

# THE METROPOLITAN BUILDER

Greater Houston Edition

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Morrison Supply Showroom  
Houston's Hidden "Gem"

Morrison Supply | Houston, Texas



# Morrison Supply

Showroom Houston's Hidden "Gem"

## Appliances? Plumbing fixtures? Decorative hardware?

You may not think of these items as pretty baubles, but Sean Hodge calls them "jewelry for the home," which just might make Morrison Supply's Destination Showroom the "jewelry box" for custom homebuilders, remodelers and homeowners in the Houston area.

Morrison's 20,000-sq-ft selection center in the heart of Houston caters to discriminating homebuyers, offering them many brands and designs, all exhibited in unique settings with interactive displays. The combination creates an experience unequaled in the market, said Hodge, builder sales manager for Morrison's Houston operation. Visitors often exclaim, "Wow! I didn't expect this to be here!" according to Hodge.

While the metal exterior façade may convey a utilitarian purpose, visitors find a more exotic interior. The difference between the exterior and the interior helps add to the impact of "how special this place is," he said. The interior features a hall that evokes the streets of New Orleans with "store fronts" that serve as smaller showrooms focusing on specific product categories.

Those storefronts range from an Irish pub featuring bar sinks and faucets to a luxury kitchen sink gallery to a garden of bathroom vessel sinks. They also include selection rooms for decorative hardware for both doors and cabinets, including a display of Swarovski hardware. Yet another storefront features a Kohler Boutique with all of Kohler's most sophisticated styles and finishes displayed.

At the end of the hallway visitors find the exclusive line of Kallista and enter the two-level "live" kitchen showplace. They may try the appliances, sinks and faucets in the five "aspiration" kitchens downstairs. "The downstairs kitchens are designed for customers to come in and say 'this is the kitchen of my dreams,'" Hodge boasted. The upstairs appliance showroom features the newest trends and designs from many manufacturers.

"Whether it's appliances, plumbing or hardware, we have a brand to fit every budget and a style to fit every design," Hodge emphasized. "Homebuyers can truly customize their selections. Our knowledgeable sales associates can help guide them to the selections that meet their needs and desires."

“The customers’ experience in the showroom creates a relationship with us and their builders that they wouldn’t normally experience elsewhere,” he noted. As the company website says, “Morrison – come for the selection, stay for the experience.”

Morrison also has a 150,000-sq-ft warehouse that houses an expansive inventory. It also offers a wide delivery area.

“We set our services up to complement our builder customers,” Hodge noted. “We see our work as an extension of the service levels our builders provide their homeowners, and we work to provide the same level of professionalism and attention to detail their homeowners expect.”

He continued, “We want to provide a turnkey experience for those building or remodeling a home.”

Its in-house appliance installation team is not only trained on all appliance brands but is also certified for those brands that offer additional warranties by having certified installers install the appliance. “By having our own in-house installation teams, we control the schedule, allowing us to finish more jobs the proper way,” Hodge explained. “Sometimes third party installers spend their days focused on the quantity of jobs as opposed to the quality of their jobs.”

Morrison also has a locksmith on hand to key every lock before delivery of its doors. Builders save time and money because they do not have to have a locksmith come back out and re-key the doors at closings. “By doing a lot of these services in-house, we can guarantee

that our customers are getting the level of service they expect,” added Hodge.

Although Morrison Supply gets much of its business through word-of-mouth referrals, it does very strategic marketing to reach builders and remodelers. It holds memberships and actively participates in the Texas Association of Builders, the National Kitchen and Bath Association, the National Association of the Remodeling Industry and the ASID. Morrison is also very active in the Greater Houston Builders Association. “We make sure we are where our customers are,” Hodge explained. “Every facet of our business is based around the construction industry.”

Morrison has invested heavily since 2007 in its Houston showroom and builder sales department, Hodge said. “We pride ourselves on the behind-the-scenes part of the business. This is where we feel we earn the opportunity



to supply and service your next house. By staying true to the level of support and services that we provide our customers, we've grown every single year despite the economic downturn," he added.

He said 2015 will be an exciting year for the company's Houston operation because it will add two new showrooms which will feature appliances, plumbing, lighting and decorative hardware. Additionally, it will add lighting to the current downtown showroom.

In Houston about 50 percent of its builder business comes from appliance sales, about 40 percent comes from plumbing sales and about 10 percent comes from hardware sales, according to Hodge.

Founded in 1917, Morrison Supply Company has expanded from being a wholesale plumbing house to become the leading wholesale distributor of plumbing, HVAC and builder products in the Southwest. Adding 13 new locations in the last two years, the company currently has 120 locations, with more than 34 of them offering showrooms.

In fact, Morrison acquired Kiva Kitchen & Bath with its four showrooms in southern California and four in Texas in January. Two of those locations are in Houston and will operate as Expressions Home Gallery. The newly acquired locations will continue to offer appliances, plumbing, hardware, cabinets, countertops and outdoor cooking.

"Service-first is in our DNA. We continue to focus on the small, important details with customers being taken care of every step of the way. Our goal is not to be the biggest company in our field but to be the best company that believes in its people, customers and services," Hodge said.

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*You may visit Morrison Supply's Houston showroom at 6867 Wynnwood Lane 77008-5088 Houston, TX or its website, [www.morsco.com](http://www.morsco.com). The phone number is (713) 861-2343.*

