

# THE METROPOLITAN BUILDER

Greater Houston Edition  
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### Beacon Builders: Setting A Higher Standard

Beacon Builders | Houston, Texas



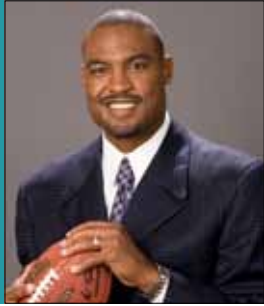
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Opening Session Speaker

**Darren Woodson, Dallas Cowboys (1992-2004)**

Wednesday, Aug. 2, 2017 | 9:30 a.m. | Trinity Ballroom

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General Session Speaker

**Nate Holzapfel, Entrepreneur**

Featured on ABC TV's "Shark Tank"

Thursday, Aug. 3, 2017 | 9:30 a.m. | Trinity Ballroom

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## Education Sessions

### WEDNESDAY, AUGUST 2

- 11 - 11:45 a.m. Construction Industry and Texas Taxes: Sales, Franchise, Motor Fuels, Audit Issues. Presented by Jimmy Martens, Martens, Todd, Leonard & Ahlrich
- 1:15 - 2 p.m. Fickle Features and Finishes: Emerging Trends in Color and Design. Presented by Elizabeth Falconer, Position By Design
- 2:15 - 3 p.m. A Brave New World? - The Present and (Potential) Future of Mechanic's Liens. Presented by Greg Harwell, Slates Harwell LLP
- 3:15 - 4 p.m. Air Tight Energy Code Solutions for Single-Family and Multifamily Builders. Moderator: Phil Crone, Executive Officer, Dallas Builders Association. Panelists: Ed Dryden, Building Official, City of Dallas; Montez Love, P.E., Love Engineering; James Rodriguez, Fox Energy Specialists; Sam Shallenberger, Morrison Supply; Keller Webster, KAW Construction

### THURSDAY, AUGUST 3

- 11 - 11:45 a.m. The Sales & Marketing Success Funnel: How to Attract, Close, and Retain Business. Presented by Lindsay Thudin, HOUZZ
- 1 - 2:30 p.m. TAB's 2017 - 2019 Texas Residential Construction Contracts. Presented by James Rudnicki and Don Shelton, Bush Rudnicki Shelton, P.C.



## Special Events

### TUESDAY, AUGUST 1

6:30 - 9:30 p.m. HOMEPAC FUNDango & Fourth Annual Statewide Washers Championship

### WEDNESDAY, AUGUST 2

8 p.m. Young Professionals Get Together at Rodeo Goat Ice House

### THURSDAY, AUGUST 3

6 - 8:15 p.m. Star Awards Reception and Presentations & Excellence under 45 Awards

Tickets can be purchased online at [SunbeltBuildersShow.com](http://SunbeltBuildersShow.com).



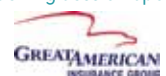
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# THE METROPOLITAN BUILDER

An Industry Trade Publication | June 2017



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## PUBLISHER'S NOTE

**Giselle Bernard**  
*Publisher*

Dear Readers:

Heat illness becomes a special concern of mine since I've experienced heat exhaustion before – a pretty scary situation, to say the least. I'm not much on drinking a lot of water and found out first hand that working or playing in the sun's heat while not hydrating is a recipe for heat-related illnesses.

Every year, about this time, I make it a point to write about heat related illnesses. There are three major forms of heat illnesses: heat cramps, heat exhaustion, and heat stroke, with heat stroke being a life-threatening condition.

### Heat Cramps

Heat cramps or muscle spasms are caused by heavy sweating and affect the arms, legs or stomach. Although heat cramps don't cause permanent damage, they can be quite painful. To prevent them, drink electrolyte solutions such as Gatorade during the day and eat more fruits like bananas.

### Heat Exhaustion

Heat exhaustion is a condition more serious than heat cramps. When you don't drink enough fluids to replace what you're sweating away, your internal air-conditioning system becomes horribly overworked. The symptoms include headache, heavy sweating, intense thirst, dizziness, fatigue, loss of coordination, nausea, impaired judgment, loss of appetite, hyperventilation, tingling in hands or feet, anxiety, cool moist skin, weak and rapid pulse (120-200) and low-to-normal blood pressure.

People suffering these symptoms should be moved to a cool location, such as a shaded area or air-conditioned building. Have them lie down with their feet slightly elevated. Loosen their clothing and apply cool, wet cloths or fan them. Have them drink water or electrolyte drinks. Have them checked by medical personnel. Victims of heat exhaustion should avoid strenuous activity for at least a day, and they should continue to drink water to replace lost body fluids.

