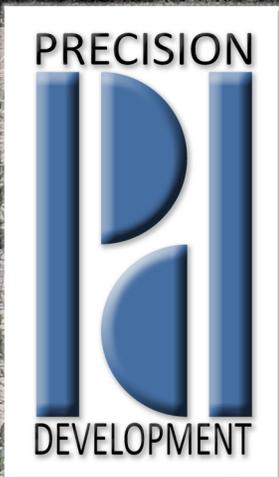
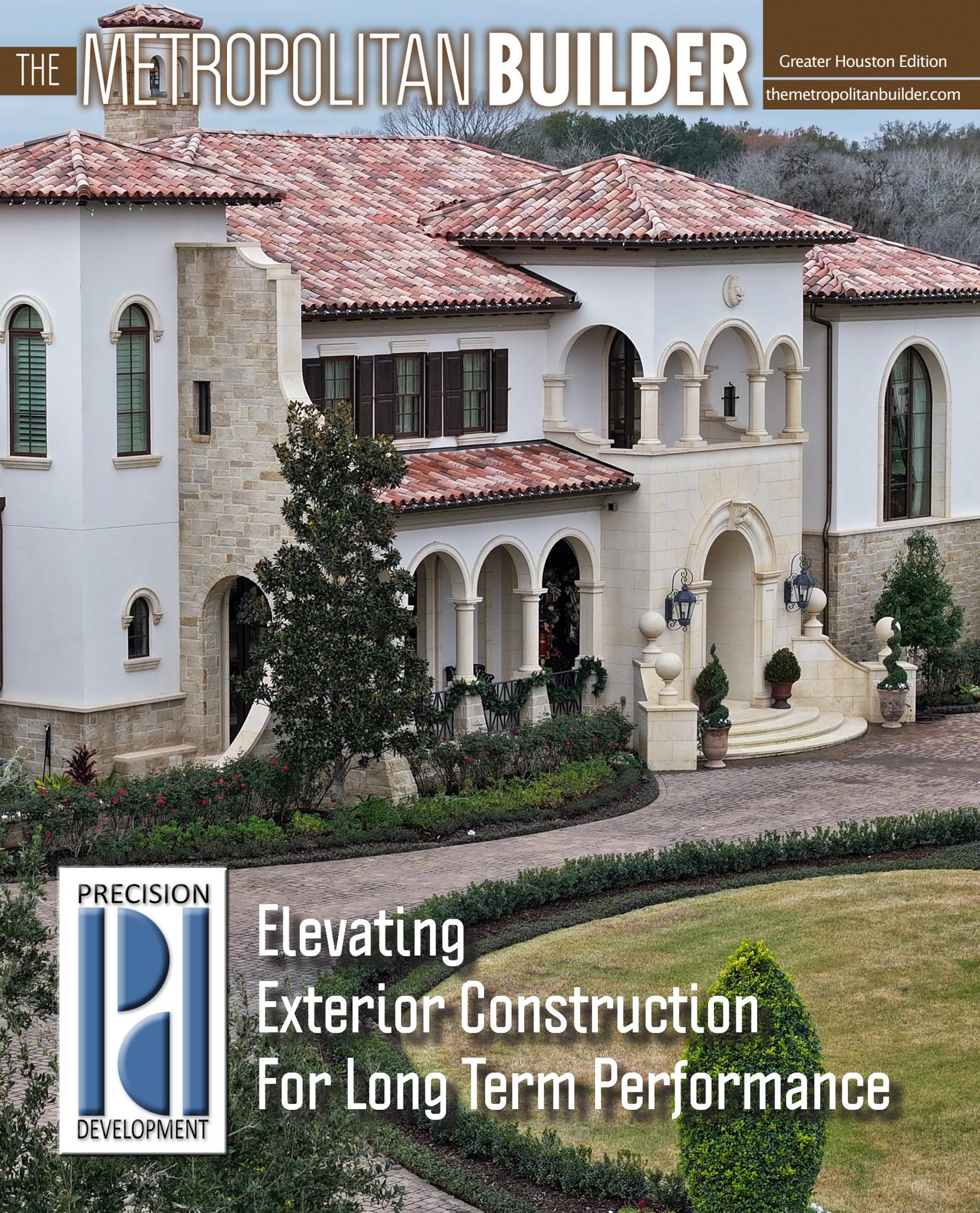


