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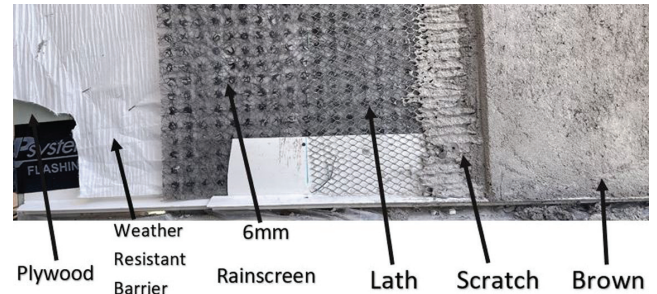
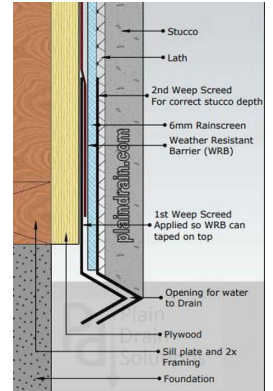
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# THE METROPOLITAN BUILDER

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*Feature Story*

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# PUBLISHER'S *note*

**Giselle Bernard,**  
*Publisher*



## Rebuilding a Culture of Courtesy

In an industry driven by collaboration and trust, common courtesy should be the glue that holds us all together. Yet too often, we see the basics—returning a phone call, responding to an email, or simply showing up on time—slip through the cracks. As professionals, we depend on each other to deliver exceptional results, and that requires more than skill; it demands respect. This issue, we're taking a moment to reflect on the value of professionalism and the importance of resetting the standard for how we treat one another in the business of building.

### **Business Is Still Personal**

Construction and design may involve concrete, cabinetry, or countertops—but at its core, it's a people business. The moment we forget that is the moment our reputations, and ultimately our bottom line, begin to suffer. You don't have to be best friends with every vendor or subcontractor, but you do have to be professional. That means respecting people's time, communicating clearly, and honoring your commitments.

### **The Silent Sabotage: Ghosting in Business**

One of the most damaging trends in the industry today is ghosting. It happens at every level—from clients who disappear mid-project to professionals who don't respond after expressing interest in a collaboration. It's not just rude—it's disruptive, unprofessional, and a surefire way to burn bridges you may need later. A simple "No, thank you" or "We've decided to go in another direction" goes

## **COURTESY COUNTS**

**Why Basic Decency  
Still Matters in Business**



a long way in maintaining mutual respect and preserving future opportunities.

### **Delays Happen—But So Should Communication**

We understand this business isn't perfect. Projects run late. Materials get delayed. Clients change their minds. But silence doesn't solve problems—communication does. A quick message to update your partners or clients on shifting timelines shows accountability, integrity, and leadership. It turns frustration into understanding, and

confusion into collaboration.

### **The Golden Rule Still Applies**

Imagine how much smoother the industry would operate if everyone treated others the way they wanted to be treated. Answer your emails. Be on time. Follow through. Show appreciation. Offer referrals. Say thank you. These aren't outdated social niceties—they're the foundation of good business.

### **Respect Builds Reputation**

Your name is your brand. And in this industry, your reputation travels faster than any ad campaign ever could. People remember how you made them feel—whether you respected their time, honored your word, or left them hanging. Courtesy isn't weakness; it's a competitive advantage. The professionals who consistently act with respect, professionalism, and humility are the ones who stay in business for decades—not just a few projects.

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# Hallmark Renovation & Custom Homes – Transforming Your Home, Enhancing Your Life

By Lesley Bercegeay

Envision walking into a home transformed precisely to reflect your tastes and desires—a kitchen where sunlight dances across custom cabinetry, bathrooms reminiscent of luxurious spas, and living spaces redesigned to foster warmth and comfort. At Hallmark Renovation & Custom Homes, these are more than just aspirations; they are the results delivered consistently by Hank White and his skilled team.

