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**RVision Homes Provides
Personalized Approach**

RVision Homes | Houston, Texas



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By Kathy Bowen Stolz | Photography by Kathleen O. Ryan



Rvision Homes offers its homeowners a unique approach to custom home building. The company allows its clients to customize their homes, whether the home is in the \$250,000 or \$950,000 price range.

“We’re very flexible. We don’t think that the price should stop the homeowners from making changes to get the home of their dreams,” said Ryan Rogers, owner of RVision Homes.

“Our approach to homebuilding is incredibly unique and personalized to provide to our homeowners the ability to completely customize their homes with the most current interior finishes and the latest in engineering and

efficiency,” Rogers noted.

The company’s name RVision matches its motto: YouRVision is RVision. “We really believe in that concept. Each of our team members possesses the genuine passion and confidence to make the homeowners’ vision our vision,” Rogers noted.

“We personally guide our homeowners through the beginning stages, starting with simple ideas and concepts to improve their new homes’ livability, which results in a home that embodies their vision. Every home combines our high-end details and superior craftsmanship.”

RVision Homes builds in both subdivisions and on homeowners’ lots, with more than half of its homes being Build on Your Lot. Because of the volume of homes built, Rogers is able to use the same tradesmen and vendors on both types of projects. The company will start 76 homes and deliver 55 in 2014. It starts a new house every Monday, keeping its tradesmen busy and loyal.

Rogers said his 20 years of experience in homebuilding pays off for his homeowners. He worked as a superintendent, a production manager, a vice president of construction, a vice president of land and development

and a general manager for several builders, including one whose production increased from 20 to 450 houses a year.

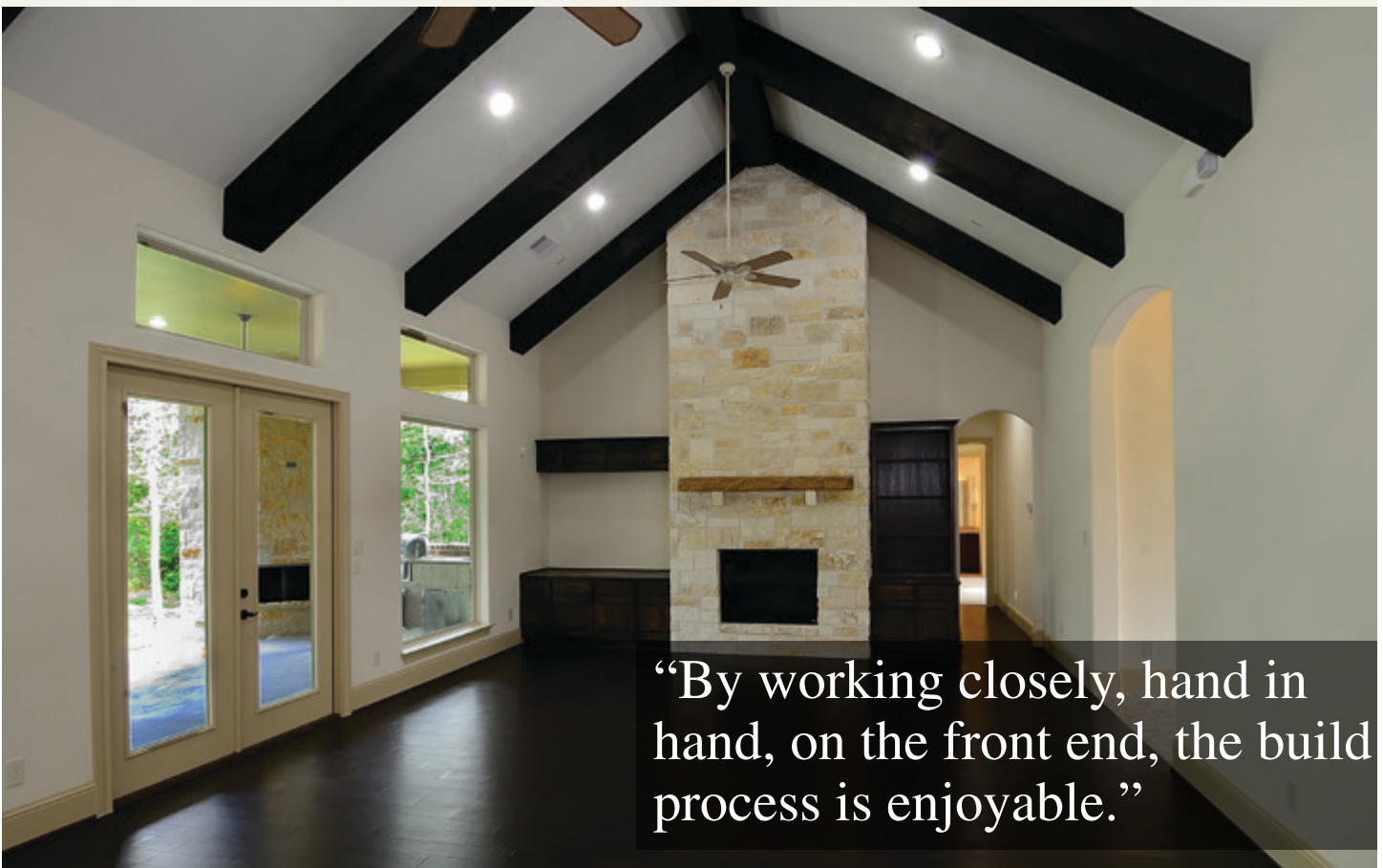
“My experience and established industry relationships allow me to do custom work at a semi-production rate. We have faster build times while maintaining custom quality.