### Heat Stroke

Heat stroke kills and happens when the body has been depleted of its water and salt. The body's temperature rises to deadly levels. Someone usually experiences heat cramps and/or heat exhaustion before experiencing symptoms of heat stroke, but not always. Heat stroke is sometimes

mistaken for heart attack, especially in a work setting.

The early symptoms of heat stroke include a high body temperature (103 degrees F), an absence of sweating, hot red or flushed dry skin, rapid pulse, difficulty breathing, constricted pupils and any/all of the signs or symptoms of heat exhaustion. In an advanced state of heat stroke, the victim may exhibit bizarre behavior and have high blood pressure, seizures or convulsions, collapse, loss of consciousness and a body temperature of over 108° F. It is vital to lower a heat stroke victim's body temperature. Seconds count. Pour water on him/her, fan the victim, or apply cold packs. Call 911 to get an ambulance on the way as soon as possible.

To prevent heat-related illnesses take the following health tips into consideration:

- Condition yourself for working in hot environments. Start slowly, then build up to more physical work. Allow your body to adjust over a few days.
- Drink lots of liquids. Electrolyte drinks are good for replacing both water and minerals lost through sweating. Never drink alcohol and avoid caffeinated beverages like coffee and pop.
- Take a break if you notice you're getting a headache or you start feeling overheated. Cool down for a few minutes before going back to work.
- Wear light-weight, light-colored clothing when working out in the sun.
- Take advantage of fans and air-conditioners.
- And, believe it or not, get enough sleep at night.

A little knowledge goes a long way in avoiding heat illnesses....

**Giselle Bernard**  
*Publisher*



Created by Astierromero - Freepik.com



# Beacon Builders: Setting A Higher Standard

By Kathy Bowen Stolz

Platinum, one of the world's three precious metals, is the most coveted. More than silver, more than gold. Although the building industry doesn't offer a platinum award for excellence, Beacon Builders is working just as hard as if it did.

Saahir Ramji, President of Beacon Builders, said Beacon's goal is to be considered a platinum-level builder by creating energy-efficient living environments that exceed national standards.

Beacon Builders works with Environments for Living, a program offered by TopBuild Home Services. The platinum program requires that homes perform 18 percent above the International Energy Conservation Code (IECC). Participating in this program means Beacon Builders is held to a more stringent standard for construction and performance.

According to the company website, there are two limited guarantees within this program: energy use and comfort. Energy use refers to the estimated annual amount of energy needed to heat and cool a home. As described more fully in the guarantee, if actual use exceeds the estimated amount, the homeowner is refunded 100 percent of the cost difference. The comfort guarantee promises that the temperature at the location of the thermostat will not vary more than three degrees plus or minus from the center of

any conditioned room for that zone.

Beacon Builders also want to give its homebuyers a platinum-level product in other ways. Because the typical buyer of a Beacon Builders home is a young professional, Ramji makes sure the homes have desired finishes at an affordable price.

His building team includes an in-house architect, field superintendents and contracted interior designers. His role as president is to acquire and develop land and to coordinate sales with real estate brokers. He also double- and triple-checks everything that comes to the office. His team's skills and attention to details "set us apart" from other builders, he said. It also helps that Ramji's partners, Malik Ali and Jeffrey Carnahan, have extensive knowledge in the industry.

Beacon's products range from a typical two-story, single family residence to three- and four-story townhomes in and around Houston. Buyers may choose from 20 floor plans, with more becoming available all of the time, thanks to the in-house architect.

The price range is often \$350,000 to \$499,000 for its 2,100- to 2,600-square foot, three-bedroom, three-and-a-half bath townhomes, such as the gated 18-home community underway in Spring Branch off Hempstead Road and

another gated 13-home community off Clarkson Lane in Spring Branch.

These town homes have a lot of features, including quartz countertops, hardwood floors, LED lighting, stainless steel appliances, wiring for surround sound and security systems. Some even have roof decks. The homes are wired to be “future ready for technology,” Saahir noted. He added that these features are part of the standard package for Beacon Builders’ homes, not added as upgrades as by other builders.

Beacon Builders also has a “build on your lot” program in addition to the spec homes it builds annually. Clients can meet with the in-house designer to explain their needs and wants. From there Beacon Builders can sketch out several layouts that fit the clients’ lot and then continue by designing a fully custom home.

The custom homes that Beacon Builders has built in the past range from \$1.2 million to the \$5 million home it built in the River Oaks area. “This home in the River Oaks neighborhood was a one-of-a-kind build that is fully home automated where one could control nearly everything from their cell phone,” Saahir said. It has custom wood floors, ultra high-end kitchen appliances, cabinets shipped from Germany and an elevator. The home even features a 13-seat theater!