Hallmark Renovation & Custom Homes, led by Houston native Hank White, specializes primarily in high-quality renovations. Although the company undertakes select new construction projects, renovation remains at the heart of their expertise and passion. Their specialty lies in revitalizing existing homes across Houston's vibrant neighborhoods, including Memorial, West University, Rice, and Southampton, transforming them into spaces homeowners cherish anew.

Every renovation project at Hallmark begins with a conversation—a collaborative exploration of possibilities. Hank personally engages with clients from the outset, carefully listening to their ideas, lifestyles, and dreams. Whether envisioning an elegant gourmet kitchen tailored for entertaining or a tranquil bathroom designed as a peaceful retreat, Hank ensures that every aspect is personalized to suit the client's unique needs.

What distinctly sets Hallmark apart is their exceptional attention to detail and craftsmanship. Hank brings a refined eye for design to every project, a talent honed from his previous experience owning and operating a custom cabinetry studio. This specialized knowledge enables him to craft spaces that blend beauty and functionality seamlessly. Clients frequently highlight how Hank elevates their initial concepts into something extraordinary. One homeowner noted, "Hank truly listened and then surpassed our expectations. He designed our kitchen with thoughtful





details that improved our daily lives.”

Hank’s approach goes beyond surface-level aesthetics; he is deeply committed to creating practical, livable spaces that effortlessly meet his clients’ everyday needs. His thoughtful designs emphasize both quality and practicality, ensuring that every renovation serves the homeowner’s lifestyle. Every cabinet, fixture, and layout decision is intentionally chosen to enhance both function and style.

Clients quickly notice Hank’s hands-on involvement throughout the renovation process. He personally manages each project, ensuring that every detail aligns perfectly with the client’s vision. This direct approach offers homeowners consistent and reliable communication, eliminating misunderstandings and reinforcing trust. Hank’s presence at every stage—from planning through completion—ensures meticulous execution and consistent quality.

Supporting Hank’s vision is a select group of skilled tradespeople who share his commitment to excellence and integrity. Many have collaborated with Hank for years, cultivating mutual respect and consistent workmanship. They approach every home renovation with respect, treating each space as the personal and cherished environment it is.

Renovations frequently uncover unexpected challenges, especially in older homes. Hank approaches these

surprises transparently, working closely with homeowners to find smart, cost-effective solutions. He employs a straightforward cost-plus business model, providing clear financial transparency and empowering clients to make informed decisions without stress or worry.

Hallmark Renovation thoughtfully plans projects to minimize inconvenience for clients. Homeowners often choose to remain in their homes during renovations due to Hank’s careful scheduling and considerate approach. For instance, when one family’s home sustained significant damage during Hurricane Harvey, they comfortably lived upstairs while Hank’s team meticulously restored their living spaces below. “The Hallmark crew was always considerate, tidy, and respectful of our home,” the client shared. “They transformed what could have been stressful into a genuinely pleasant experience.”

Understanding clients’ emotional connections to their homes is integral to Hank’s approach. He recognizes that certain details—such as custom oven hoods or specialized storage solutions—carry great importance, particularly for his female clients. By carefully listening and paying close

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attention to these emotional nuances, Hank ensures each space he renovates truly resonates with the homeowner's heart and lifestyle.

At Hallmark Renovation & Custom Homes, the ultimate goal extends far beyond creating beautiful interiors. Hank and his team strive to construct environments that nurture families, enrich daily experiences, and provide lasting comfort. Each renovated space uniquely reflects the homeowners' personalities, passions, and needs—carefully crafted to bring lasting joy and satisfaction.

If you're ready to renew your home, enhance your living space, and embark on a rewarding renovation journey, Hallmark Renovation & Custom Homes offers the trusted partnership you deserve. With Hank White leading the way, your renovation experience will be seamless, enjoyable, and deeply rewarding.

***To contact Hallmark Renovation & Custom Homes***

***visit [www.hallmarkrenovation.com](http://www.hallmarkrenovation.com)***

***email [hank@hallmarkrenovation.com](mailto:hank@hallmarkrenovation.com)***

***or call 832-865-3230.***



# Daily Plumbing Solutions LLC: The Plumbing Partner Builders Can Count On



In the fast-paced world of construction, where precision, timing, and trust can make or break a project, Daily Plumbing Solutions LLC has quietly built something that many in the industry struggle to maintain—long-lasting relationships grounded in reliability and service.

