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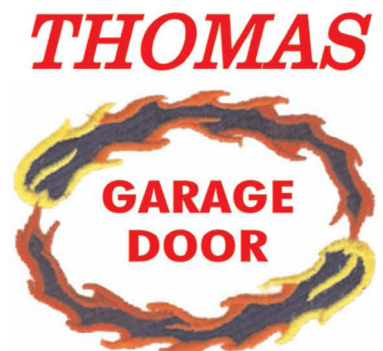
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# THE METROPOLITAN BUILDER

An Industry Trade Publication | May 2017



*Feature Builder Story*

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### On the Cover:

Our cover home featured on pages 6 and 7 is currently on the market. To inquire about purchasing this beautifully crafted home, please call 832-317-4505.

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## PUBLISHER'S NOTE

**Giselle Bernard**  
*Publisher*

Dear Readers:

How do you know when you've done enough to get a referral from a potential source? When you track the results, in many instances you will be able to tell what specific action "tipped the scales" from a potential sale or client to real results.

Can you differentiate between a sales professional and an account manager? Believe it or not, there is a huge difference!

An account manager is someone who manages and takes care of a customer base, solves its problems, holds the customers' hands, maintains the business and keeps the competition away. Account managers aren't expected to generate a lot of new business the line of sales. They are managers.

A sales professional, on the other hand, spends the majority of his/her time out in the field prospecting, selling, closing



and generating new business. Sales professionals also manage accounts, but their focus is always on building a new customer base. They are producers.

I am looking to work for companies who are interested in assisting their sales professionals, the producers, in generating new business. If you are interested in growing business, if you have the manpower to handle more business, if your sales team will actively work the leads given, then I would love the opportunity to assist you in growing your business. If interested, please contact me for more information.

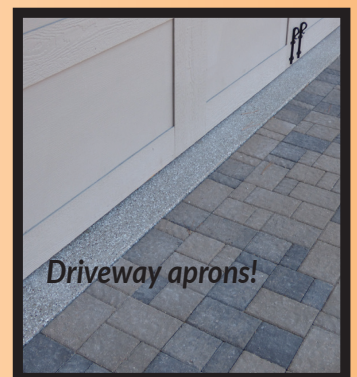
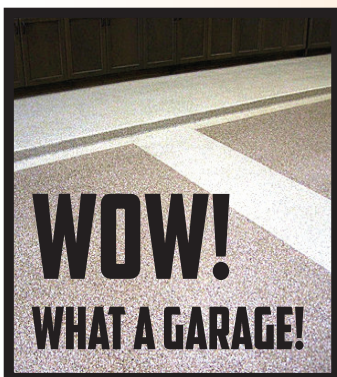
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Dynamic can mean lively, active, energetic or vibrant. But Terry Collins, president of Dynamic Builders, picked the company name “Dynamic” when he started the company in 2002 because he has always liked the dynamics of custom home building.

“There is nothing monotonous about custom home



# Dynamic Builders Remains Focused on Customers

By Kathy Bowen Stolz

building! The industry is always changing and the relationships you build with people are always exciting. As a builder, you receive influences from people in all walks of life, from the maintenance companies who clean up the work sites to the very, very detail-oriented craftsmen who incorporate the customers' wishes. In this industry you deal with all of these dynamics,

including the customers."

Typically Dynamic Builders builds only three or four custom or estate homes on the clients' lots each year in the area between Houston and Galveston. "Dynamic's owners are the ones who build the homes, who are in the field. We do fewer contracts so we don't have to worry

*Continued on page 6*



This home is currently on the market. To inquire about purchasing this beautifully crafted home, please call 832-317-4505.

*Continued from page 5*

about the customers being upset that they don't get the attention they need." Terry said.

Collins' partners are John Hinson, Steve Cobb, Justin Ostrum, Edgar Castillo, Elva Rodriguez, Jared Kelly, Nathan Wooley and Leon Yang.

"We're not only impassioned about building homes; we're impassioned about building relationships. Trust is not built over night; it is nurtured over time and experience."

Dynamic depends on the customers' satisfaction to create positive word-of-mouth advertising for the company, he noted. "We make sure that we provide unmatched customer service when delivering the home of customers' dreams so they will be inspired to share their





experiences with their friends and families. We want their experiences to be positive and memorable.