“We take our time with our buyers early in the design stages in order to alleviate changes during construction. By working closely, hand in hand, on the front end, the build process is enjoyable.”

Most of RVision’s homes are completed within four or five months after the contract is signed, he said.

Rogers, who graduated from Sam Houston University with a degree in economics, used his business knowledge during the economic downturn to continue his company’s growth by developing a unique financing opportunity to allow all families to buy acreage property. He even trademarked the slogan “Choose a plan, we’ll buy the land.”

Exclusive to RVision, they will purchase the land the homebuyer selects, build the home plan the homebuyer



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chooses and completely customize. This process allows the homebuyer to secure traditional financing in lieu of the construction loan that's typical in the custom home market.

Founded in 2007, the family-owned company relocated to Magnolia from Galveston three years ago. It concentrates its building in Montgomery, Waller, Grimes and Washington counties, which happen to comprise the fastest growing area in the country, he said. "This area is about to have even bigger growth! We got in here early and were able to brand ourselves in the neighborhoods and local businesses. We are pleased to be part of the Magnolia community."

According to Ryan, people from the Woodlands are moving out of the township and are looking for areas where they can buy low after selling high; they're tired of living only 15 feet from their neighbors and now want acreage property. "Additionally, the folks coming into Texas for Exxon gravitate toward our acreage lots for a high-end home but without a high-end price."

RVision meets that need with acreage lots in two subdivisions and a planned expansion into a third; 150 are one-half-acre lots and 37 are one-quarter-acre lots. The company builds in Heritage Point and River Park Country in Magnolia; Rogers expects strong growth in the next 15 months.

As sole company owner Rogers takes his responsibility

of providing a livelihood for others very seriously. His assorted tradesmen and vendors must be paid, of course, and he maintains a larger staff than many custom builders. He has nine employees working in design, construction supervision, sales, administration, purchasing and starts/permitting, collectively bringing 60 years of residential building experience to RVision.

Rogers keeps his focus on customer service and quality assurance. Using the same tradesmen keeps the construction quality high, he said. But he walks every project at least once a week to double-check the subcontractors' work so he is always ahead of potential problems. He wants to know if there's a problem looming because he wants to be ahead rather than behind things. He said he puts about 250-300 miles a day on his Ford F-250 to check in at all of his job sites to make sure his standards are met. But he confessed that the company advertising wrapped on his truck is good for business as he drives.

RVision's growth is greater than its owner expected. A few years ago he would not have forecast that he would

be building even 50 homes a year, let alone 75. “Right now I have 230 lots under contract. But I don’t want to be the biggest builder. I want to be the best builder that provides value and quality and creates lasting relationships with my homeowners.”

The 43-year-old North Houston native enjoys building because it’s fast-paced and changes every day. It also produces tangible as well as intangible results. He also enjoys the long-term relationships that he develops with his homeowners. “I give everyone my cell phone number. Things don’t always go right, but it’s our job to keep our homebuyers informed and provide constant communication. In my opinion non-communication

causes most problems,” he added.

“Our customers love to show off their homes. They will open them to prospective customers if we don’t have a home in our inventory with the floor plan that they want. We get a lot of sales from that [showing an actual home].”

Rogers wants his customers to know that RVision Homes stands behind its work. “Just because the home has closed doesn’t mean our work is complete – not by a long shot.” Rogers and other managers do a quality walk-through with tradesmen 30 days after closing; the tradesmen then do paint touch-ups, recognizing that walls may be dinged in the process of fine-tuning the home. He repeats the walk-through at 180 days and again at one year.

He believes the effort is worth it. “Over 20 percent of our business is referral. I also use the walk-through to keep an eye on the quality level. I want to know that we have the right trades and vendors working for us. I will change them if I find the same [quality] issues recurring.”

He said he now has a team in place that allows him a little breathing room; he no longer has to do it all. In fact, for a period of two years, he had only six days off from work. “It was hard to relinquish control, but I get to see my family now.” His wife Gretchen and his five-year-old daughter Rylee are thrilled to have him home more often, he said. He’s hoping to find time to build his own home in 2015 so his family can relocate to Magnolia.

But he’s also expecting to be busy as RVision begins building in River Park Country’s section 4, which opens in January 2015. Then there’s the 5,510-lot master plan community in Waller on the horizon. Being invited to build in a multi-use community is “a feather in our cap. It’s an opportunity my team is looking forward to.

“We feel very blessed,” he added. Two and a half years ago Rogers and his wife started a \$1,500 Service Appreciation Program, which provides discounts to soldiers (active, reserve, retired or veteran), police officers, firefighters and teachers. “We feel like it’s the least we can do to say thank you. Our customers really appreciate it, and it makes us feel pretty good too.”

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You may contact RVision Homes by mail at 30310 Tomball Parkway, Tomball, TX 77355 or by phone at 832-236-1947 or by visiting www.rvisionhomes.com.