For more than a decade, Daily Plumbing Solutions has been helping custom home builders, remodelers, and light commercial contractors meet their plumbing needs with accuracy, professionalism, and a genuine commitment to getting the job done right the first time. What sets them apart is not just the quality of their craftsmanship—it's the care and consistency they bring to every project, big or small.

## **A Business Built on Family, Trust, and Craftsmanship**

Daily Plumbing Solutions was founded by a dedicated plumber who entered the trade at 25 years old. Over the years, he developed a deep appreciation for the craft and eventually made the decision to build something of his own. The company quickly evolved into more than just a business—it became a family legacy.



Today, the founder's children proudly represent the third generation of plumbers in the family, actively contributing to the company's growth and reputation. "For us, plumbing isn't just work—it's something we want to pass down. It's about leaving a mark, creating something that will last for generations," the founder shares. "When our name is attached to a project, we take that seriously."

This family-driven purpose is evident in every home, remodel, and light commercial project they touch. Their clients can feel the difference—a plumbing company that genuinely cares about doing it right and supporting builders every step of the way.

## **Deep Expertise in New Construction and Residential Projects**

Since 2016, Daily Plumbing Solutions has focused on serving custom home builders and remodelers, with a specialty in new construction plumbing. They are often brought in early during the design phase, which is exactly where they prefer to start. "When we can get involved in the planning, we help prevent costly mistakes down the line," the founder explains. "Plumbing isn't something you can rush or 'fix later'—it needs to be right from day one."

Their three-stage process is methodical and builder-friendly:

- **Groundwork:** Installation of all underground sewer and water lines.
- **Top-Out:** Running waste, vent, and gas lines, setting shower pans, and preparing the structure for final installations.
- **Final Stage:** Installing fixtures, faucets, water heaters, and completing the plumbing system to bring the home to life.

Throughout each phase, the team prioritizes clear communication, site walkthroughs, and constant collaboration with builders, project managers, interior designers, and other trades to keep the project moving

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efficiently. Builders value their ability to be adaptable—Daily Plumbing Solutions understands that design changes are inevitable, and they have the flexibility to pivot quickly without sacrificing quality or causing delays.

### **A Focus on Custom Homes and Complex Designs**

Daily Plumbing Solutions excels in custom home projects and high-end residential builds. These jobs often require complex plumbing layouts, specialized equipment, and a partner who can deliver precision installations with minimal oversight.

“We know our builders have a lot on their plates,” the founder says. “When they bring us in, they trust us to take care of our part without having to be micromanaged. That’s what we deliver—peace of mind.”

The company has also become known for their expertise in water-efficient and smart plumbing technologies. Their offerings include:

- Water softeners
- Water filtration systems
- Smart flow sensors
- Hot water recirculating systems
- Advanced water taps for improved home-wide water flow

They stay closely connected with their suppliers to ensure they’re always offering the most current, energy-efficient products available. Their goal is to provide builders and homeowners with plumbing solutions that are both high-performing and cost-effective—without ever cutting corners.

### **More Than a Contractor—A Reliable Partner**

One of the most memorable milestones in the company’s history was their first opportunity to work with Venice Custom Homes on a high-end project in Oak Forest. “That job changed everything for us,” the founder recalls. “It wasn’t just a project—it became a turning point. That builder gave us our shot, and he became a mentor and a friend. We’ve been growing ever since.”

It’s these kinds of relationships that define Daily Plumbing Solutions. They don’t chase transactional jobs—they look to build long-term partnerships with builders and remodelers who value trust, quality, and open communication.

Their clients often remark that the team is always available, whether it’s a routine check-in or an emergency call. “We’ll make the time for our builders, no matter what,” the founder says. “That’s what they appreciate. We don’t disappear after the installation—we’re here when they need us.”

