

THE METROPOLITAN BUILDER

Greater Houston Edition

themetropolitanbuilder.com

Liu's Imprint on Each of
Nouveau Luxury Builders' Homes



NOUVEAU
LUXURY BUILDERS



Liu's Imprint on Each of Nouveau Luxury Builders' Homes

By Kathy Bowen Stolz

Whether contracted or speculative, all custom luxury homes from Nouveau Luxury Builders have John Liu's imprint on them in every inch and every corner.

"I can design in addition to building quality homes. For some projects I do it all by myself. I pencil down the design the old-fashioned way, but I have drafters who put the design in the computer using AutoCad."

Unlike many other high-end custom homebuilders, Liu noted that his company, Nouveau Luxury Builders, does design and build. "I don't stick to just one style, I can do contemporary or traditional styles, depending on the preference of the customer.

"Most of the time what I'm trying to do is to please the customer, but a lawyer, doctor or engineer who knows their field may not have the imagination for home design that I

have as a professional builder/designer. I throw some ideas at them, if they don't like the ideas, I will then suggest something else as an alternative. My goal is to build something amazing beyond their imagination. A lot of times people don't know how far a design can go," he explained.

"Custom homes should be different from other homes. I want my homes to stand out. Many so-called custom home builders still do cookie-cutter homes. You have to spend a lot of extra time walking in untested waters to build the unique, luxury custom homes that I build. But I like to take that challenge. We are the company for those who want to build trendy and timeless homes sporting new designs and new techniques."

He tries to produce unparalleled design by using different materials, colors and shapes. It's not unusual for him to use materials, such as stucco and brick, in an unexpected way on an exterior, for example. "I spend a lot more time than a



regular consumer thinking about designing and building. I know materials, with new ones being invented every day.”

He puts special emphasis on kitchens, bars and master baths because those areas are highly visible and frequently used. They need to be uniquely stylish with practical functions, in his opinion. In addition, he pays special attention to powder rooms because they can trigger compliments on the owner’s style and taste from the guests. “Extra time and money invested in these areas are highly perceived,” John said.

Liu may continue his design concept by creating furniture to correspond with the interior and exterior as well as making interior selections, such as flooring, countertops and fixtures.

Building a custom home is “highly individualized” to each client and each builder. “We cater to discriminating customers who desire to build their style and value into their homes and who want their homes to make a statement of their taste and lifestyle. We are where inspired design meets with unrivaled craftsmanship.”

According to this native of China, on two occasions homeowners visited one of his spec homes to shop for some design ideas for remodeling their almost-new homes. But they ended up with buying his homes because they loved them so much that they decided to sell their own homes instead of remodeling them.





Liu always has one spec home under construction, which allows him to display his creativity, although he admits he has to consider the market appeal. The spec homes and most of his custom homes have a second-floor master suite with two water closets because they are useful and convenient. He also puts an office on the second floor, considering that homeowners who like to entertain need privacy and security from visitors. Elevators in a two-story house are included because “extra luxury features don’t really cost that much.”

The company, founded in 2002, constructs three to five homes each year in the \$3-10 million range with an average price of \$5-6 million. The company motto of Integrity, Quality and Reliability sets Nouveau Luxury Builders apart from other contractors, according to its owner, who emphasizes honesty and transparency to his clients.



“We always try to save every possible dollar for our customers while adhering to the highest quality standards. We are very good at budget control. We work very hard for good quality at a good price,” noted this one-time banker with the San Francisco Federal Reserve Bank and the International Monetary Fund in Washington, D.C.

The company typically builds in Houston’s “upscale” neighborhoods of Memorial, River Oaks, West University and Bellaire, but “if the budget is right, we could go beyond these neighborhoods,” he added.





nouveau
LUXURY BUILDERS

To contact Nouveau Luxury Builders

call John Liu at 713-410-3937

or email john.nlbuilters@gmail.com

or visit www.nlbuilters.com

The office is located at

11111 Katy Freeway, Suite 910, Houston, TX 77079