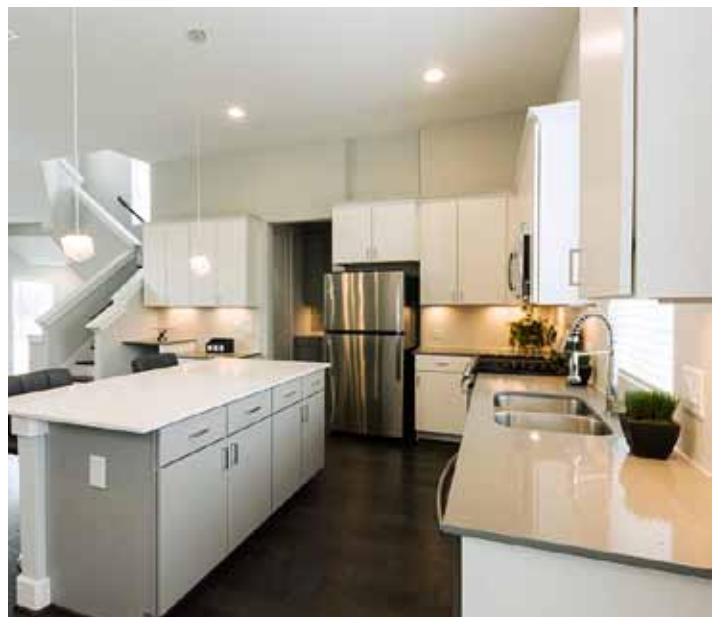
Some of the company’s custom home clients are buying their second Beacon Builders home. One example is a client who first bought one of Beacon’s spec homes. When the buyers were ready to build a custom home on their own lot, they contacted Beacon, which built them a \$2 million lake-front home in Sugarland.

But Saahir doesn’t limit his work to residential building. As a principal in Beacon Developments, he also builds commercial retail centers, some which are located in Sugarland, Pearland, Tomball, Spring Cypress and Houston. They range in size from 15,000 to 100,000 square feet.

Before becoming a builder, Ramji majored in international studies at Texas A&M. He then followed in his father’s footsteps by attending law school at South Texas College of Law, where he focused on real estate. His exposure to building came at an early age while observing his family develop hotels and retail properties in the Houston area.

“My dad has been a very good mentor to me. I learned when to take risks and when not to take risks from him. When I started my own business in 2007, while in law school, he kept me grounded, even when I had many sleepless nights.

*Continued on page 16*





# Dotzour Foresees Positive Outlook for Houston, US Economy

Mark Dotzour, Ph.D., a real estate economist who specializes in making complex economic issues easily understandable, forecast positive growth for Houston's and the country's economy at the Greater Houston Builders Association Mid-Year Forecast Luncheon on May 23 at the Hilton Americas Hotel in Houston.

Dotzour focused on synthesizing global, social and economic trends to help attendees make good investments and big decisions.

Overall, Dotzour said the economy has rebounded from the Great Recession and is quite strong in 2017. Home building is very bullish at the moment, but the automobile industry, which has been on a run since the Great Recession, is now running out of gas. (Pun intended.) A stock market crash will not destroy our economy; Black Monday of 1987 is proof of this, he explained.

Dotzour stated that the election of Donald Trump as President has been a positive influence on the country's business community. He said that Trump's rollback of regulations across the board will spur economic activity. He also expects that the President is likely to get some kind of tax cuts passed through Congress that will also spur the economy.

He noted that the business community is the sector that creates jobs, and Trump's focus on deregulation and tax cuts will spur the business community to invest in more jobs.

Dotzour does not foresee a border adjustment tax or major tax reform passing because there are too many powerful lobbies and interests who do not want to see those changes.

The Federal Reserve wants to raise interest percentage rates and will likely continue to do so at a very cautious rate until they hit 2 percent, according to Dotzour. Dotzour believes 2 percent is the Fed's goal.

However, there is no inflation, so there is no pressing need to raise interest rates now. But the Fed will still want to get rates up to 2 percent so that it can use that rate as a tool to lower it if there is a recession down the road. Dotzour said the Fed governors like to think they can control the

economy, but they actually don't have that much control.

Dotzour says the 10-year treasury rate is much more tied to mortgage rates than the Fed Reserve's percentage because mortgage rates will go up with the 10-year treasury rates. The only thing that will raise the 10-year treasury rate is the expected rise of inflation, he explained. But that threat is non-existent right now.