“We love building for people because this is such a unique industry. If you do it right, you make a long-term friend in the process. I’m most proud of the projects where we’re still good friends with the clients. Not only do we have the satisfaction of finishing a project, it’s probably just as

*Continued on page 8*





*Continued from page 7*

rewarding knowing we've got a friend for life."

That friendship between client and builder is also important to Dynamic Builders because word-of-mouth marketing is its primary form of advertising. Every single one of its clients is connected to another client in some way. "We've done projects for a client's business, their family members and their friends. Word of mouth is the best way to do it. We are very appreciative of all our customers and the relationships we have built."

*Continued on page 16*





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# Tips to Build By

By **Kathy Anderson**  
Principal Designer/Owner, Ekliktik Interiors



## It's All In The Details

What makes a GREAT builder/remodeler? What sets one What makes a great builder/remodeler? What sets one builder/remodeler apart from the rest? Is it the size of the homes or projects that he or she does? Is it how many projects he or she completes in a year?

I personally don't think it is any of the above. I believe it is all in the details.

Details are the little things that set that builder apart. It's the lack of attention to the details that can keep a beautiful home on the market for too long and allow a sale only after drastically reducing the price.

As an interior designer, I received a project on the north side of Houston that I will be using in this article to give examples of where the details kept this new construction home on the market for more than two years. To make it sell, the builder had to lower the price by more than \$400,000!

The outside of this home is beautiful, stately and commanding in appearance. The couple that purchased the home recognized the great "bones" of it, but they also realized the builder had neglected to pay attention to many details. That's why they contacted me.

On the top of my personal list of big no-nos is the random, unfortunate and seemingly after-thought placement of vents/air returns and electrical switches and plugs. I have seen vents in groin vault ceilings, main walkways and walls that are the focal point of a room. I have also seen switch plates in the center of a main wall with six to eight gang boxes, another example of poor placement and obvious lack of thought to the aesthetic look of the room. I lovingly refer to this as "wall/ceiling acne." There is certainly no place for this in any home, much less a home of this stature.

As if one was not enough, the builder allowed two large unsightly grills in the main hall way of this stately home.



am “less” about built-ins. If they are used, they need to be thought-out and designed for the space and potential use of the room. I can’t show you all the built-ins in this home, but I would have told the builder to either simplify them or get rid of them.

My rule is to never do a built-in in a dining room. Typically, a homeowner will purchase a beautiful furniture piece for a dining room or add nothing at all.

Thirty inches is the minimum for pull-out for a chair around a dining table. So, considering both sides of the table, you must have a minimum of five extra feet in the room, not counting the table. Considering that five-foot space for chairs, the built-in in the pictured formal dining room leaves space for only a 24-inch-wide dining table. Not only was the built-in unnecessary, it now must be removed to fit a table in the room.

To make matters worse, the floor must be repaired now because the piece doesn’t sit on a finished floor. The trim carpenter even went so far as to put shoe molding around each leg. The carpenter did a nice job, but the piece still looks disjointed in the room. Wouldn’t it have looked better sitting on the floor without the busy-ness of the extra quarter round? This money could have been used elsewhere or saved.

Oversized corbels in traffic areas, such as in the kitchen pictured, can be a nuisance. From a design perspective, these corbels are gaudy and unattractive. They likely were also expensive and therefore not cost-effective for the builder. The large corbels on the island and the range not only constrict traffic in a major pathway of the kitchen, but

***A big no-no is the random, unfortunate and seemingly after-thought placement of vents/air returns and electrical switches and plugs.***

Opposite the formal living area, these grills present a case of definite “wall acne.” The better builder does not allow HVAC technicians and electricians to place vents/returns and outlets in unsightly places.

The home featured in these photos has a tremendous amount of millwork--some great, some not so great. Well-designed millwork can most definitely add value and aesthetic quality to a home. But sometimes less is more and more is bad.

Built-ins can add value and great storage for the homeowner, but they can just as easily detract from the room and the space in which they are located. I personally

*Continued on page 22*



***Never do a built-in in a dining room.***



***Oversized corbels in areas of traffic can be a nuisance.***

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# Dynamic Expands Building Expertise to Pools, Spas, Patios

By Kathy Bowen Stolz

Houston area homeowners' attitudes about the outdoors seems to be evolving. A great percentage of the homeowners nowadays are installing pools and outdoor living spaces, according to Terry Collins, president of Dynamic Pools, Spas & Patios and Dynamic Builders. Many homebuyers are expecting to have a pool in their backyard, he noted.

