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## PUBLISHER'S NOTE Giselle Bernard

Publisher

This year I had the immense pleasure of representing both Morrison and Expressions Home Gallery showrooms, sister companies servicing contractors, builders and designers in the industry. It's been an exciting ride, to say the least, but not as exciting as the Expressions Home Gallery's Grand Re-Opening that I attended Oct. 5.

The celebration was a huge success! Industry professionals from the entire Houston metro area came to view the beautiful and newly remodeled showroom, which showcases products from top brands, including Kohler, Brizo, Viking, Sub Zero/Wolf, Thermador, Whirlpool and many others. The builders and designers that I talked with at the celebration were pleasantly

Responsions -



amazed with the nuance of it all.

They were invited to indulge in an array of incredible appetizers, prepared by extremely talented chefs, as they toured the showroom and products with their cocktail of choice. The festivities were astounding, of which the highlight was the various gifts – with values up to \$2,000 – being given away throughout the evening. To see the excitement on the winners' faces was priceless, I must say.

This new luxury showroom strives to provide customers with the products they need while giving them the lifestyle they desire. Knowledgeable product consultants are available to guide guests through the space and help them fulfill a new vision for their home.

Expression Home Gallery offers a home customization experience to fit every homeowner's, designer's and builder's needs, providing each a selection of the most exclusive appliance, plumbing and hardware brands as well as coordinating the process and executing the design idea for their homes.

Expressions Home Gallery is located at 7071 Southwest Freeway in Houston, formerly Kiva Kitchen & Bath. I promise, you owe it to yourself to experience the best.

Giselle Bernard- Publisher





## Leonidas Homes Reflects Rallis' Heritage, Travel

By Kathy Bowen Stolz



A s you might expect, by growing up in Greece and the U.S., culture and travel have heavily influenced Vasilis Rallis as a builder, from the design of the homes he builds to his company's name.

Often using ideas and materials from other parts of the world, Rallis' Leonidas Homes usually features exterior living space, such as terraces and patios, so that the homeowners can be outside entertaining guests or enjoying the space themselves, much as people in Greece and the Mediterranean do.

"A lot of my clients have also traveled or even lived abroad and appreciate a unique home with plenty of outdoor

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### Two Rules to Follow to Make Your Meetings Matter

By Burk Moreland

Picture this: You're sitting in an office chair at a conference table with 10 of your cohorts, leaning back, feeling your phone vibrate every minute or so as another email comes in. Another text hits: Another potential problem. The world could be burning down, but you are stuck in this meeting. Heck, most of the meeting doesn't have anything to do with you. You are listening to other people drone on and on about topics that you could care less about. Seeing a meeting on your schedule is always torture and a GIANT waste of time in your opinion.

This is sadly how most people feel about meetings. In surveys, employees will state that meetings are one of the biggest time-wasters they have. What's even worse is that the people holding the meeting will many times say the same thing!

So, why meet? Are you meeting just to have a meeting? Is it because "that's just what you do in a company?"

I'm not typically a follow-the-rules kind of guy. In fact. I don't love to be told what to do, but who does? However these next two rules will change your life when it comes to making your meetings matter and getting the most out of your time with your team.

#### RULE #1: PREPARE. PREPARE. PREPARE.

Meetings should be preplanned with agendas and times. Start on time, end on time, and hit the topics on time. In fact, use a timer. When people are "on the clock" on a topic, you will be surprised at how efficient the discussion gets. Side stories and tangents that are not truly relevant to the decision get cut out, and the real meat of the discussion is had.

Assign a timekeeper and topic monitor to assure that you stay on task and on time. Give them the power to stop the group if needed to assess the validity of where you are headed. I have even put a bell in the center of the table for all to ring if they see we are done with a topic but meandering around it for no real reason.

Agendas should distributed early and everyone should know what part they are playing in the various sections so they are prepared and succinct. Have a purpose. If you are going to bring your team together, be sure you understand what you are trying to accomplish with the gathering and make sure you answer that with the agenda.