The team is also proactive in helping builders avoid common pitfalls in residential construction. Rushed jobs often lead to mistakes, especially in plumbing. That’s why Daily Plumbing Solutions always walks each phase of the project before and after completion to catch potential issues early and ensure every detail is correct.

### **Light Commercial Work and Continued Growth**

In addition to their residential expertise, Daily Plumbing Solutions also provides plumbing services for light commercial projects. Whether it’s a boutique retail space, an office buildout, or a small commercial property, their process and attention to detail remain the same.





Looking ahead, the company is focused on expanding their footprint in the high-end residential market throughout Texas and strengthening their partnerships with builders and remodelers who align with their values. They are also committed to continuing education, staying ahead of the curve with the latest plumbing advancements to bring additional value to their clients.

“We’re not trying to be the biggest—we want to be the best at what we do,” the founder explains. “That’s why we seek out builders who care about their name as much as we care about ours. When that happens, the partnership just works.”

## A Company Builders Can Trust

When custom home builders, remodelers, and light commercial contractors work with Daily Plumbing Solutions, they get more than just a plumbing subcontractor—they get a responsive, reliable partner who is fully invested in their success.

- What builders can expect when partnering with Daily Plumbing Solutions:
- Timely installations and project completion
- Clear, proactive communication

- Precision in complex, custom designs
- Smart, energy-efficient plumbing options
- Post-installation service and ongoing support
- A team that shows up, follows through, and delivers quality

For Daily Plumbing Solutions LLC, every pipe, every connection, and every project is an opportunity to reinforce their reputation as a trusted partner who puts relationships first.

Builders who are looking for more than just another plumber—builders who want a team they can count on, time and time again—will find that Daily Plumbing Solutions is ready to deliver.

*For more information contact  
Daily Plumbing*

*Call 281-235-0328*

*or visit*

*[www.DailyPlumbingSolutions.com](http://www.DailyPlumbingSolutions.com)*





# Awash With Wellness

By Linda Jennings

Home is a place where you can live life to the fullest. And luxury builders and homeowners agree that creating a place of wellness is of vital importance. The mission is to design a fresh interior that is both functional and helps clear the mind, offering solitude and renewal. We've

curated the most luxurious building amenities to create a space that rejuvenates and revitalizes. From a Japanese-style soaking tub in the bath to an innovative glass rinser in the kitchen, these are products sure to make your house a forever home.



MTI Collection's new Japanese-style tub Emi

## Designed For Wellness. Sized For Versatility.

Emi, the new Japanese-style soaking tub from MTI Baths, honors the original Ofuro form. Compact, sculptural, and intentionally serene, it is crafted from MTI Baths' exclusive SculptureStone material. SculptureStone is completely solid and homogenous, from the surface all the way through. It is dense, consistent and non-porous, resulting in a product that is incredibly durable, impressively hygienic and easy to maintain. This simple yet elegant tub is a natural choice for a luxury bathroom, thanks to its compact design that requires little floor space. However its deep bathing well with built-in seat allows a bather to relax comfortably upright for a supremely satisfying soak. Emi is offered as a soaker in either a soft matte or hand-polished gloss finish. Three sizes are available to suit a range of spaces and preferences, made to order and hand-finished with care in Georgia. Discover the Emi Collection of tubs at [mtibaths.com](http://mtibaths.com).



Serie 270 from Flusso Kitchen & Bath Company

## A Rare Pair Of Style Options

The star of the new Serie 270 by Flusso Kitchen & Bath Company is a stand-out design that blends two of today's most sought-after style options. Known as the 270.1000, this elegant faucet is unique in pairing a single-hole configuration with in-demand cross handles – a singular combination that has generated considerable attention. The collection has a beautifully chic aesthetic that complements both modern and classic bathroom spaces with ease. Crafted with solid brass construction, this faucet was engineered with functionality in mind. Its single-handle design provides seamless control over water flow and temperature. This stunning faucet in polished nickel, brushed nickel, satin brass, and brushed bronze finishes. All are exceptionally durable and easy to maintain for lasting beauty and performance. The collection is fully complete with plumbing options in a variety of sizes and styles for the sink, shower and tub to create a truly cohesive design space. Visit [flussofaucets.com](http://flussofaucets.com) to see the new Serie 270 Collection.