Consequently, there is no need to fear outlandish mortgage rates anytime soon. The threat and talk of mortgage rates going up does spur demand for buying homes; consequently, the talk of a rate increase might sell a few more homes. However, Dotzour does not anticipate mortgage rates moving much, if at all, in 2017.

Home building, which is up 10 percent so far this year, will fill any voids in the housing market.

He forecast a 5 percent increase from 2016 to 2017 in Houston building.

In addition, Dotzour thinks that the energy sector is coming up right behind housing. It has bottomed out and is on the upswing; it's now lean and mean and ready to roar!

Unlike other economists, Dotzour does not buy into the theory that the Millennial generation will not buy houses. These young adults want the same thing every other generation wants: a good job, a car, a family and a nice house.

He sees the economy being two years into a decade-long boom for demand in single-family housing. Although demand for single-family housing is up, the availability is down because regulations on loans for development and construction are too restrictive. Legislators over-reacted on regulations after the Great Recession/Housing Bust, and they need to reverse this trend in order for the building industry to grow and build the nation's economy. However, the American people and the economy can thrive despite regardless of who is in power.

Dotzour's other positive predictions were that American wages are finally increasing and consumer confidence is way up.



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# HVAC Dealers Choose Goodman Manufacturing Products

By Kathy Bowen Stolz

Goodman Manufacturing is the giant of the HVAC manufacturing industry, but few consumers recognize the brand name because it doesn't advertise nationally. But that's okay with Goodman, according to Edward Neumann, a national accounts manager for the company. HVAC dealers nationwide recommend Goodman systems to their customers because of the great value and performance of Goodman units.

He pointed out that a market survey revealed that only 15 percent of consumers have a brand preference when it comes to buying a heating, ventilation or air conditioning (HVAC) product. Eighty-five percent trust their dealers' recommendation. And thousands of HVAC professionals prefer Goodman products, whether they need air conditioners, heat pumps, gas furnaces, air handlers, ductless systems or system controls.

And there are good reasons why those dealers prefer products from the three Goodman brands of Daikin, Goodman and Amana.

One reason is the wide range of models. Goodman has air conditioners, heat pumps and furnaces to meet the customer's requirements from a basic system up to and including systems with communicating controls. Goodman offers all sizes of units from small to large in each of its product lines. Neumann cited that the company has heat pumps and air conditioners with SEER ratings from 13 through 18. Included are single- and two-stage units. Its furnace lines provide both 80 AFUE and 90+ AFUE furnaces, including modulating furnaces with 96+ AFUE ratings.

Neumann pointed out that the company has units to meet

the different needs of each region of the country. He stated "we sell from a full wagon." Unlike other manufacturers, Goodman does not have "trophy units," he said. (An example of a trophy unit is a furnace with the highest efficiency but only available in one size.)

Another reason HVAC dealers prefer Goodman products is their reliability. The facilities are ISO 9001-certified, a benchmark for quality manufacturing and management processes and are also ISO 14001-certified, an international environmental certification. The company's engineers focus on quality from the beginning to the end of the design and manufacturing process, using Six Sigma and Kaizen manufacturing principles to ensure quality.

For example, it has 20 testing chambers to certify performance. Every unit is leak-tested and run-tested before leaving the plant. Another example is Goodman's "smart frame" air handlers that feature an internal steel frame that does two vital functions. The steel frame adds rigidity to the unit and is also used to hold the

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# Tips to Build By

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



## Let's Talk Closets

Two things we have all heard and can pretty much agree on the following:

The kitchen and the master bath are what sell a home.

The wife/female is the one who will decide if the home is purchased or not, based upon the above concept.

While that supposition still rings true, large, functional and well-designed closets have started to take their place as one of the primary rooms that homeowners are requesting/expecting/wanting when purchasing a new home.

Whether it be new construction or remodeling, great functional closets are high on the list of not just a 'want' but a 'need.' Some homeowners have repurposed unused rooms to make way for larger master closets when remodeling. But other homeowners have built entire wings added onto existing homes to make way for a fabulous master closet!

Let's face it, the basic Plain Jane closet that we see in most homes is painted white with shelves that don't adjust, a built-in chest of drawers and a shelf above a pole for the hanging area. It only functions one way and just isn't



acceptable any more. Homeowners now have seen more and want more!

Who doesn't feel great walking into and/or out of a fabulous closet? Small or large, it can be functional,

beautiful and unforgettable.



The closet pictured at left in a master has a pull-down bar at the top for seasonal storage. However, this bar doesn't really function very well for heavy clothes and the box containing it isn't tall enough for that kind of storage. In addition, none of the shelves are adjustable.

