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INSIDE SHOWCASE



Burk Moreland Shifts from Building Homes to Building Lives | INSIDE SHOWCASE
By Kathy Bowen Stolz



Burk Moreland's "aha" moment came when he was teaching a course on goal setting to a group of builders. He was living his dream life as owner of a custom home building company, building four or five homes a year. He also was serving as a director for the Greater Houston Builders Association (GHBA) and teaching classes for the National Association of Homebuilders. In fact, his professional accomplishments and volunteer activities landed him on the list of 40 under 40 of the Houston Business Journal!

But the "aha" came when he told the class that **personal goals should come before professional goals**. Even though he had made that statement many other times when he had taught the class, on that day the light bulb went off for Moreland. He realized that he continually put his professional goals before his personal goals. He needed to change.

"I wanted something different. I loved building homes, but it was building people that really gave me energy, gave me joy." Over the next year Burk transitioned from building homes to helping others build their careers and their lives through personal life coaching, training and speaking. He started Rainmaker Builders in 2011 while limiting his building projects.

Moreland noted that a **"rainmaker" is one who is known for achieving excellent results in a profession or field,** such as business or politics. Because others were already calling him a rainmaker for his mentoring ability and because he wanted to help others become rainmakers, he adopted the name for his company.

His company motto is **"The unwavering pursuit of untapped potential,"** which fits his company as well as he himself. The motto came to him one day when he was sitting in his back yard pondering what he wanted to accomplish with this new company.

He loves to find and polish diamonds in the rough. One of his finds was a young salesperson he encountered at a Houston Best Buy store. This 20-year-old man had had a tough childhood, but he had worked hard for academic success and earned a full scholarship to The University of Texas. When Burk met him, the young man had left school to take care of his new family and was struggling to meet all of the demands placed on him. Burk helped



him find a sales position in the building industry, and his career took off from there.

“I was known for bringing people into the building industry that didn’t fit the stereotype. Now he’s the operations manager for a flooring/tiling company.”

As a personal coach, Moreland said, **“I want to help people actualize their dream and harvest their potential.”**

I teach people how to think instead of what to think. I ask them lots and lots of questions because I find most people have the answers in their heads. I push them beyond their comfort zone because they may want to change, but they aren’t taking the steps to realize it. They continue to do the same things over and over, expecting different results. I hold them accountable to get new ones. ‘Have you done what you said you were going to do?’ Going to a seminar is good, but the impact is typically gone in a month because nobody holds you accountable.”

Another young man he helped was a youth minister. Over lunch he asked the minister what he’d rather be doing. He confessed he’d rather be an artist. Thanks in part to Burk’s coaching, the former youth minister is now a successful artist, selling his works in the \$5,000 range. “I love to watch people grow and change. I love it when I can say ‘Wow! I had a hand in that!’”

Burk limits the number of his coaching clients to 10-12 so he can deliver on the promise to push them to achieve what they want and more. Besides, “it demands a lot of energy on my part. I pour everything I have into these people and companies. I want to be able to keep all of each client’s details in my mind, so I can ask the appropriate questions without referring to my notes.” His coaching clients typically sign a one-year contract because lasting change doesn’t happen quickly, he said.

In addition to personal coaching, Moreland does training for groups in all industries, even the style industry, noting that it’s sometimes better not to be familiar with an industry. He prefers clients that are truly committed to change, citing a Houston realtor who wanted to go from Number 13 to Number 1 in the market. “It’s almost harder to go from average success to being really successful because at that



level you can't do what everybody else is doing."

He's practiced what he preaches to others, acknowledging that he's had dramatic personal growth in the last few years. He moved his family to

Evergreen, Colo., because **"you have to be in a place where you can achieve your best, where you can have your best energy."** He frequently returns to Houston, however.

Moreland also does public speaking, which takes him around the country, often talking to large audiences. He hopes to expand to international groups within five years.

To improve his knowledge and skills, he joined the John Maxwell Team in 2012. He's now a certified coach, trainer and speaker, trained in the company's five systems. "John Maxwell provides me with access to a lot of really good people, a lot of really talented people that I can call on. It also helps me improve my processes and curriculum. What I had been doing was very natural to me, but I'm very competitive. I want to be the absolute best.

"A story I use is thanks to one of my daughters. We were eating peanut butter and jelly sandwiches, and I ended up with a little jelly on my cheek, which I couldn't see until she pointed it out to me. 'Dad, you can't see the jelly on your own cheek.' The same is true in our professional lives. It takes somebody on the outside to help us see the opportunities."



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