His company has become one of the fastest-growing custom pool builders industry serving the Greater Houston and Galveston areas in the last 15 years ago. Dynamic Pools has built a solid reputation in the community by providing superior craftsmanship and excellent customer service, he said. Today, the bulk of its business comes from customer referrals – something that Collins and his team take great pride in.

“Most of the complaints we hear about pool companies is that customer service disappears after installation. We’re so committed to customer service that we have a full-time customer service coordinator among our seven staff members,” he added.

The pool company started after many of the customers of Dynamic Builders requested the company build them a pool in addition to building their house. “It’s been exciting to transition into the pool business,” Collins said. “We’re

taking everything we’ve learned from construction and building and using it for our pool company. Our goal is to create products that will leave our clients smiling long after we leave. From overarching visions to the smallest details, we work closely with every customer to craft the perfect backyard or poolscape oasis.”

Dynamic offers both new construction and pool remodeling.

While some homeowners want just a pool, others want an outdoor escape with an outdoor kitchen, pergola or patio cover, or an additional structure connected to the house. “They’re seeking a backyard oasis where they can enjoy football games, swimming and hanging out,” Collins said.

These amenities take them to another place, but they’re still in their own backyard. They allow homeowners to enjoy their backyards during the hot Houston weather with comfort elements such as covered outdoor kitchens, ceiling fans and lights. “Being outdoors is a lot more comfortable than it used to be,” Collins noted.

Pergolas can be both beautiful and functional, and a pool pergola has the ability to completely reframe the look of a poolscape or backyard. When done right, they can offer the

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kind of architectural impact that will take an outdoor space to the next level, he added.

Pergolas come in a variety of themes, from the Tuscan-styled pergola to a modern or Grecian style. They can be created from various types of materials to suit the homeowners' needs – the most popular being metal and wood. They can be luxurious or simple to fit specific styles and needs, according to the company website, [www.dynamicpoolstx.com](http://www.dynamicpoolstx.com).

Outdoor kitchens often incorporate weather-proof granite countertops, built-in seating, refrigerators, wine chillers, sink and preparation areas, high-quality gas and charcoal grills, ranges, fireplaces and fire pits, pizzas ovens, rotisseries, smokers and burners.

Popular pool features are slides, volleyball nets and basketball backboards as well as the old standby diving boards.

Swimming pools with a 100- to 160-ft perimeter are the most common for Dynamic Pools, Spas & Patios' customers. The price for a pool without a spa is typically below \$37,000, Collins said. One with upgraded equipment and spa is typically about \$45,500, but one with all the



bells and whistles may be as much as \$400,000.

Those bells and whistles may include raised spas, fencing, landscaping, decorative accents, spa spillovers, rock waterfalls, pool bars, custom decking, fountains, fiber optic lighting, sheer waterfalls and underwater seating. "If you can dream it, we can create it," Collins guaranteed.

Dynamic Pools' staff includes three full-time designer focusing on design, functionality and creating the homeowners' vision. Dynamic offers free in-home consultation to ensure its clients receive the very best design and customer service, Collins stated.

Patios are an essential part of the backyard escape because the average pool owners spend more than 90 percent of their pool time on their patios. Yet, the patio is also one of the most underestimated pieces of the swimming pool planning process for many potential pool owners, according to the company website.

The company's expert patio builders can help homeowners to determine how much patio space they will need for their particular lifestyle and how their pool can best integrate with their patio features, whether the patio is built from stone, concrete, wood or another material.

He continued, "Many of our clients love fire features, because they really add to the overall experience and feel of a swimming pool or backyard." Popular fire features are fire bowls, fire pits, tiki torches and fire lanterns and cauldrons.

"Fire features have become one of the hottest trends in swimming pool design. When water and fire are integrated, the results can be dramatic and striking. Fire elements can also create a low, calming glow that creates inviting, beautiful spaces."

Dynamic Pools also provides high quality pool equipment meant to make the most of a swimming pool or spa. From pumps to covers to automated cleaners, it offers a diverse range of products and equipment to make a swimming pool







beautiful, durable and safe, Collins said.