Aimless meetings are way too prevalent; if you aren't answering the purpose, cancel the meeting. Your team will love you for it. Meetings cost a fortune in opportunity cost; make sure you glean every last penny of production out of them.

### RULE #2: HAVE THE RIGHT BUTTS IN THE SEAT

I wrote a whole blog series about making sure you have the right team in place or "butts in the seat." Right now I'm talking quite literally about who is actually sitting in on your meeting.

Make sure everyone in the meeting needs to be there for each part. If there is a section that doesn't pertain to one person, can you fashion the agenda where that section is at the beginning or end so that person can leave early or show up after the other items are discussed?

Are you leading a "look at me" meeting where it is a display of your power and control, or is it a collaboration of minds to come up with solutions to issues or problems? Information which could be disseminated via email will often be discussed in a meeting. If you want to hold people accountable, it should be done in a one-on-one setting anyway. Only the celebration of good information should be done in the group.

When you look at your agenda, ask yourself, would each person's time be better served working on your business or sitting in a meeting room discussing this topic? If it is the former, try not to have those people in the room. With fewer people in the room and with those truly engaged in the discussion, even that piece will get faster and more efficient. It is a win-win for everyone.

Meetings can be a vital pipeline of information for sharing ideas and group discussions. At the same time, they can be the anchors that keep a company from achieving results. Make sure yours are well thought and planned out. Guard your time and your teams. Don't stand for people being late or getting off topic.

Add up all of the people in the room's pay (if you did it by hour) and write on your agenda how much money your meeting is costing per minute. That number alone might make you think twice before having the extended discussion on the type of coffee in the kitchen.

Then make sure you have the right people in the room. If they aren't engaged, ask them to leave. Either it isn't important enough to be at the meeting or they don't realize it is. If they aren't prepared, ask them to reschedule with you when they are prepared versus bumbling through the meeting unprepared.

And if that happens more than a few times, read my blog on interviewing and hiring; you might need it.

You can learn more about Burk Moreland by visiting

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**Burk Moreland** 

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Morrison knows that dreams, reality and inspiration make a house a home. Morrison also knows that an interior designer or interior design firm often becomes an intricate part of this process. Design professionals should be committed to creating individualized and functional designs to meet the lifestyles of their clients' families. Morrison Showrooms' staff works to inspire these ideas and is conveniently located in the heart of Houston. Morrison offers many brands and designs, all exhibited in unique settings with interactive displays. Whether it's appliances, plumbing, hardware or lighting, they have brand to fit every budget and a style to fit every design. Contact Showroom Manager for more details at 713-861-2343.

This month Morrison speaks with Steve Clifton, owner of Scene One Interiors. Certified by the Texas State Board of Architectural Examiners, Clifton takes great pride in working with clients from the beginning stages of their new construction project to the final implementations. After 34 years of servicing the community and in winning numerous design awards, Steve has become renowned in the field of interior design and a "go-to" professional in Houston and surrounding suburbs.

#### *Morrison:* What motivated you to go into the interior design field?

Steve Clifton: I was interested in architecture and design from a very early age. I enjoyed walking homes under construction from as far back as I remember. At 11 years old my father purchased for me my first drafting board and supplies. I still have plans that I designed at that age, and it is fun to look at them and remember those days. Although the plans were juvenile, to say the least, they were also quite creative. I continued my interest and in the beginning went to school for architecture. During my early days of taking classes in architecture, I quickly realized my true love was interior design. I then switched studies and made that my field of choice and have had no regrets for the past 34 years I have been in design.

#### Morrison: How has the field of interior design changed since you graduated?

Steve Clifton: Through the years, styles, trends and colors have changed quite drastically, but it all gets back to the basics of what interior design is all about. I have been in the business long enough that, just like any other fashion industry, styles and colors have repeated





themselves. Of course always with a new twist, but for the most part the basic design elements still come into play on any project. The internet has added a great deal of information to be available at our finger tips, to allow us to constantly be seeking and working with the best products available to date.

