

THE METROPOLITAN BUILDER

Greater Houston Edition

themetropolitanbuilder.com



Keechi Creek Builders Succeeds by Listening

Keechi Creek Builders | Houston, Texas



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By Kathy Bowen Stolz | Photography by Kathleen O. Ryan



It's not pounding nails but listening to customers that makes Brandon Lynch, president of Keechi Creek Builders, successful. "You have to know who they [customers] are, what they want, and what they're looking for" when you work with potential homebuyers, Lynch said. A former boss advised Brandon to focus on listening. "If you listen long enough, you'll find out everything you need to know about customers and their needs," he said. He added that he picks up important cues about customers' expectations from his careful listening. "You'd be surprised how many good builders are bad listeners.

"A custom home should reflect a customer's taste and lifestyle. Every customer has wants and needs, which should dictate the products and designs that go into a new home. Fulfilling those is essential to creating a satisfied customer," he said.

“Our goal is to improve the customers’ quality of life from the moment they choose to trust us to build their vision. In order to achieve this, we set expectations for working together. Before we ever pick up a hammer, we define the scope of the project, outline the budget, and determine a timeline for completion. Communication is the key to success; therefore, our clients deal directly with us, and we organize the rest.”

Of course communication skills are not the only reason Keechi Creek Builders is successful. “Go walk one of my projects. It’s a surefire way to find what sets us apart from other builders. You can feel and see the difference. Our projects have heart. You’ll find details that were designed specifically for that room—100 percent custom within the budget. That’s why those who desire a signature home seek our services because we think ‘custom’ is all about the details.”

Lynch’s role in the company is quality control and sales. “I’m working with the customers every step of the way. I’m not supervising every nail, but I am involved in every aspect of the process. Much of what I do is relationship building. From the onset, my objective is to build a relationship with the customers so that together we can build a home that improves their quality of life. We recognize that the customers’ house is an investment, but, more importantly, it is their home.”

To commemorate that process, Brandon presents homeowners with a bound book of photos, the story of their home being built, upon completion.

Customer service is yet another reason Keechi Creek Builders is successful. “All of our customers have my cell phone number; they can call me anytime they need me,” Lynch stated, as he was about to meet with a customer at 8 p.m. one evening. He schedules weekly



“Communication is the key to success...”



phone calls with every customer as each home is built. The company typically juggles four custom homes and six remodeling projects at one time.

Keechi Creek's employees include two family members. Brandon's dad joined the company a couple of years ago as a project manager and Brandon's wife Sheri is chief financial officer and bookkeeper. Other employees are a project manager with 25 years of homebuilding experience and a kitchen/bath designer.

Keechi Creek is a full-service builder whose services include design/build, remodeling, restoration, renovation, and custom home building. "Our ability to provide such a variety of services stems from our team approach. We carefully select industry partners that are creative, educated, trained and certified to support the projects managed by Keechi Creek Builders. These relationships are based on quality craftsmanship and dependability so that our clients receive the best possible end product," Lynch stated.

The company's market area includes Houston, Cypress, The Woodlands, Spring, Conroe, Inner Loop, The Heights, Tomball, Magnolia, Meyerland, Bellaire, River Oaks and Katy.

Brandon and his wife Sheri started Keechi Creek Builders in 2007 after he had gained experience working for other builders. "I started in homebuilding 12 years ago. I was recruited out of college [as an engineering student at Texas A&M] for field, then management roles where I managed \$20-30 million on the ground at one time. I realized I could do it better. Within 30 days of starting my business, I had my first contract for a custom home." The company has grown every year in some way, he noted. "We had some challenges in 2010, but we came back like a lion."

In 2008 he joined the Greater Houston Builders Association (GHBA), which has helped him in "unspeakable" ways. "I recognized that the cream of the crop rise to the top, and that the ones who are best will be in the builders' associations. I knew those are the ones I need to be with." He acknowledged that he's had several valuable mentors through the builders' groups. "I'll always have somebody I can call. Two or three of them I still call on [for advice] occasionally. They're ready to help me." He added that he's also ready to help others and has worked with some second-career builders learning the business.

He serves on the GHBA Board of Directors as a member and as an Education Committee member; he also serves on the GHBA Custom Builders Council as secretary and on the GHBA Remodelers' Council as its 2013 Charity Project Chairperson. Brandon calls his passion for community service "a necessity, not a luxury. I'm not just in it for me but to help others."





Brandon sets a good example for other builders' educational efforts by acquiring designations as a Certified Green Professional (CGP) and a Certified Aging-In-Place Specialist (CAPS); he is also in the process of completing courses for the Certified Graduate Builder (CGB) designation. In addition he is a Certified Renovator for the EPA Lead Renovation, Repair & Painting (RRP) Rule. His other associations include the National Association of Home Builders (NAHB), the Texas Association of Home Builders (TAB), Green Built Gulf Coast, National Kitchen & Bath Association and the Better Business Bureau (BBB).



He has been recognized by the NAHB and his work has received distinguished awards from the GHBA as well as the TAB, which named Keechi Creek Builders as "Remodeler—Best Specialty Room" in the 2011 Texas Star Awards. In 2012 the BBB awarded Keechi Creek Builders as the Winner of Distinction for achievements and commitment to overall excellence and quality in the workplace. "It's really neat" to receive awards, Lynch acknowledged, but being recognized by his peers is the more important thing to him.



A Corvette enthusiast, Brandon is moving toward competing in the P-5 class Corvette of the Sports Car Club of America series. He admits that if he weren't a homebuilder, he'd choose to be a race car driver.

However, he gets such a thrill out of seeing someone's vision of design come to life that it's unlikely that he'd give up homebuilding. Besides, no car – not even a Corvette – is going to reward him with a smile of joy and gratitude when a house becomes a home.

Keechi Creek Builders has a construction office at 12719 Cypress Valley, Cypress, TX 77429, but its mailing address is 21175 State Highway 249, #328, Houston, TX 77070. You may contact the company by calling 281-914-4951 or e-mailing brandon@keechicreekbuilders.com or by visiting the website www.keechicreekbuilders.com.