With that in mind, the company offers various pieces of equipment designed to protect children, the elderly and even pets. Safety equipment includes fences, pool door alarms, swimming pool alarms, safety covers and more.

“Above all else, Dynamic Pools is dedicated to keeping your family safe. We understand that swimming pools not fitted with proper safety equipment or precautions can be dangerous. But, thanks to technological advances, swimming pools can be safe and fun for the entire family,” Collins assured.

Pools can also be easy to maintain with the self-cleaning technology that is now available and can be managed from a smart phone. Robotic equipment can clean the sides and bottom of pools nowadays without hiring a pool maintenance company.

Dynamic is a distributor of Hayward pool equipment. It provides the latest in technology with advanced pool filters, dependable and high performance pumps, heaters for ultimate comfort, easy sanitization, the industry’s best automation, a complete line of pool cleaners, a wide variety of parts and accessories and enhanced LED lighting as well.

With more than 20 years of experience, Dynamic Pools has the professional experience and the passion to create homeowners’ ultimate backyard oasis, on time and within budget.



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*for a free consultation and estimate.*



*Continued from page 8*

Collins noted that one of the things that sets his company apart is its consistency in pricing and quality. “We don’t charge one customer one thing and another something else. We’re even. The customers know what to expect. We build the home with the customer for the customer. New customers know what to expect from visiting previous owners. Since we have low overhead and great customer service, we’re able to be competitive with anyone in the industry,” Collins said.

“We survived the 2008 downturn by making sure all past and current customers stayed happy.”

Collins said the custom home building process can be lengthy at times. “From the time you meet the customer,

it may be three months to a year before you break ground. Customers and I want to make sure they have everything on the plans first. The time also allows relationships to form and the home to become the dream it was meant to be.”

The company also provides a home warranty that exceeds the standard to enhance the homeowners’ peace of mind.

Dynamic works with a variety of architectural and engineer subcontractors. “Our suppliers are always changing because customers want different things.” Many of Dynamic’s clients bring their own interior designers into the process, “but we have a seasoned, degreed interior designer who is dearly loved by all of our clients,” Collins noted.

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*Continued from page 17*

Terry belongs to the Bay Area Builders Association (BABA), the southerly chapter of the Greater Houston Builders Association (GHBA), which named him the Builder of the Year in 2003, 2005 and 2006. He also served as the organization's president in 2006.

He also has held positions on the boards of the GHBA and the Galveston Area Builders and Remodelers Association, Texas Association of Home Builders, National Association of Home Builders' Custom Builders Council, Remodelers Council and as an Operation Finally Home director. He is currently Operation Finally Home's treasurer.

His association with Operation Finally Home began because its founder, Dan Wallrath, is a mentor and friend to Collins. The non-

*Continued on page 18*

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*Continued from page 19*

partisan/non-profit organization provides mortgage-free homes to injured veterans and their families who are trying to move ahead instead of being held back by their injuries.

The organization depends upon the goodness of developers, contractors and suppliers to provide the homes. Developers provide the lots, contractors provide the labor and suppliers provide the materials.

Collins' other company, Dynamic Pools, Spas & Patios, just provided a swimming pool to the latest Operation Finally Home project, a home in Santa Fe, Texas. It is the first swimming pool to be supplied to one of the homes.

Terry and his wife Helena are parents to two daughters and a son.

The miracles he notes in his life are his family and friends, his church (New Hope), Operation Finally Home, his building company, his pool company and Apache Pressure Products (which he has seen come from nothing). ““My family and I are very blessed. All of the partners and employees have been loyal and hardworking. Prayer is the glue that holds it all together!” he concluded.



***Operation Finally Home is a non-partisan/non-profit organization which provides mortgage-free homes to injured veterans and their families who are trying to move ahead.***



***Terry, his wife Helena, all of the partners and employees are loyal and hardworking. They provide unmatched customer service to make the home building experience positive and memorable.***

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*Using two different granite tops in the same space can be a difficult design selection.*

*Continued from page 11*

also they serve no purpose. Having them kick out into the room makes for great hip and toe bumps. And where they are opposite each other, they narrow the pathway to less than the 42 inches needed for a two-person kitchen. In fact,

this pathway is even less than the minimum of 36 inches for a one-person kitchen.