## Rinse And Repeat

Imagine the convenience of having a sink with a built-in glass rinser, allowing you to quickly clean everything from coffee mugs to wine goblets. The Ibiza Collection from Ruvati features a patent-pending design with dynamic jets that can reach where you can't and will have your glass





Ibiza glass washing sink from Ruvati

cleaned in seconds. Measuring 32” wide and 19” long with a 10” deep bowl, the Ibiza is designed to maximize efficiency, doubling as a workstation with a cutting board and foldable drying rack that sit and slide on the ledge to increase prep area and allow glassware to drip dry safely. This innovative sink combines functionality and efficiency, making it the perfect addition to any kitchen. See the entire Ibiza collection at [ruvati.com](http://ruvati.com).



Barber Wilsons' New Milne Lever Faucet

## British Luxury At Home

Renowned British manufacturer Barber Wilsons' has added a Kitchen Faucet that embodies the impeccable craftsmanship and beautiful design of the Milne Collection. Characterized by its signature cross-top handles and clean

*Continued on page 12*

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lines, the Milne Editions 1040 is a Deck Mounted Kitchen Faucet distinguished with a tubular, high-profile spout and a hand spray. The hand spray adds versatility to the kitchen sink routine with its ease of operation, interrupting the flow through the nozzle at the same temperature. Crafted of solid brass at their London workshop with the highest quality materials, the Milne Collection continues the brand's legacy of traditional quality. The Milne Editions 1040 is offered in a wide variety of 'living' and 'established' finishes. Discover the entire Milne collection at [barberwilsons.com](http://barberwilsons.com).

### Scullery Sensation In Avocado

Covered Bridge Cabinetry's versatile Farmington Collection with full-overlay Door Style features 3" rails and an 08 Edge detail. Built with Ultimate construction, the scullery is finished in a custom Sherwin Williams Avocado that complements the island's Willow-stained Alder accents, tying the entire space together for a sleek, sophisticated design. Designed with beauty and function in mind, the kitchen includes a fully equipped scullery, complete with a full-size sink, dishwasher, microwave, and abundant storage, keeping the main kitchen organized and clutter-free. Covered Bridge Cabinetry's state-of-the-art manufacturing facility allows the company to create cabinetry that is entirely custom, and built to any unique style and need.

See the entire color collection at [coveredbridgecabinetry.com](http://coveredbridgecabinetry.com).



The Farmington Collection from Covered Bridge Cabinetry

*To find out more about the brands featured here  
visit their websites at:*

[mtibaths.com](http://mtibaths.com) • [flussofaucets.com](http://flussofaucets.com) • [ruvati.com](http://ruvati.com)  
[barberwilsons.com](http://barberwilsons.com) • [coveredbridgecabinetry.com](http://coveredbridgecabinetry.com)



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*Continued from page 3*

### Let's Get Back to Basics

The design and construction world can be demanding, fast-paced, and stressful—but that's no excuse for abandoning professionalism. In fact, it's all the more reason we should double down on kindness, communication, and accountability.

Let's lead by example. Let's normalize returning calls. Let's get back to thanking people for their time. Let's remind ourselves that while we build homes, spaces, and structures—we're also building relationships.

And in this business, relationships are everything

# Plumbing You Can Count On. Service You'll Remember.

*Proudly Serving Houston Builders, Remodelers, and Property Owners.*



*Let's build something great together*

When it comes to building or remodeling, the last thing you need is a plumbing partner who cuts corners. At Daily Plumbing Solutions, LLC, we believe in doing the job right the first time—on schedule and to the highest standards.

Whether you're breaking ground on a new custom home, upgrading a kitchen or bath, or developing a light commercial space, we bring unmatched experience, professionalism, and reliability to every job.

Our team works closely with builders, remodelers, and property owners to deliver tailored plumbing solutions that stand the test of time. From underground to trim-out, we manage every phase with attention to detail, transparent communication, and a commitment to excellence.

