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Gulledge & Co. Keeps It  
in the Neighborhood

Gulledge & Company | Houston, Texas



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By Kathy Bowen Stolz | Photography by Kathleen O. Ryan



**S**teve Gullidge is a creative, experienced builder who focuses his custom building and remodeling business in the Spring Branch & Memorial area of Houston, which allows him to stay close to his office in Spring Branch. "I like to spend a lot of time on the job site and not in the truck."

Gullidge knows the area well, for he lives, works and plays in the same neighborhood where he grew up. "Because everybody has builder horror stories, people have to have to a certain amount of trust when they hire a builder. They know they'll get a fair deal with me. I'm here for the long term, and they know it."

The Spring Branch High School graduate added, “I’m immersed in the community. It’s important to have happy customers because I see them all around the neighborhood. Customer service is a priority for us.”

One place the owner and president of Gullledge & Co. sees his customers is at Spring Branch-Memorial Sports Association games, where his two boys play a lot of sports, just as Steve did when he was a boy. Or he may know his customers through his brother, sister or parents, who all live in the area. (His sister Beth with his mom Carolyn Gullledge own Uptown Dance Centre.) Or maybe they’re clients of his wife, who owns Body by D Personal Training Gym in addition to working at Gullledge & Co.

Or maybe he’s worked with them on local charitable events, notably the police department’s fundraisers and the Trinity Oaks organization.

“This is a great community; it has a small town feel, and I like that. The neighborhood has really changed since I grew up here. It’s kind of neat to see how it’s improved.”

With Gullledge’s deep roots in the community, it’s not surprising that almost all of his company’s new business is a result of referrals. Gullledge & Co. is contracted to build five one-million-dollar plus custom homes in 2015, Steve added.





duties. Robby joined Gullede & Co. three years ago as its operations manager after working as the company’s information technology subcontractor. Robby’s skills have helped the company grow, Steve said. “I recognized that we needed a more technical foundation. Robby brought in new software for estimating and accounting that helps us work more efficiently and keep better records.”

One piece of software that customers appreciate is the PlanSwift construction takeoff and estimating software. “They really like seeing the detailed measurements made in real-time on their plans, along with the pictures they found on Houzz overlaid on the screen,” Robby said.

The principal of Courtney & Company Home & Ranch, Paula Courtney, ASID, is also part of Gullede & Co. She owns a design showroom that specializes in furniture and accessories for the home. “Paula is a very experienced interior designer. She has added another layer of creativity and sophistication to our projects,” Steve said.

Jack Gullede, who is a civil engineer, joined his son’s company about a year ago; he oversees certain projects.

Steve noted that he annually builds three to five spec homes, which typically sell before they’re completed. “Spec homes allow us to be more versatile, to be more creative in areas such as kitchens, outdoor living spaces and wine rooms. We use a lot of natural stone, too.”

Although most of the company’s work is residential, it does commercial build-out projects, such as medical clinics, imaging facilities and car dealerships.

While Steve handles the field work, Robby Delmenhorst works with vendors and subcontractors, among other



“He’s a great help with our more difficult projects, such as foundations and structural work,” Steve said. “Modern-day homes with their large, open floor plans require a lot more engineering and complex foundation designs. Jack’s 30 years of experience in project management at Fluor-Daniels engineering firm really comes in handy.”

Steve added, “I’ve worked in construction most of my life. I worked on my dad’s projects while growing up. We’ve really switched roles, and we enjoy working together.”

Even though he graduated from college with a business degree, Gulledge admits that his on-the-job training has been much more valuable to his success as a builder than his college courses. Now 49, he’s been self-employed since his 20s. He owned a sports bar, an auto collision repair shop and a Harley-Davidson motorcycle shop before returning to the construction industry.

He and his younger brother Phillip owned JPS Custom Homes until Phillip left to work for another, major builder. “I had to learn how to work with our subcontractors and developed loyalty with the subs because I kept them busy with remodeling projects during the economic downturn.

“I enjoy the process of building. It can be challenging, but it’s never boring. You’re always on the move. I enjoy working with the clients, too. It can be stressful, but I like stress. The key is to be organized, and organization comes naturally to me.”

During the next five years Steve anticipates slow but steady growth. He plans to maintain his focus on customer service by accepting only projects he can handle. “We don’t want to get overloaded.”

In his spare time Gulledge enjoys playing sports with his boys, riding his Harley-Davidson Road Glide or driving his ’74 Vette. He also enjoys spending time with his extended family at their vacation home in Taos, N.M. or cooking jambalaya and gumbo with his family. “We have a lot of fun. I like to have fun at work, too. It keeps life interesting.”

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