Using two different granite tops in the same space can be a difficult design selection. Different finishes and countertops can be quite attractive in the same space, but great care must be taken so that they work well together and not fight. Unfortunately, this builder did not successfully choose two granites that work well together. This kitchen looks like the builder found some pieces laying around in his “boneyard” and decided to use them.

Yet another issue is apparent upon opening the cabinet doors above the cooktop, exposing the raw vent. The cost to hide the raw vent correctly would have been negligible, considering the builder was expecting to sell this home for \$2M.

The cost of addressing these overlooked details while the home was in the construction stage would have been minimal in contrast to the \$400,000 reduction in sales price to move the home off the market.

One of my all-time favorite Southern expressions is “you can swallow an elephant but choke on a gnat.” (You are welcomed to use this. We all have clients who do that, right?) This builder did swallow an elephant for all the millwork he put into the home but choked big time on a gnat by losing focus with the details.

What kind of builder/remodeler are you going to be? Paying attention to details does take a bit more time and forethought to the project, but the end product is definitely worth it!



*Quality is not an act, it is a habit.*

Aristotle

*Kathy Anderson, principal designer and owner of Eklektik Interiors, brings a broad perspective and exclusiveness to her interior designs. Inspired by her world travels, Kathy focuses on creating a personal design that is timeless. With extensive residential as well as commercial experience, Kathy has found that a vital key to truly successful interior design projects is communication. She believes the design process should be an enjoyable one. By helping her clients better understand the process, the experience becomes less intimidating for them. Her ability to read her clients is a strength that helps her to create that “signature” environment for each space. Kathy received a degree in interior design from Brigham Young University and is a licensed and registered interior designer.*

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Quartz is one of nature's most dazzling art forms. And Dakota Quartz allows homeowners to showcase nature's art on their countertops, backsplashes, walls and other surfaces. Located in Fort Lauderdale, Fla., Dakota Quartz supplies natural quartz slabs, tile and mosaics, along with engineered slabs in different thicknesses, to builders across the country.

Dakota Quartz's engineered quartz slabs are comprised of 93 percent ground quartz joined with polyester tars to bind it and an assortment of colors to shade it to create a wide range of options, according to the company website [www.dakotaquartzllc.com](http://www.dakotaquartzllc.com).

Its eight collections include more than 77 colors of quartz slabs as well as 32 types of nature's treasures. All buyers can find several options to enhance their home's surfaces.

Launched in 2016, the Executive Line includes 28 semi-precious natural stone colors. This collection includes an array of semi-precious slabs, such as shell stone, pyrite, agate, petrified wood, ammonite and many other types of the earth's treasures. These semi-precious stone pieces are crafted from jewelry stone, which is converted into slabs. Each is a piece of art, handcrafted to show off the patterns in its natural beauty.

Quartz is more attractive than other natural elements in many homebuyers' opinion. Its shimmers and veins may give it the look of stone or marble. Its shades and grains are more consistent than rock. It appears in a wide variety of colors, including flame motor red and apple green in addition to natural tans, blacks and creams.

Harder than rock and easy to care for, quartz is a homeowner's most durable choice for kitchens. Heat, scratch- and stain-resistant, quartz's smooth and impenetrable surface simply does not allow bacteria and microorganisms to develop and grow. In fact, quartz is so non-permeable that NSF International certifies countertops made from this material as safe for direct food contact. It is ideal to be used in cafeterias and laboratories, according to the company website,

*For more information about Dakota Quartz, visit the website at [www.dakotaquartzllc.com](http://www.dakotaquartzllc.com) or the showroom at 6520 N. Powerline Road, Fort Lauderdale, FL 33309 or call 561-866-7191 or email [info@dakotaquartzllc.com](mailto:info@dakotaquartzllc.com).*

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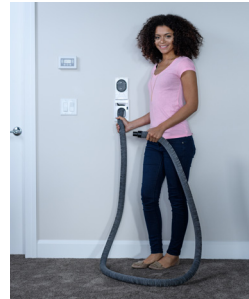
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# Use “The Force” on Your Prospects or Three Ways to Get Them to Buy

By Burk Moreland

As a kid, I used to dream of having superpowers: Run with amazing speed, fly, have amazing strength or maybe all of those things.