At Daily Plumbing Solutions, we're not just plumbers—we're your plumbing partner.



- ✓ New Residential Construction – Complete plumbing systems for custom homes, townhomes, and subdivisions
- ✓ Remodeling & Renovations – Kitchen, bath, and whole-home plumbing upgrades
- ✓ Light Commercial Construction – Offices, retail spaces, restaurants, and tenant build-outs
- ✓ Code-Compliant Installations – All work meets or exceeds local and state plumbing codes
- ✓ Experienced, Licensed Team – Insured, professional, and trusted by Houston builders
- ✓ Builder-Focused Service – On-time scheduling, clean job sites, and responsive communication
- ✓ Warranty-Backed Workmanship – We stand behind our work with integrity and pride

## Daily Plumbing Solutions, LLC

*Because every great build starts below the surface.*

Call 281-235-0328 or visit [www.DailyPlumbingSolutions.com](http://www.DailyPlumbingSolutions.com)





# LevelTX: Tailored in Quality. Trusted in Excellence.

LevelTX is a boutique custom home builder that offers a highly personalized experience with the precision, professionalism, and polish of a luxury construction firm. With decades of combined experience, the LevelTX team delivers finely crafted residences that reflect the unique vision, lifestyle, and taste of each client.

Founded in 2020 during one of the most unpredictable times in recent history, LevelTX was born from the ambition of three longtime friends who shared not only a bond of trust but a bold vision — to become one of Houston's premier construction companies. Each founder brought distinct strengths to the partnership: deep construction knowledge, a proven sales background, and expertise in operations and management. Their shared commitment and entrepreneurial spirit have been the driving force behind the company's rapid rise and trusted reputation.

What truly sets LevelTX apart is the unity and purpose

behind its leadership. Having worked side-by-side for over eight years, the founders have created a company rooted in friendship, integrity, and an unwavering dedication to excellence. Every home built is a testament to the hard work, sacrifice, and heart poured into the business.

LevelTX specializes in luxury custom homes in the \$1M–\$3M+ range, blending timeless design, premium finishes, and thoughtful spaces tailored for modern living. Their portfolio includes projects in some of Texas's most sought-after communities, such as:

- Bluejack National
- Chappel Bend
- Crown Ranch
- The French Quarter
- The Cedars
- Blue Heron
- Greystone Hills
- Westwood

Each project benefits from a dedicated team that guides clients through every stage of the building process — from

*Continued on page 16*





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attentiveness of a boutique firm, its capabilities extend far beyond custom residential construction. The company has successfully completed commercial projects, retail build-outs, and development work in the oil and gas sector, including multiple fuel station developments across Houston and The Woodlands.

As active members of GHBA, Associated Builders, and several regional Chambers of Commerce, LevelTX continues to build with purpose — leading the industry with integrity, innovation, and an unwavering focus on client satisfaction.

To learn more or view their portfolio of luxury homes, visit [www.leveltx.com](http://www.leveltx.com).

LevelTX – Where luxury meets service and every home is built on purpose.

*Continued from page 14*

initial design to final delivery — ensuring a seamless and confident experience.

In recognition of their exceptional work and commitment to the highest standards, LevelTX was named “Builder of the Year” by the Greater Houston Builders Association (GHBA) in 2024. That same year, the firm earned accolades in six separate award categories, reinforcing its position as a leader in quality, innovation, and customer satisfaction.

While LevelTX operates with the flexibility and

***For more information about LevelTX***

***832-807-8000***

***[www.leveltx.com](http://www.leveltx.com)***

***61 Carlton Woods, Building 2, Suite 2100  
The Woodlands, TX 77382***



# Dialogue with a Designer

## Brenda Denny | BKD Interiors



*Welcome to The Metropolitan Builder, Houston's premier trade publication, dedicated to showcasing the finest building professionals in the industry. Each professional featured has been personally referred by trusted vendors and subcontractors who collaborate with them, selected for their unmatched talent and unwavering integrity.*