While full customized closets can be very expensive for a spec builder, I do believe that a better designed closet will not only increase the value of the home but also will increase the interest in the purchase of the home, and thereby decrease the length of time that the home sits on the market.

Floor plans can deceive homeowners. When looking at a floor plan of a closet, homeowners may feel that their closet is large enough by just looking at the space on the plan. However, because the plans only show where the rod is placed and doesn't show the amount of space that is actually used by hanging clothes hanging, they are surprised the closet is actually much smaller.

They usually think they have room for an island because of all of the open space in the middle of the closet's floor plan. But they may not realize that a minimum of 30 inches is needed for a walking space around the island, especially if the island has drawers in it.

So what once seemed to be a very large and spacious closet, now doesn't even begin to give the homeowners what they were wanting.

(If I could have one wish, it would be for the architects/designers to draw the minimum of 22 inches off the wall

for the clothes to hang, rather than the 12-inch standard they use now, so a truer sense of space is realized.)

In new construction homeowners have a blank slate for designing closets. If they are lucky enough to address square footage for the closet space while the house is in the planning stage, they can really hit a home run. If not and they are left to deal with what they are given, they should try to maximize the space as much as possible.

In remodeling projects, the homeowners should go to the bare walls and rethink the entire layout. If they can grab some space from another area, great! If not, they should plan for the most function for the space that is given. That being said, the homeowners may not get everything they need in a closet and may have to prioritize the available space.

For much smaller homes that can't be made any bigger, an interior designer can create a more functional closet. Some bedroom furniture will accommodate clothes and shoes within a beautiful built-in that also serves as an entertainment center with drawers.

Builders and remodelers can set themselves apart from the pack and increase the value and function of this very important space if they consider the following:

Go to the ceiling! Going to the ceiling will give you more storage, and more storage is always what a homeowner wants. But do not go to the ceiling with clothes bars unless the homeowner actually has enough for clothes to demand it. And forget about the pull-down bar; it will be more headache than it is worth.

Eliminate cabinets that meet in the corner if possible. Homeowners lose so much valuable space in a corner because cabinets just doesn't function as well there. Instead, builders should propose a shoe carousel that is perfect for any corner. Within that 3-foot-square space, a carousel can hold shoes, purses, hats, or whatever. It maximizes the function of a normally bad corner.

Make everything adjustable whenever possible. Most closets are designed within 4-foot boxes. At a nominal cost builders can drill holes in the front and back so the homeowner can decide how they want to lay out their closets. Some may want long hang, double hang or more folding space. These holes but makes the closet so much more functional. These adjustable holes are a great selling point if they are presented to the homeowner/buyer.

Add a couple of extras such as valet poles. They don't cost very much, but they can be that one little detail sets one builder apart from others. Valet poles show that the builder pays attention to the the small details.

Paint the walls differently from the shelving. The variation will give the closet a more boutique feel. The more it looks

like a dress/menswear shop, the better.

Make sure lighting is sufficient. Obviously recessed cans are more cost effective, but making a space for a striking light fixture gives the closet a more custom/boutique feel.

My design firm is doing more LED lighting in closets within the cabinetry itself nowadays. Builders can run tape light up the back of the front of the boxes to light the areas evenly and beautifully. Or builders can use rods with lights in them if they are using frameless construction. Check out Sempria LED-lighted closet rods at [www.tasklighting.com](http://www.tasklighting.com).

If space allows, builders can add a full length mirror and a place to sit to put on or take off shoes.

If two people are using the same space, a builder should try to divide the space to create obvious boundries. My company's clients say they don't want to share a closet space unless they have to.

As a designer, I prefer frameless construction in a closet. It is cleaner and less bulky and allows for ease of transitioning within the space. This construction also increases useable space. Full overlay construction looks nice as well.

When creating closed areas, a builder should keep the door/cabinet fronts simple, either slab or simple Shaker

*Continued on page 12*

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*Continued from page 11*

doors. Since the space is usually not that big and there is a lot to be stored, less is more. Women love doors covered with mirrors for its practical and dynamic effect.

When building drawers, builders should note that 9 inches tends to be the best for depth for clothes storage. Any deeper than that, things tend to get lost. Most people don't go past that third layer of clothes anyway.

Have a 'put down' area where homeowners can charge phones and empty pockets.

Closets have become the new 'enviable' space. They're almost like the kitchen. They are now the space that will drive the sale of the home and the design of the remodel. A fully functional closet that is attractive will greatly increase the value of the home and the happiness of the homeowner.

Be THAT remodeler or builder – the one they remember!