I actually love to facilitate a discussion with training groups on “What superpower would you have and why?” I am always amazed at the well-thought-out answers by some and the complete lack of thought by others.

Over my time working with groups, one of my favorite themes is the use of “The Force” from Star Wars. A great line from the original “Star Wars” movie (“A New Hope” for the “Star Wars” junkies out there) is something like “These are not the droids you are looking for...” Obi Wan Kenobi makes the Storm Troopers not only say it, but believe it so that they are not captured. He basically takes control of their minds and makes them believe and say what he wants them to.

What an amazing power!!! Wouldn't it be great if we could do this with our customers? I can't train you in the ways of the Jedi, but I can help you get similar results through a fairly simple process.

**Step 1:** Truly care about your prospects. Get to know them. Be curious about them and their lives. Ask questions with follow-up questions. Take an interest in learning about them! Don't discuss your product or service until you hear who they are and what they are about. That way you can decide if what you offer is even right for them. Ask who, then show them what.

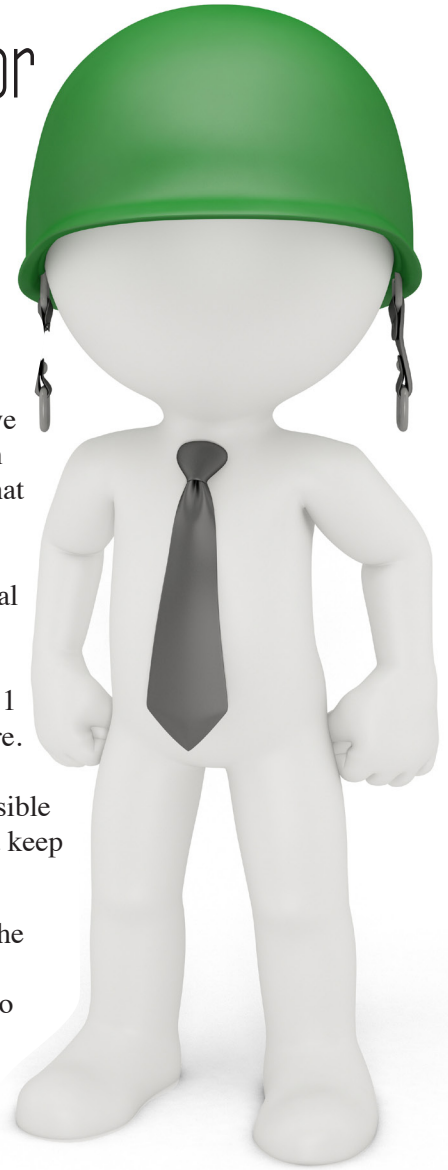
**Step 2:** Frame your presentation to their individual wants and needs versus a generic presentation that you give to everyone. This generic approach is part of the reason I dislike sales scripts. If they are used as a guideline, that is fine, but each presentation should be different. Increasing your capture ratio is an easy way to get more business without changing a thing in marketing or really doing any more prospecting that you are doing now. Invest more time figuring out Step 1, so Step 2 becomes a logical progression.

**Step 3:** Ask for the business. If you have done a good job of Steps 1 and 2, this step should be easy. You have identified

the true need, and you have framed the information on what you offer in a way that answers that need. Why would the prospects do anything else? It is illogical not to buy. If they don't, more than likely you have missed something in Step 1 or 2. Start over and explore. As long as your goal is to provide them the best possible solution, it will work. Just keep practicing.

Though we don't have “The Force” to convince our prospects to say yes, we do have a fairly simple way to lay out a clear path to purchase for them. Make the process easy and stay true to your purpose. “Selling ice to Eskimos” is not the goal. Pairing the right clients with a product or service that will make their life easier, more profitable or just plain better is the goal. For now, stay away from the dark side of The Force and practice your craft.

And until we meet again, “May The Force be with you.”



*An accomplished executive, entrepreneur, author, speaker and trainer, Burk Moreland gets results. If pushing your people and organization to new heights is a goal, then you need a rainmaker with decades of experience in the construction industry to drive you towards it. Burk will help you map out the course, attack the goals and, most importantly, enjoy the ride. For more information regarding how he can help you, contact us today at [burk@burkmoreland.com](mailto:burk@burkmoreland.com) or 832-356-4585.*



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