Morrison: How can an experienced interior designer help custom home builders or a remodeling contractors with their building or remodeling projects?

Steve Clifton: Interior designers can help a custom builder or remodeling contractor greatly on any project as we are constantly keeping up with the latest and greatest ideas and trends. We are constantly attending seminars, conventions, markets and also state-required continuing education courses to keep us informed of what is going on in the industry. This information allows us to share with our builders and homeowners the availability of the new products that are being introduced. Many times we are able to show builders cost-effective ways to accomplish the task at hand as well as to introduce builders to being more eco-friendly with the implementation of "building green."

*Morrison:* What sets you apart from other designers? Steve Clifton: Their objectives and to bring out their personal style and taste. It is imperative for me as a Continued on page 15



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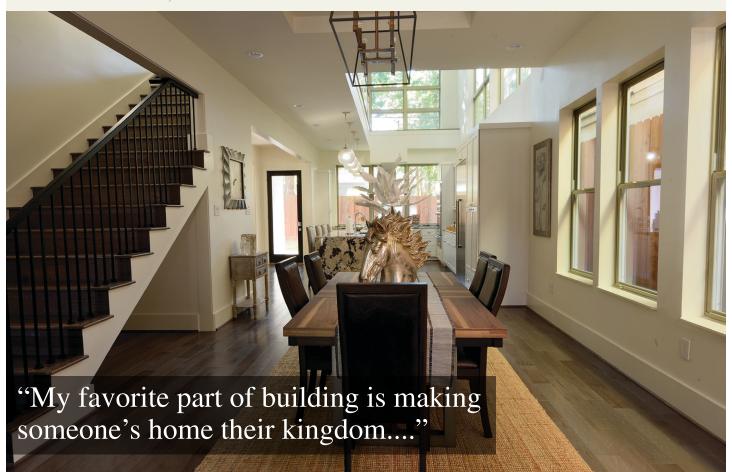
living areas. Houston has nice weather for the most part, so it's great being able to sit outside and enjoy a café or wine in your own space.

"Many builders think just interior when it comes to living space, but to us exterior is just as important. There is just something different about enjoying natural sunlight in the summer or a cool breeze in the fall. No one likes to be cooped up indoors all of the time," he noted.

Leonidas Homes' tastes are usually contemporary, modern or Mediterranean, the kind of home that causes making just right.

"We're an elite builder. We don't do a ton of homes, typically no more than five in a given year. Our emphasis is on quality, not quantity. We want to become well known, but we don't want to get too big. We want to maintain our personal attention to customers."

Leonidas Homes recently started to accept selective custom home clients after many prospective homebuyers approached Vasilis. For the first ten years the company did major remodeling projects and has since transitioned to new construction custom homes.



someone driving down the street to take a second look, according to Vasilis. "We use a lot of design elements and materials from other cultures, and both the interior and exteriors offer unique expression of the home itself."

Vasilis builds his Leonidas Homes in the Montrose, Midtown, Memorial and Spring Branch areas of Houston – areas where homebuyers and their neighbors appreciate unique homes with flair. "We not only put our expertise and minds but also our heart and soul into the homes we're doing. It's not necessarily your typical build-out; it's a process we carefully and meticulously take pride in







"We seem to attract people in the 28-50 age bracket who like that style of contemporary or modern house. They're usually not first-time homebuyers, although our remodel projects many times are.

"We want to take on clients that see our vision and we see theirs; we don't take on just any house. If we're a good fit, they're going to get something really special. I like to have real conversations with them over a café or casual lunch. I like to get to know them, to learn first-hand their thought process and philosophy," Vasilis noted.

He said that a house can be a blank canvas where the builder and homeowner use their vision to make it a really special home. "I hope to encourage the clients' artistic side. If I can tap into that, we can be much better at matching what they want. We will use all of our knowledge to create a home that is unique as they are.