The floor plan below eliminates corners and allows for ease of access for all areas. The vanity sits at the far left in its own area and allows the homeowner to walk out of the closet completely dressed. The custom shoe carousel is located in the bottom right corner. All aspects of getting dressed are done in this closet.

The vanity is lit with an electric mirror. Each upper side panel houses makeup and more behind mirrored doors.

LED lit, glass topped jewelry display cases sets this master closet apart from most. This beautiful master closet uses a custom-designed and custom-built shoe carousel to get maximum benefit out of a corner. With three tiers of independently rotating shelves, this piece d' resistance holds 196 pairs of shoes!

From boring white to warm, fabulous woods, this man's closet is both functional and beautiful. This closet is a game changer!



*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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# The Action Coach: Conversion Rates in 5 Ways

By Doug Winnie

In the current economic climate, most business owners I come across are looking at ways to maintain –if not increase their sales.

Although not all sectors are badly hit, everybody is reporting that the marketplace is different to what it was 12 months ago. Some businesses are finding that their leads are drying up, others that their leads are there, but people are being more cautious about spending the money they have.

One way businesses look to overcome this is to spend more money on lead generation (marketing), through advertising, mail outs, networking, telemarketing etc.

While there are some great lead generation strategies businesses should be implementing, I am always mindful that they can be among the most expensive business growth strategies to use and there are far more cost effective ways to increase your revenues.

Think about the current climate. The money is still around, and while certain sectors have been hit very badly, there are many others that are still doing OK. What has happened is

that everybody is now more cautious about spending what they have. So if we increase our lead generation what do we get?

That’s right, more prospects who want to think about it!

At ActionCOACH we use a very simple formula to identify what strategies we should be using to improve our clients’ businesses:

$$\text{Leads} \times \text{Conversion Rate} = \text{Customers}$$

$$\text{Customers} \times \text{Avg. \$ Sale} \times \text{\# Transactions} = \text{Revenue}$$

$$\text{Revenue} \times \text{Margin} = \text{Profit}$$

In today’s marketplace, we may well do better working on other areas rather than lead generation. Maximizing

*Continued on page 18*

*Rags to riches entrepreneur, Doug is an international public speaker, profit strategist, and award winning business & executive coach. Doug’s network includes high net worth individuals, several millionaires, and even billionaires. Doug has built seven businesses from scratch, three of which became multi-million dollar operations and two of them he sold. After semi-retirement at 42, he was enticed to buy a business coaching franchise to teach others what he had been teaching himself for 28 years. From an inauspicious start as the 1,181st franchise owner across 60 countries, Doug reached the number one franchise within four years. Doug became the fastest inductee into their hall of fame. In addition, recently, Doug won the “Marshall Goldsmith First 25” Award out of 12,000 applicants. An honor that included a professional association with Marshall Goldsmith, a mega-millionaire who now mentors Doug personally, and teaches the business lessons Goldsmith has accumulated. For more information regarding how we can help you, contact us today at [n3marketing@actioncoach.com](mailto:n3marketing@actioncoach.com) or 713-936-3814.*

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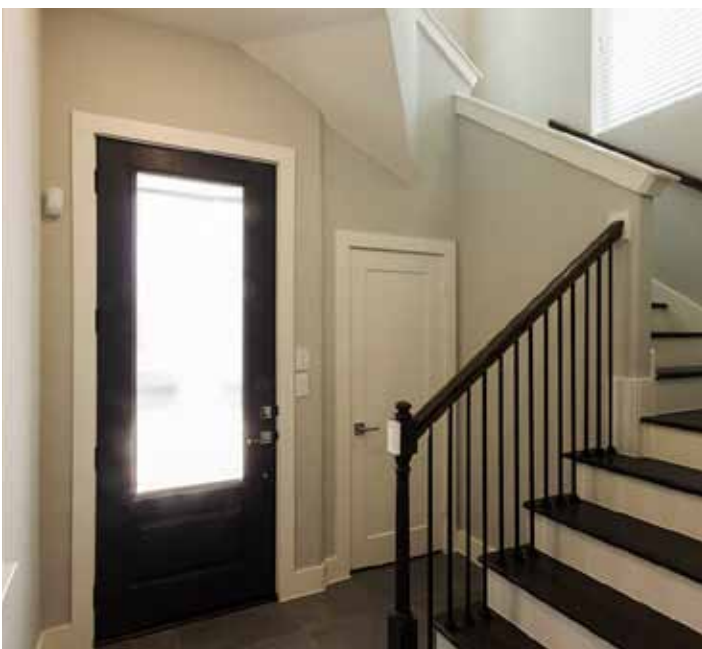
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*Continued from page 5*

“It was a big learning experience for me. Basically, I learned first-hand what it takes to succeed. I learned not to overbuild.” Consequently, his company successfully survived the “market corrections” that followed.