*As Houston's leading resource for consumers looking to build, buy, or remodel, we provide a window into the exceptional craftsmanship, innovative designs, and unparalleled quality that define our city's top builders. Let The Metropolitan Builder inspire your next home or renovation project and connect you with the experts who can make your vision a reality.*

*This month THE METROPOLITAN BUILDER speaks with Brenda Denny of BKD Interiors—a dynamic design duo behind one of Texas's award-winning full-service interior design firms. With a refined eye for detail and a passion for transforming everyday spaces into beautiful, functional sanctuaries, BKD Interiors serves clients from*

*Houston to Austin and everywhere in between. Whether it's a full-scale renovation, new construction, or a carefully curated selection of furnishings and finishes, Brenda is known for her thoughtful approach, creative expertise, and commitment to delivering results that reflect each client's unique style and lifestyle. Her work has earned multiple Ruby Awards, showcasing her excellence in kitchen, bath, and whole-home design. Now, get to know the minds behind the magic in this exclusive Q&A.*

**THE METROPOLITAN BUILDER:** *What motivated you to go into the interior design field?*

**BRENDA DENNY:** I've always been a highly visual and creative thinker, so interior design felt like a natural fit from the start. I was drawn to the idea of shaping spaces that are both beautiful and functional. Once I began working in the field, I quickly realized I had a real talent for it—especially when it came to seeing the big picture and helping others

*Continued on page 18*





*Continued from page 17*

envision what's possible. It didn't take long before I knew this was exactly where I was meant to be.

**THE METROPOLITAN BUILDER: How has the field of interior design changed since you graduated?**

**BRENDA DENNY:** When I graduated from college, interior design was still a relatively new field. Most people, especially builders—didn't fully understand what designers did or the value we could bring. Today, interior design is highly respected. People now recognize the tremendous benefits of working with an experienced designer to create spaces that are not only beautiful, but also functional, cohesive, and thoughtfully planned.

**THE METROPOLITAN BUILDER: How can an experienced interior designer help a custom home builder or a remodeling contractor with their building or remodeling projects?**

**BRENDA DENNY:** An experienced, organized, and creative designer can take a significant load off the builder by guiding the client through key decisions efficiently and

confidently. We help clients make thoughtful, informed choices—often on tight timelines, which keeps the project moving smoothly and avoids delays. When clients select finishes with a designer, we ensure those selections align with the final furnished design of the home, creating a cohesive look from start to finish. We also help keep selections within budget by presenting options that meet both aesthetic and financial goals. Just as importantly, a designer can help foster a strong, collaborative relationship between the client and builder—ensuring that everyone is working together as a team toward a shared vision.

**THE METROPOLITAN BUILDER: What sets you apart from other designers?**

**BRENDA DENNY:** What sets me apart is my ability to really understand and read my clients—I get a strong sense of their needs, even the ones they can't quite articulate. I'm also highly creative, especially when it comes to reimagining spaces in ways that surprise and inspire. I love designing unique architectural details that become conversation pieces or focal points in a room. My style isn't one-size-fits-all—I blend different aesthetics to





create spaces that feel fresh, personal, and unexpected. I also believe in pushing clients just enough to help them see new possibilities and dream a little bigger. On the practical side, my team and I are highly responsive and organized, delivering selections and answers quickly to keep the builder and the project on schedule.

**THE METROPOLITAN BUILDER:** *How do you begin the materials selection process when working with builders' and remodelers' clients?*

**BRENDA DENNY:** I typically start with a few inspiration fabric samples to set the color palette and give the client something tangible to respond to. From there, I build a cohesive design that reflects their style and works with the planned furnishings. I begin early with foundational selections—like countertops, flooring, and stone—so we can lock in key materials that guide the rest of the design. This gives the client confidence in their choices and provides the builder with timely, organized information to keep the project on track.

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

**BRENDA DENNY:** Staying current is an important part of my job. I regularly attend trade shows, the High Point Furniture Market, vendor events, and product trainings to see what's new and how I can effectively incorporate it into my designs. I also keep up with design publications and trend forecasts. This allows me to introduce clients to fresh ideas and updated materials that not only look great but also have longevity. For the builder, it means fewer changes down the line and a finished product that feels relevant, functional, and timeless.