"My favorite part of building is making someone's home their kingdom, to make their dream home become a reality," he added.

Leonidas Homes uses talented architects that can focus on the specific type of home that Rallis and his customers are looking to create, whether it's contemporary, modern or Mediterranean design. "We work very closely with the architect to get plans just the way we want them."

Born in Dallas to a Greek father and American mother, Vasilis said his family moved to Greece after his businessman father Leonidas died unexpectedly when Vasilis was quite young.

"My dad is a massive inspiration to me. He's the reason I am who I am and what I'm doing." His father reorganized businesses, especially restaurants in New York and Texas.

Vasilis later returned to America to pursue higher education, but first, his desire to travel the world and serve his birth country led him to join the U.S. Marine Corps. He was based in California and later began college there before transferring and graduating from the University of Houston.

In ancient Greek an "architektón" was a "master builder" who created something exquisite out of nothing. Building appeals to Vasilis because he likes doing just that. "You just need to have the vision to create what others can't yet see," he noted.







The company name, Leonidas Homes, which is named after his father, and the logo, which features Ionic columns with a Greek star, were carefully chosen. The columns come from the Ionian Islands that Vasilis would frequent as a young man. The Greek star (a.k.a. Vergina Sun) on top pays homage to King Leonidas and Alexander the Great. "Just like my father, both these men inspire me because they were able to do a lot with a little."

He started in the building industry by buying homes while in college after his military years. He set out to buy the ugliest house in a neighborhood and turn it into the nicest house in the neighborhood. The first two houses he renovated with the help of a cousin and other family members. But by the third house he had transitioned from laborer to the role of general contractor, focusing on finding properties and doing designs. He learned more about construction techniques and how to create a successful business from others in and out of the building industry.

Over the years he developed relationships with subcontractors and vendors, often using the same ones over and over again. "They may come and go, but I continue to use the ones that best understand my expectations and have attention to detail," Vasilis said.

Vasilis has a trusted project manager, Jerry, for his new construction projects. His sister, Sofia, acts as property manager/realtor/marketer, and his brother in college is prepping to join the team as well. Vasilis' key role is to "make sure the ship's running right" through careful planning, design and vision.

Away from work, Vasilis enjoys reading, fitness and international travel – most recently a trip back to his native Greece for his sister's "Big Greek Wedding." If he were not a builder, he speculates that he might have pursued a professional sports career ... or taught philosophy.

You may contact Leonidas Homes at 1808 Fairview St., Houston, TX 77006 or 281-222-2888 or vasilis@leonidashomes.com or www.leonidashomes.com.





When you feel that first crisp breeze, you know that summer is gone and fall is in the air. It's time to enjoy the outdoors, and the best way is in a three-season porch, a place for grand views and open embrace with nature.

Nothing is better than a perfect evening on the perfect porch. That's why vacation destinations rely on porches to sell their guests on a vacation booking. No other architectural feature so symbolizes the pleasures of relaxation and the blissful lifestyle.

Unfortunately the porches on most homes are not sweeping verandas slung with a hammock and serviced with a tray of iced tea. Instead, today's porches are likely to be a narrow "strip" or a backyard entrance landing. New porches have been reduced to front or back stoops and have given up their traditional value as a perch to enjoy gardens, hear the sounds of nature or eavesdrop on the conversations of passers-by.

We are now beginning to see a porch revival in newer

construction, especially new designer homes and porch retrofits. Perhaps now is the time to reinvent the porch!

Since 1980 Vixen Hill Manufacturing of Elverson, Penn., has reinvented many products of yesteryear. More than 35 years of careful refinement have blended art and technology into products unsurpassed in quality and detail, according to the company website, www.vixenhill.com/porchsystems.

In 1992 the Three Season Porch System was introduced for people who loved outdoor living, without the pestilence of bugs or the discomfort of inclement weather. The Vixen Hill Porch System was designed to maintain that traditional porch feeling. The design was based on old-fashioned wooden screen doors where screens could be exchanged with storm glass.

