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Macedo Homes: A Truly
Custom Experience in Build-
On-Your-Land Homes

Macedo Homes | Houston, Texas



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By Penny Smith Jones | Photography by Kathleen O. Ryan



Santiago Macedo, president of Macedo Homes, has carved an enviable niche in the build-on-your-land home market in the Houston area. Macedo builds highly custom homes on clients' own properties and to their specifications, generally on half-acre to two-acre parcels in the city of Houston and surrounding region.

Macedo Homes advertises with road signs and on-line marketing, but the majority of the company's business comes via referrals from happy customers. "Word-of-mouth is king for us," Macedo said.

Macedo loves what he does. "Because we build directly for clients on their own lots, each of our projects

is unique, and every day is different. I love taking someone's raw land, creating a home that captures their vision and then driving by afterwards and seeing what we accomplished. I am proud of all of our projects, but my current favorite is a home we completed recently in Richmond."

Clients are "hands-on" in the process of creating and customizing their homes with an unlimited number of vendors and suppliers, and every build is supervised by a Macedo Homes project manager who makes sure that all details are completed to each client's utmost satisfaction. "Our building price point spans the market from \$250,000 to about \$800,000, and we build roughly 12 homes a year in addition to smaller remodel projects,"



"...We also want to make the home building process easier for our clients, trades and suppliers...."



Macedo said. "Our square footages range from 1,200 to more than 5,500 square feet, and each home takes five to seven months to complete."

One of Macedo's biggest challenges is the weather. "Unexpected delays caused by weather are frustrating for my clients – and for me. They are always anxious to move in, and I always want to get them in on schedule."

Macedo grew up in Sugar Land and learned his way





around a construction site when he was still a kid working with his father. He earned a double major in finance and entrepreneurship from the University of Houston C. T. Bauer College of Business/Cyvia and Melvyn Wolff Center for Entrepreneurship. After gaining financial and construction experience working for commercial real estate brokers and developer, he went to work with his father at Macedo Homes and is gradually purchasing the company.

“The commercial brokers and developers with whom I worked early in my career have become friends and mentors,” Macedo said. “Since I founded my company, they’ve always been there to give me advice and guidance as I expand and operate my business. If I hadn’t seized the opportunity to start my company, I would still be working with them in commercial real estate development or perhaps in investment banking.”

Over the 16 years that Macedo Homes has operated, Macedo has seen rapid changes in the custom home building industry. “The best change has been the integration of technology and green practices,” he said. “I love smart homes and the progress that’s been made in affordable energy efficiency.

“Increasing numbers of my clients are embracing a simpler, low-maintenance, energy-efficient lifestyle. As



an example, we are building more and more one-story and one-and-a-half story homes. Approximately 50 percent of our client base is empty nesters between 50 and 60 but our younger clients are requesting the same items. Instead of wood or carpet flooring, we are laying tile floors throughout many of our homes and installing extremely energy-efficient materials and appliances, including high SEER air-conditioning.”



High quality materials, such as marbles and man-made stone, have become much more affordable, and Macedo is able to offer clients more bang for their buck when selecting finishes. “Most of our clients are educated, savvy individuals that do their due diligence on every stage and product for a home. The internet and online shopping has really helped my clients make selections without ever having to visit a showroom.”



Macedo has ambitious plans for his company’s future. “Our target in the next five years is to grow our business to completing 40 custom build-on-your-land homes per year – and to expand our scope to include the Texas Hill Country. We also want to make the home building process easier for our clients, trades and suppliers, and to earn the reputation as the number one build-on-your-land company in Texas.”

You may contact Macedo Homes at 281-468-1440 or e-mailing at santiagomacedo@sbcglobal.net or visiting www.macedohomebuilders.com