He also decided that he needed to know more about construction so he could keep costs and quality under control. Ramji earned a master’s degree in construction management at the University of Houston. He continues to expand his construction knowledge by attending seminars presented by the University of Houston and the Greater Houston Builders Association and by attending continuing education classes for his law and real estate licenses.

When not working in his business, Saahir volunteers his time to several organizations, one being the Aga Khan Foundation USA, a non-profit social development agency



working to alleviate ultra poverty in parts of sub-Saharan Africa and Central Asia. His advice to friends and family is to find a cause close to their heart and become passionately involved to better this world.

Saahir has no plans to change the trajectory of Beacon Builders during the next five years. “I like our boutique company. While I’d like to expand our build-on-your-own lot/custom home side, I don’t want to build more than 20 homes a year so I can focus on each.

“After 10 years as a builder, I still get a sense of real satisfaction and appreciation with each project. Building is something you can see. Your projects can change the face of a street or a whole area. You know it’s your work.”

He relaxes by focusing on his family. He tries to take his wife and three-year-old twin sons on a trip every two or three months, but it’s the daily trip of dropping off his sons at school every morning that he enjoys the most.

Saahir Ramji is living his own version of platinum-level excellence.

*For more information, contact Beacon Builders LLC, at 9800 Northwest Freeway, Suite 602, Houston, TX 77092 or by phoning 713-686-4663 (HOME) or by emailing saahir@beaconbuildershouston.com or by visiting www.beaconbuildershouston.com.*

*Continued from page 15*

Margins should always be the first area you look at in any business.

This is to ensure you are as efficient as possible and there are no areas of waste. Increasing Average \$ Sale and Number(#) of transactions are strategies to ensure we are maximizing the potential of our existing customer base, as they are on average six times easier to sell to than new prospects. I would hope that most businesses would look at these areas first, after which they can move on to improving their Conversion Rate. There are many conversion rate improvement strategies and ActionCOACH has documented over 80 of them. Of these, there are five that are FREE and crucial for any business to implement: (We’ll break these down in future discussions)

Follow up, Unique Selling Proposition (USP), Guarantee, Measure it.

While many of these items appear simple, they’re not always easy to get done. Having a business coach will help you to see things from an outside view, to hold you accountable, and to really lift you to levels you never thought possible. In turn, the extra time and money will give you the freedom to give more to causes like Buy1Give1.org.



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Continued from page 11

interior insulation in place. In many of the competitor's air handlers the interior insulation is held in place with glue. Eventually the glue fails and the insulation falls off the panels. In the Goodman air handlers the insulation is glued in place and then the "smart frame" interior steel supports are screwed in place. This two-step process ensures that the insulation will not fall off, even if the glue dries out over time.

In addition, Goodman Manufacturing offers exceptional warranties. Its unique all-aluminum evaporator coils have a 10-year warranty, which was the first for the industry. Its furnace heat exchangers even have a lifetime warranty!

Yet another reason that HVAC professionals love Goodman products is the company's devotion to service and access to parts. Because Goodman has vertical integration in its manufacturing process, it can provide its dealers any and every part with its overnight delivery system. Its logistics staff can identify, pick and send products from the automated warehouse located within the manufacturing plant outside Houston. It truly is a one-stop shop!

Neumann noted that the company uses independent HVAC professionals as its dealer system; it consequently has 1,500 points of distribution in the United States. The dealer network is the backbone of the company, he said. And he should know. At one time Neumann himself was a Goodman HVAC dealer himself!

He added that only licensed contractors who apply can become Goodman Manufacturing dealers. The company provides ongoing technical training to the dealers at its Houston facility and around the country.

The Goodman Manufacturing facility is the second largest manufacturing facility in the country, second only to the Boeing airplane assembly building, Neumann stated. He also noted that their plant is air conditioned; Boeing's is not!

The new plant at Daikin Texas Technology Park brings together Goodman's manufacturing, engineering, logistics and customer support under one very large roof –

a 92-acre roof that covers 4.2 million square feet! In fact, the plant is so big that seven Empire State Buildings or more than 60 football fields could fit in it. But the plant is also efficient. Raw materials enter on one side of the facility and finished products exit on the other, he said.

But this multi-billion-dollar company started in the 19080s with one guy, Harold Goodman. Goodman was one of the largest HVAC dealers in the southern U.S., and he decided he could build a better HVAC system. He started manufacturing in an old J.C. Penney warehouse and



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just kept getting bigger and better. Many of the original employees are still with the company. The company grew from a scrappy regional manufacturer into a world-class company. “He was a smart guy,” Neumann said.

