, we source materials efficiently, prevent costly mistakes, and enhance both property value and market appeal. By understanding client needs and working seamlessly with builders and contractors, we deliver functional, beautiful spaces that exceed expectations and enhance satisfaction for all involved.

***BATHS OF AMERICA: What sets you apart from other designers?***

***The Design Firm:*** For over 40 years, The Design Firm has been dedicated to crafting beautiful designs for our clients. Our unique team approach to every project ensures that we

meet our clients' needs with the belief that collaboration yields the best results. Our limitless design creativity knows no bounds, allowing us to consistently deliver exceptional and innovative solutions. We push the boundaries of what is possible, providing unique and creative solutions across every design style.

***BATHS OF AMERICA: How do you begin the materials selection process when working with builders' and remodelers' clients?***

***The Design Firm:*** It all begins with a clear understanding of the overall budget or allowances, and then getting

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a vision for the client’s lifestyle, personal taste, and functional requirements.

**BATHS OF AMERICA:** *What are some common mistakes builders and homeowners make?*

**The Design Firm:** Common mistakes in custom home construction or renovation include underestimating

the budget, often overlooking expenses like design fees, permits, or unexpected challenges. Builders and homeowners should establish a realistic budget with a buffer for unforeseen costs. Insufficient research into property regulations can cause delays or legal issues, while neglecting long-term needs, such as future accessibility, can limit a home’s adaptability. Over-customization may inflate costs and hurt resale potential, making balance crucial. Skipping the planning stage, especially for challenging terrains, can result in costly revisions. Ignoring energy efficiency leads to higher utility bills and a larger environmental footprint, making sustainable features a smart investment. Lastly, attempting to bypass professional guidance often leads to costly mistakes, underscoring the importance of involving experienced architects, builders, and designers.



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

**The Design Firm:** We frequently attend markets whether it be in Las Vegas, High Point, Atlanta, or Dallas to draw inspiration and keep current on the latest interior design trends and new products. However, when it comes to the overall construction of a home, we tend to focus on making more timeless selections to ensure the client will be happy in the long-run and get the most out of their investment.

*For more information contact*  
**The Design Firm**

281-494-4433

[www.thedesignfirm.com](http://www.thedesignfirm.com)

13013 Southwest Freeway, Stafford, Texas 77477







**When looking for appliances, plumbing, and hardware for a project, we assure you of a great selection, outstanding installations, and service.**

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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.

The Metropolitan Builder  
2206 Paso Rello Drive  
Houston, Texas 77077

# Leading With Integrity:

