

THE METROPOLITAN BUILDER

Greater Houston Edition
themetropolitanbuilder.com



Father, Son Form Braziel
Building Group, LLC

Braziel Building Group | Houston, Texas



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By Kathy Bowen Stolz | Photography by Kathleen O. Ryan



It takes trust and respect for any partnership to be successful, whether it's between business partners or homeowner and builder. The same is true for a father and son to form a company together. And L. Kevin Braziel and his son John Braziel certainly have both trust and respect for each other.

Previously working together for six years at Kevin's former company, Lawrence-Micheal Custom Homes, they created Braziel Building Group, LLC, in January 2013 after John indicated a strong desire to be a greater part of the company. They determined that a new company with a new company name would signal fresh ownership to the community.

“John’s business degree in entrepreneurial management and his MBA, both earned at Texas Christian University (TCU), make him well suited for ownership,” his dad said. “He also holds a real estate brokers’ license, which complements the services we provide.”

Lawrence-Micheal Custom Homes, which Kevin started in 1995, is the foundation for Brazier Building Group (BBG); it uses the same subcontractors and suppliers. “Our focus is to provide exceptional quality, service and value in custom home design and construction that fully addresses the expressed needs and desires of the client,” Kevin said. “The design emphasis is driven by listening to our customers’ needs.”

Lawrence-Micheal Custom Homes’ commitment to this focus was honored in 2012 by the Greater Houston Builders Association with the prestigious “Houston’s Best Prism Award” for “Best Custom Home Design” in the \$400-800k category. John managed that award-winning project for Lawrence-Micheal.



BBG builds custom homes for the region around the Magnolia area of southern Montgomery and northern Harris counties. It offers design/build custom homes on owners’ property as well as speculative homes in select communities, including Towne Lake, Rock Creek and Benders Landing Estates. The Braziers determine where to build their spec homes based on location, amenities, likelihood of future value retention and developer character. John oversees the spec homes’ projects, an aspect the company intends to grow in the next five years.

Both men cite advantages to working together in a family business. “The trust as well as the incomparable commitment to each other creates an environment where we’re both pulling in the same direction. There’s no struggle for power as in many companies,” Kevin said. “We’ve always been very competitive — a trait John took to new levels when playing football for TCU — especially with each other, and this [partnership]



challenges each of us to be our best in every respect,” he added.

Their shared philosophy, which stems from their Christian faith, is stated on the company’s website, www.bbghomes.com: “We regard the building process as a personal relationship with our customers where trust, honesty and integrity are our guiding principles. We also firmly believe in transparency throughout the entire process to ensure open lines of communication and eliminate surprises. Each home is built as if it were our own, with the utmost attention to quality and craftsmanship.”

Brazil Building Group offers its customers multiple services, including property acquisition, site evaluation, building design and financing. It manages

business administration from Southwest Texas State University in 1975. His first job out of college was in sales, where he used his analytical skills and learned a commitment to serve customers. “My business degree opened doors to opportunities that would not have otherwise existed for me at the national company and put me in the position to learn homebuilding through its excellent management program. “Working as the controller exposed me to the entire operation and gave me valuable knowledge for owning my own company,” Kevin noted. “It positioned me well to handle all aspects without having specialists in the areas I was unfamiliar with. I see a lot of outstanding builders fail because they don’t understand the business side. Others know the business but can’t put out a quality product.” Kevin started his own company because he sought a challenge with unlimited opportunity

“Our focus is to provide exceptional quality, service and value....”



the complete construction responsibility, including clearing, permits, driveways, utilities and septic systems.

Kevin learned all aspects of building – including sales, field supervision and finance – during the 16 years he worked for national builders. While in those companies’ top management positions, Kevin earned recognition as both Houston and National Builder of the Year.

He began his career in homebuilding with General Homes in 1977 after earning a bachelor’s degree in

where personal achievement was acknowledged and rewarded.

Although Kevin never encouraged his son to pursue a career as a homebuilder, John helped his dad on job sites as a boy. He later used his dad’s Lawrence-Micheal company more than once for his business school case studies. His analyses confirmed that his dad was good at his work. “Seeing construction and project details that I hadn’t been exposed to up to that point gave me a new appreciation for the trade,” John said. “I gained a lot of interest in homebuilding in my junior and senior years of college [at TCU] when I



was working on those class projects.” Still, John tried on the corporate hat at Hughes Supply Co. during an internship and for a year after earning his MBA degree. During this time, he learned he wasn’t suited for a desk job, but would instead thrive in an environment where he could tap into his creativity and see building concepts materialize into finished projects.

If he weren’t involved in homebuilding, John is sure he’d be doing something involving ingenuity and “elbow grease.” Do-it-yourself projects – including building computers, designing and constructing a saltwater reef aquarium, building remote control planes and installing advanced theater room equipment – give him great satisfaction.



Both he and his dad find happiness in making their customers happy. “The most satisfying [aspect of homebuilding] is the appreciation shown by our clients for the homes we create for them,” Kevin said. “I can’t imagine not being significantly involved in homebuilding.”

John added, “In addition to the relationship built with clients and the appreciation they show, I get satisfaction in just the project itself. I’m continuously looking for ways to make any additional improvements throughout the construction process. Adding to that satisfaction is when people other than the homeowners realize that level of thought and care that has gone into all aspects of the project.”



Customer satisfaction is a key to the Braziels’ marketing efforts. “Our customers primarily market our services via word of mouth,” Kevin noted. However, they rely on a custom home central sales office for its spec subdivisions.

As far as the future goes, both are committed to making BBG successful. “Unlike many small businesses, especially in homebuilding, when the principle owner retires, the company just ceases to operate. My commitment is to leave John with the very best company I can whenever that time comes,” Kevin vowed.



And unlike some families in business together, this father and son still enjoy spending time together. Not being able to vacation together now that they are each other’s primary back-up at work is one thing they cited as a disadvantage to their business partnership. Kevin said, “We have done so once, and that was the best vacation I have ever had.”

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