# THE METROPOLITAN BUILDER

Greater Houston Edition  
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Elevating  
Exterior Construction  
For Long Term Performance



# Precision Development Elevates The Standard Of Exterior Construction For Long Term Performance

**By Lesley Bercegeay**

In high-end residential construction, the exterior is more than a protective shell—it is the architectural introduction to everything that follows. Before a client experiences the interior design, before they feel the flow of the floorplan, before they notice the millwork or lighting details, they see the façade. It communicates permanence, craftsmanship, and intention. For custom home builders and interior designers who understand that first impressions shape lasting value, the choice of exterior partner is not simply another trade decision. It is foundational.

For more than 30 years, Precision Development has elevated the standard of exterior construction throughout Houston's most distinguished neighborhoods. Their longevity is not built on volume or speed. It is built on performance, prevention, and partnership.

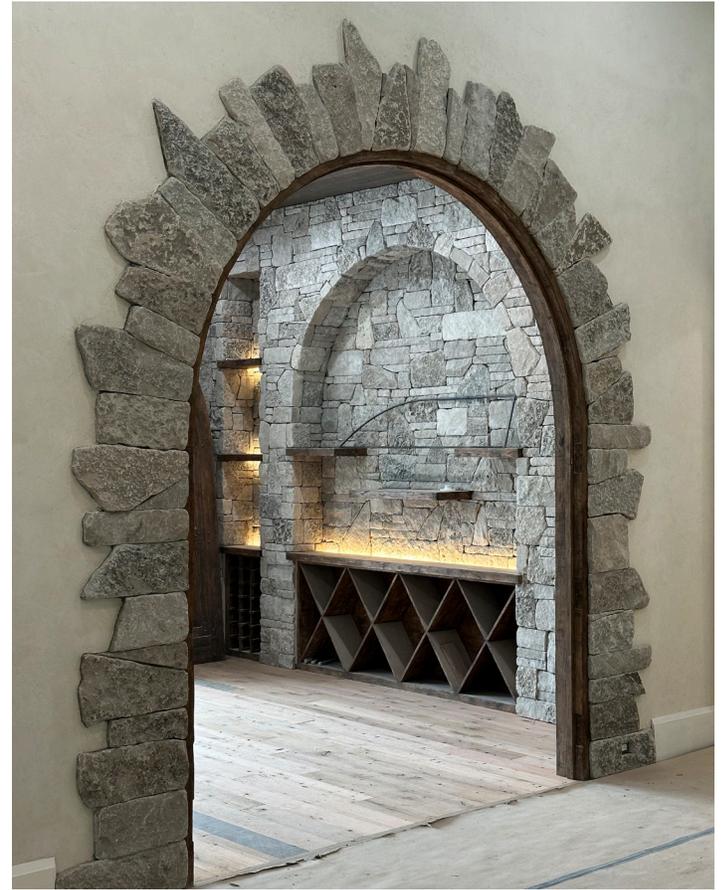
In an industry where exterior failures often stem from poor coordination rather than poor materials, Precision approaches every project with a system-wide mindset. Stucco itself is not the problem in most failures—improper moisture management is. That distinction matters. Rather than merely meeting minimum code requirements, Precision exceeds them, integrating the Plain Drain 6mm rainscreen system and utilizing polyurethane sealants throughout the entire stucco assembly—not only at windows and doors. These measures may increase upfront cost, but they dramatically reduce long-term risk. For builders, that means fewer callbacks and stronger reputations. For designers, it means the exterior aesthetic they envisioned will not be compromised by cracking, staining, or moisture intrusion years later.