Vixen Hill took the Three Season Porch design further by making porch wall panels that not only accepted screens and glass but also architectural inserts – providing the

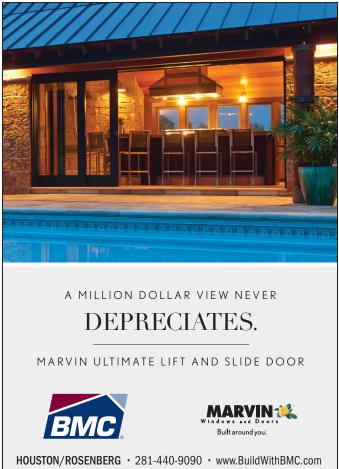


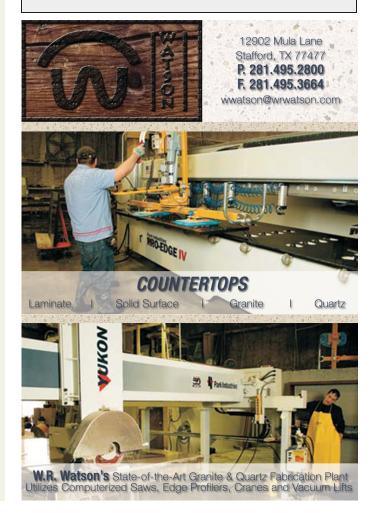
flexibility of both a screened porch and a true threeseason room. Vixen Hill's modular porch design, coupled with diverse design options allows customers to match any historic building.

Vixen Hill pre-engineered cedar porches are factory built to the highest standards using durable cedar milled in our own factories. They are similar to Florida sunrooms in flexibility while offering a more affordable alternative. Discounts and specials combine with a knowledgeable sales staff that will help design your best porch for the best price.

If you're on a tight budget, you can always add storm glass and architectural inserts later. In most cases the Vixen Hill Modular Screened Porch System can be installed in a single day. Use Vixen Hill's online software to design a new porch or retrofit an existing one. For more information, download the Three Season Porch Catalog or create your own custom porch.

Visit www.vixenhills.com/porchsystems or call 800-423-2766.





#### Continued from page 9

designer to always remember that this is not my home, but their personal space. I work to create for them a living environment they will be happy in for years to come. Most of my clients become lifelong friends, and the personal connection is the part of the business that I enjoy the most.

Since my early days, I have always been interested in new construction projects – starting from the plans and continuing through the complete build and furnishing of the home. I have always specialized in new construction projects and have learned how to speak the lingo of the process. To date I have assisted hundreds of clients in building their dreams. I understand budgets and continue to help my clients stay within them and also am able to explain to clients the ramifications of going outside of their budgets. I am a big believer in working hard to keep a project in or close to budget. If we exceed budget on one thing, we need to work diligently to come in under budget on other selections.

#### Morrison: What has been your most challenging project and why?

Steve Clifton: The most challenging project I have had to date was a residence in London, England. It was a \$22 million estate and there was no attention to detail that could be missed. We specified all the products for the residence, custom designing each and every element in the process. Then we worked to ship containers of home furnishings over to London for the installation. It was challenging to pull off the details with so many things out of our control, yet we made it happen.

The clients were exceptional to work with and the project was outstanding when completed. In fact, they were very happy with the results and several years later moved to a new residence and contracted with us once again to do the all of the design work. That was the biggest compliment we could have ever received!

#### Morrison: How would you characterize your personal style?

Steve Clifton: "Memorable" is how I would characterize my personal style. When someone leaves one of my projects, I want them to remember those incredible pieces that set off the entire feeling of the home. Those unforgettable collectables that make it all happen. The pieces that keep people talking for days. From the amazing painting or the dramatic sculpture on a pedestal,



every room needs a stunning focal element.

