

# THE METROPOLITAN BUILDER

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"Building From the Gulf Coast to the Texas Hill Country"



## McGinleys Keep Kurk Homes All in the Family

Kurk Homes | Texas Custom Homebuilder



# McGinleys Keep Kurk Homes All in the Family

“Building From the Gulf Coast to the Texas Hill Country”

By Kathy Bowen Stolz | Photography by Kathleen O. Ryan



At Kurk Homes it's all in the family and has been for three generations of this family-owned and operated custom home builder. The company's two main offices in Magnolia and New Braunfels allow it to serve a building area that stretches from the Gulf Coast to the Texas Hill Country.

Kurk Homes was founded in 1989 by Chester Kurk, P.E., and his son-in-law Michael McGinley with the vision of building a quality, structurally sound home with custom features at an affordable price. That vision is carried on today by Kurk's grandchildren, Christopher McGinley, president, who joined the company in 2005, and his sister Melanie McGinley, vice president, who joined the company in 2010. Their father, Michael McGinley, has supplied executive leadership as CEO since Mr. Kurk retired in 1997.

“Honesty, respect and trust are apparent with a family-owned and -operated company,” Michael said. “The longevity of three generations with the same goals and aspirations is reassuring to our customers.”

A full service, design-based custom homebuilder, Kurk Homes builds for anyone, anywhere the customer wants to build, whether it’s in a city with a small lot or in the country with acreage or somewhere in between. Expanding the market into the Texas Hill Country in 2007, Kurk Homes redesigned an old farmhouse into its New Braunfels office, while maintaining the country look and feel.

Kurk Homes prides itself on its ability to listen to the customers’ needs and then design and build an affordable custom home based on those specifications, according to Chris.

“Our management personnel work with each customer from start to finish on their custom home, unlike a production builder who only takes a segment of the construction process.

“We’re unique in that we are a fusion between the reputable production builder and a high end custom builder. We keep the process personable, and by maintaining a smaller clientele than national builders, the homeowners are able to meet with one of the owners of Kurk Homes throughout the design and build process.

“While keeping our prices in line with the production home industry, we offer our clients choices only found with prestigious custom homebuilders. Kurk Homes not only allows our customers to make changes to



our plans, but we encourage it. We also provide our customers the opportunity to design their floor plan from the ground up at no added cost. This is unheard of in the production home business.

“Unlike a production builder, our goal is not to see how fast we can build a home. Our focus is on building the best possible home for our customers at the best possible price.”

Melanie noted that by having its own in-house plan designers, Kurk Homes is able to take advantage of the





synergy of design and construction under one roof. “If the customers can think of it, we can design and build it. Our builders (construction managers) work hand-in-hand with home designers throughout the design stage to ensure the homes meet our customers’ goals.

“Kurk Homes believes that building a custom home is a partnership with each of our customers. Our customers rely on our nearly 25 years of experience in terms of needed site work, home orientation, proper engineering, inspections and proven suppliers and sub-contractors in building their dream home.”

Steve Belknap, operations manager for Kurk Homes, stated that customer service and satisfaction is a key component in Kurk Homes’ success. “We strive to make all of our customers avid fans of Kurk Homes. In the custom home business, excellent communication is paramount to customer satisfaction. Our builders and administrative staff are in constant contact with our customers throughout the construction process. Prior to the start of construction, we discuss with each of our customers the advantages of building together as partners. Our goal with each of our customers is to eliminate surprises. When unique or unforeseen



“If the customers can think of it, we can design and build it...”



situations occur during construction, our promise is to communicate and develop a mutually agreeable solution with our customers.”

“For added piece of mind, we even double the industry standard of a 10-year structural warranty to 20 years. We provide a one-year ‘bumper to bumper’ service for paint touch-up as well. Each of our builders is rewarded if all warranty items are taken care of within a timely manner. Our builders and managers receive an additional bonus when our customers take the time to write a letter of recommendation to Kurk Homes, which we display in the offices.” Chris said.

“We count on and strive to earn referrals from all of our customers. Many of our customers come to us by word-of-mouth referrals from clientele we have built on in the past. We continuously update an informative website as well as dynamic social media pages which function as online photo albums of both ongoing construction projects and completed homes. Several times a year, we attend home shows to speak with potential customers firsthand,” Melanie added.

Kurk Homes weathered the recent economic downturn by sticking to its philosophy of low overhead and high customer satisfaction, Michael said. “Customers realized we have worked through several ‘down times’ over the past 25 years. We feel it has made us a much stronger and focused company. During the next five years we anticipate growing at a reasonable rate without losing touch with what has made us successful – the personal relationships with our customers.”

And it’s those personal relationships developed over the years that the McGinleys like most about homebuilding. Both Chris and Melanie McGinley meet personally with every customer and work directly with them throughout the design and construction process. Steve as operations manager and Kurk Homes’ builders all play key roles in assuring what was promised is delivered.

“We have built for second-time customers, a few sons and daughters of previous customers, and scores of friends and associates of former customers,” Melanie noted.

How fitting for Kurk Homes: From one family to another...from one generation to another...it’s all in the family.



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*You may contact Kurk Homes by phone at 800-749-KURK or by visiting [KurkHomes.com](http://KurkHomes.com) or by e-mailing [kurkhomes@kurkhomes.com](mailto:kurkhomes@kurkhomes.com).*