Texture plays an equally significant role in defining the character of a home. It influences how light moves across the façade, how architectural lines are perceived, and how stucco integrates with brick, stone, trim, and landscape elements. Precision Development understands that texture is not a commodity—it is craftsmanship. Whether applying a classic #3 Sand Finish, a #4 Poquito, Skip Trowel, Torpedo Sand, or elevated options like a #4 Smooth/Flat or Steel Trowel finish, every surface is applied with intention. The upgraded finishes slow the process deliberately, removing excess surface variation to achieve a cleaner, more contemporary aesthetic when the design calls for it. The goal is not speed. The goal is consistency. Every texture is applied the right way, not the fast way.

Hairline cracking is one of the most common frustrations

in traditional stucco systems. Because stucco is thin and rigid, environmental forces—temperature swings, moisture changes, structural movement—create stress that can exceed tensile capacity. While typical, these cracks diminish visual appeal over time. Precision addresses this proactively through the Precision Crack Shield system, a reinforced basecoat embedded with fiberglass mesh that distributes stress across a stronger, more flexible layer. The result is dramatically reduced surface cracking and improved long-term durability. In fact, reinforced mesh systems are recognized by the Stucco Manufacturers Association as an accepted alternative to traditional control joints in certain applications. For design-driven homes, fewer visible joints mean cleaner architectural lines and uninterrupted elevations. For performance-driven builders,



it means a stronger exterior envelope.

Beyond stucco, Precision Development’s expertise extends to custom cast stone, brick treatments, and cut limestone—each approached with the same emphasis on coordination and accountability. Cast stone is rarely one-size-fits-all. Manufactured at Precision’s Bellaire facility, each piece is made to order. With more than 85 stock fireplace designs and an extensive profile library, fireplaces, entries, and architectural details can be customized in size, color, and texture to suit the proportions of each home. Installation is completed using stainless steel clips and pins to ensure long-term durability and corrosion resistance. Whether supplying materials only or delivering turnkey installation, Precision provides a single point of responsibility. That clarity eliminates sizing errors, sequencing delays, and confusion between trades—protecting both schedule and design intent.

Cut limestone remains one of the most timeless materials in luxury architecture, valued for its organic movement and subtle variation. Precision supplies and installs limestone for entries, surrounds, fireplaces, and architectural accents, carefully sequencing installations from roof-level elements downward to maintain jobsite efficiency. Every fastener is stainless steel. Every detail is considered. Execution, not just material selection, defines the outcome.

Brick finishes have also evolved from simple applications to deliberate design choices. Whether applying a painted brick finish for uniformity or a slurry, smear, or wash treatment for an Old-World European aesthetic, Precision educates builders and homeowners on the long-term performance characteristics of each approach. Rather than selling a trend, they clarify expectations. That transparency protects designers from unrealistic assumptions and shields builders from future dissatisfaction.



What consistently distinguishes Precision Development is its collaborative approach. Communication gaps between architects, builders, designers, and trades are one of the most common sources of project frustration. Precision addresses this through detailed, line-itemed proposals, pre-installation walkthroughs, flashing verification, and coordination with other trades before installation begins. Their team identifies potential conflicts early—long before they become expensive corrections. This proactive planning saves time, money, and stress.

Builders frequently commend Precision for foreseeing challenges before they surface on the jobsite. Designers value the team's respect for proportion, scale, and architectural integrity. In an industry where shortcuts are often hidden behind surface beauty, Precision Development focuses on prevention. They recognize that exteriors are interconnected systems. Drainage, flashing, sealants, texture, reinforcement, stone attachment—all must work together.

For custom home builders committed to delivering homes that perform as beautifully as they present, that system-

wide expertise is invaluable. For interior designers who understand that exterior craftsmanship sets the stage for the entire living experience, alignment with a technically capable partner protects their creative vision. Precision does not operate as a transactional subcontractor. They function as a long-term partner invested in the integrity of the project.

Over three decades of collaboration with Houston's leading architects, designers, and builders stand as proof. The homes they contribute to are not simply built to impress on day one. They are built to endure.

If you are designing or constructing homes where architectural detail defines value, where performance matters as much as appearance, and where coordination between trades protects your reputation, Precision Development offers more than materials and installation. They offer prevention, craftsmanship, and partnership.

Elevated exteriors do not happen by accident. They are engineered, coordinated, and executed with precision.



For more  
information about

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