#### *Morrison:* Any last thoughts, comments?

Steve Clifton: When hiring an interior designer for your project, just be sure they have their credentials and certifications in the field. If they have that, for the most part, they are qualified to do your work. Interview several, and when you find the one that you can relate to the most, that is the correct person to hire for your job. You are going to spend a lot of time with your designer, and you need to feel comfortable enough to tell him or her when you don't like something the designer is presenting. Your designer also needs to be comfortable enough to let you know when you are heading down a wrong path. Communication is key for the designer / client relationship.

If you are dreading your next appointment with your designer, end the relationship. You should connect with a designer that can over time become your best friend, as you know they inspire you and can create the atmosphere that you wish for your home.

You may contact Steve Clifton, ASID, at Scene One Interiors by phone at 713-895-8686 or by email at S. Clifton @ Scene One Interiors.com. Scene One Interiors is located at 7026 Old Katy Road, Houston, TX 77024.



Steve Clifton, ASID



While a little color can go a long way in a room, playful bursts of color can make a room soar. Unfortunately, many people are afraid of using bold colors. Whether your room is large or small or your home is a single story or a high-rise condominium, color plays a vital role in the life of a room and has a profound effect on our everyday lives.

It is a well known fact that tired, drab colors date a room more than anything else. The solution to fixing this dilemma often involves starting over – completely over. I encountered this situation recently with a homeowner who lives in a high-rise condominium in the Med Center. During our first consultation, she told me she loves color, but she was afraid of using too much of it. She also was unsure of what colors to use and how to use them. Additionally, she wanted a contemporary look with clean lines but didn't know how to go about achieving that with the furnishings and color scheme she had. So she requested my help to create a fresh new look for her home filled with color and contemporary furnishings.

To set the stage for a new color scheme, a major renovation of her home needed to be done first. I started by adding a dropped ceiling around the periphery of the room to create a contemporary look and to provide a place for recessed art lighting that would highlight original artwork we would find or commission over time. Workers scraped old "popcorn" texture off the ceiling and





applied layers of smooth plaster to give an updated look. They then painted the walls and ceiling a custom cool white to match the atmospheric color directly outside the condominium windows. This custom color visually expanded the interior space and provided a soft neutral palette for all the vibrant colors we planned to use in the room. Lastly, workers sanded down the dark brown wood floors to the bare wood, stained them white and then grey

washed them to create a fresh, light, airy look.



With the renovation complete, I created a new color palette by designing two colorful contemporary abstract area rugs. These major design elements established the color scheme for the living and dining areas. Manufactured by Stark, the rugs are a combination of wool and silk fibers. The vibrant orange, crisp teal blue and deep forest green colors in the living room rug were repeated in silk and velvet accent pillows on the custom designed furniture pieces. I chose pale grey linen and light grey velvet fabrics for the upholstery to provide a cool neutral backdrop for the vibrant color scheme.



As important as selecting the right color scheme is for a room, it is equally important to select the right furniture pieces. For interest and variation, some furniture pieces should feature wood frames and legs while others should have waterfall skirts. Polished nickel nail head trim, which is very popular right now, adds another layer of interest and sophistication. Note the polished nickel nail heads accenting the sleigh arms of the two lounge chairs in front of the window and used for decorative outlining on the sides, back and bottom edge of the sofa. To add sculptural contrast against all the upholstered furniture pieces, I custom-designed two iron frame occasional tables (5 after) to keep the room light and airy and to made my client happy by reusing her prized burl wood and glass cocktail table.

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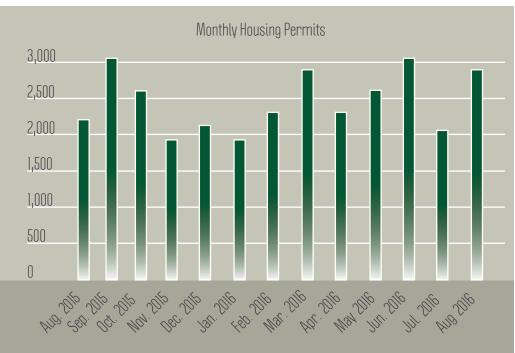


### Houston Housing Picture

Bohlke Consulting Group, LLC

Monthly housing permits filed by builders in the Houston Area.