**THE METROPOLITAN BUILDER:** *How would you characterize your personal style?*

**BRENDA DENNY:** My personal style is rooted in creating spaces that truly reflect the client. I take pride in getting to know who they are and what they love, then



designing something that feels authentic to them. That said, I'm known for putting a fresh spin on a range of styles—whether it's modern, contemporary, traditional, or transitional. I like to blend aesthetics in a way that feels eclectic yet cohesive, often using a mix of textures, patterns, colors, and materials to create warmth and interest. I also love incorporating architectural details that act as statement pieces, while always keeping functionality at the forefront. The result is a space that's both beautiful and livable—something the client loves, and the builder is proud to bring to life.



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# GHBA Forecast Luncheon Summary - June 17th, 2025

## Featuring Ali Wolf, Chief Economist at ZONDA

By Greg Tomlinson

- **Consumer Sentiment:** Consumers feel slightly better about the economy despite April's tariff shocks and subsequent policy volatility. Stock market figures and negotiations have eased some concerns.
- **Business Outlook:** Businesses also feel somewhat optimistic, though uncertainty remains high among small business owners. Half of CEOs expect worsening conditions in the next six months, with most anticipating some form of recession.
- **Trade War Impact:** The trade war causes uncertainty and recession fears but also brings positives like more domestic suppliers and potentially better trade terms for the USA.
- **Interest Rate Pressures:**
- **Upward:** Inflation, Fed policy, rising debt, questions about the US as a safe haven, bond sell-offs, and increased cash holdings.
- **Downward:** Economic uncertainty (tariffs, policy changes) and a slowing economy.
- **Housing Market Trends:**
- **Home Listings:** Up 32% year-over-year (YOY) but still down 12% from 2019.
- **Existing Home Sales:** Down 3% YOY and 20% from 2019.
- **Houston Specifics:** Home listings up 35% YOY and 12% from 2019. Community counts are back to normal, making Houston the 2nd largest production market with good jobs and tax revenue.
- **Market Competitiveness:** The market has become more competitive. Builder surveys show varied demand expectations, with 25% saying demand is as expected, 35% slower than expected, and 40% way less than expected and causing concern. Builders describe the market as a "knife fight," "sputtering," and "very difficult."
- **Incentives:** Most new home projects offer incentives, but these are not driving urgency. Incentives are costly, and consumers expect them along with more benefits.



## Builders Post-Tension

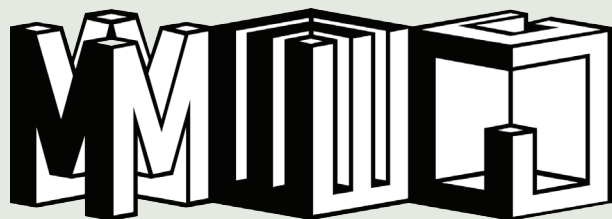
- **Home Prices:** Houston home prices are down 5.4% from the peak but still up 40% from 2019, leading to different buyer behavior.
- **Builder Dynamics:** The top 15 builders in Houston are mostly public companies, which have different expectations and cost bases compared to private ones.
- **Population and Labor Market:** Houston's population is up 2% YOY. The city is demographically diverse and attractive to outsiders. The labor market has grown 9% since 2019 and continues to expand.
- **Manufacturing Investments:** Houston ranks #2 in Texas for private sector manufacturing investments.
- **New Home Starts:** Expected to stay in line with closings. ZONDA forecasts 5% fewer starts YOY due to pullback in specs, slower demand, fierce competition, top builder expectations, and increased costs without the ability to raise prices.
- **Market Outlook:** The market will be bumpy, but favorable demographics, a narrowed new vs. existing price spread, aging housing stock, incentives, and customization benefits make new housing desirable. Educating consumers on these advantages is crucial.

Stay Calm and Keep Building!

Thanks to Ali Wolf of ZONDA

Thanks to the GHBA





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