Aug 2015	2,347
Sep 2015	3,139
Oct 2015	2,252
Nov 2015	1,925
Dec 2015	2,105
Jan 2016	1,928
Feb 2016	2,424
Mar 2016	2,912
Apr 2016	2,351
May 2016	2,577
June 2016	3,010
July 2016	2,123
Aug 2016	2,735
Aug 15 v. Aug 16	16.5%



	0 14 0 15	0 15 4 10	ANNUAL %		
MARKET	Sep 14-Sep 15	Sep 15 - Aug 16	CHANGE	-	
Grand Total	33,151	29,481	-11.1%		
Lennar Homes	1,838	1,660	-9.7%	-	-
DR Horton Homes	1,655	1,591	-3.9%	-	-
Perry Homes	1,443	1,309	-9.3%	-	-
Postwood/Long Lk	1,229	1,187	-3.4%	-	-
KB Homes	1,019	924	-9.3%	-	-
Express Homes	741	827	11.6%	-	-
Meritage Homes	925	785	-15.1%	-	-
Beazer Homes	830	766	-7.7%	-	-
Taylor Morrison	828	763	-7.9%	-	-
David Weekley	650	703	8.2%	-	-
	-	-		-	-

Monthly permit activity shows a 16.5% increase between August 2015 and August 2016, while annual permit numbers continue to soften, reporting a 11.1% decrease for the Houston market area for the twelve month period ending August, 2016. The top ten builders account for 35.67% of permit activity in the Houston market area, issuing 10,515 permits for the twelve month permit ending August, 2016.

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In a contemporary abstract color scheme such as this, pillows on furniture are important accessory items. When used as repetitive blocks of color, they move the color scheme around the room. Note that there are two teal blue pillows and two deep green pillows but only one orange pillow. That's because its orange counterpoint is a dominating mixed media artwork, entitled Alamosa, by nationally prominent artist Robert Rector. The pillows and artwork work together to move the color scheme around the room, repeating and reinforcing the vibrant colors in the area rug. On the center cocktail table is a hand blown glass vase by Porta Romana.

A coordinating custom area rug featuring intersecting silk lines of teal blue and forest green on a pale grey wool background defines the dining area. A custom designed dining table made out of walnut with splayed legs and a polished nickel collar was created for the area. We reused the client's dining chairs after reupholstering the seats in a blue and green cut velvet abstract fabric. A custom made polished nickel chandelier complements and completes the look.



With a fresh new color scheme established, my client is no longer afraid of using bold, vibrant colors in her home. In fact, she now embraces them and says she can't imagine living without them.

Susan Fruit Draughon, ASID, CGR, CAPS, is a licensed interior designer and a certified remodeling contractor with more than 40 years of interior design and home renovation experience. She has designed interiors for homes in Texas, Florida, California and South America. Susan is a recognized expert in solving design dilemmas, whether it's finding the right accessor, creative the perfect window treatment or tackling a major home remodeling project.

You may contact her at Susan Fruit Interiors by phone at 281-463-2972 or by email at susan@susanfruitinteriors. com The office is located at 14827 Elmont Drive, Houston, TX 77095.The website is www.SusanFruitInteriors.com





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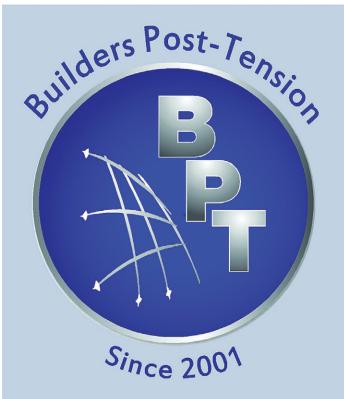




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