When Daikin Corporation, the world’s largest manufacturer of HVAC systems wanted to enter the U.S. market, it purchased Goodman in 2012 because of Goodman’s excellent manufacturing and distribution. The merger complemented the strength of both companies and has resulted in a very successful merger of the two companies, Neumann noted.

The company is constantly working to adapt to market and building industry changes, according to Neumann. For example, Goodman now offers inverter controlled systems that speed up and slow down to use only the energy needed at any moment.

In addition, he predicted that net zero energy houses are on the horizon. Net zero energy houses are designed so that they produce as much energy as they use over a year. Solar panels, increased insulation, high tech windows and super-efficient HVAC systems are all part of these new homes. Goodman is developing HVAC systems for these and other future needs now.

“The main thing we offer is a quality product with extensive factory testing and dealer support. Goodman Manufacturing products are the best value on the market,” Neumann stated.

For more information visit [www.goodmanmfg.com](http://www.goodmanmfg.com).

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# Hardware Resources for The Metropolitan Builder

Count on kitchens, bathrooms, and closets to be the three busiest and most often-used spaces in anyone's home. With that kind of responsibility, these key areas need to be beautifully

designed, expertly built, and carefully outfitted in order to do their jobs successfully. That's why professionals and homeowners need Hardware Resources.

Hardware Resources excels at getting home builders, designers, architects, and remodelers what they need for their clients. How? Through the company's extensive product lines for the kitchen cabinet, bath, and closet industries. Overall the company offers 13 product groups within three distinct brands: Jeffrey Alexander, Elements, and Hardware Resources. Each brand delivers high-quality, high-performance products that are attractively priced because they're shipped directly to the customer. (All orders must be placed through a Hardware Resources dealer.)

The Jeffrey Alexander brand offers premium decorative hardware, furniture-style bath vanities and mirrors, and furniture-style islands—all known for their unique designs and on-trend finishes. One of the best examples of this brand's innovative design concepts is the Solana line of decorative hardware; each knob and pull boasts a shape inspired by baguette-cut diamonds, combined with hammered-texture embellishment that together "...bring a big beautiful dose of bling to kitchen and bath cabinets," according to David Tyler, Hardware Resources' vice president of marketing and product management. Solana's four upscale finishes include Black Nickel, Satin Nickel, Polished Chrome, and Polished Nickel.

Also from Jeffrey Alexander is the Cade Contempo line of fully assembled bath vanities, which recently welcomed 24- and 30-inch versions to the family. As with the line's larger sizes, these smaller-scale versions (perfect for powder rooms and urban living) boast faceted door panels and mitered doors to enhance today's clean, contemporary look. Available in on-trend grey, black, and white finishes, the vanities come with luxurious 1.8cm-thick white Carrera

marble tops fitted with rectangular bowls. Cade Contempo vanities can be ordered without the countertop if the consumer prefers to choose a different surface.

The Elements line features popular styles of decorative hardware (including appliance handles), bath hardware, vanities, and mirrors. The Hardware Resources brand includes functional hardware (such as state-of-the-art soft-close cabinet hinges and full-extension drawer slides); carved-wood products (such as onlays, appliques, and moulding); dovetail drawer boxes, mitered cabinet doors, and cabinet and closet organizers.

In terms of cabinet organizers, it's hard to beat the company's recently released "No Wiggle" Base-Cabinet Pullout, which comes with patent-pending hardware that eliminates side-to-side movement and sag. This premium cabinet organizer keeps heavy loads of canned goods, food in jars, and other staples organized, visible, and readily accessible to harried homeowners. And thanks to soft-close concealed undermount slides, this pullout closes silently and smoothly—keeping shelf contents safely in place.

Hardware Resources is headquartered in Bossier City, Louisiana, with thousands of customers across the United States and Canada: cabinet makers, kitchen-cabinet dealers, decorative hardware showrooms, and more. The company also stocks more than 24,000 products in six strategic warehouses across North America (including Dallas), with the ability to ship stocked products within 24 hours. Local field staff provides on-site assistance in product selection, training, and installation.

*For more information about Hardware Resources, call toll-free 800-463-0660, e-mail [HardwareResources@gmail.com](mailto:HardwareResources@gmail.com), or visit [www.HardwareResources.com](http://www.HardwareResources.com). Go to [HardwareResources.com/dealerlocator](http://HardwareResources.com/dealerlocator) to locate North American showrooms for decorative cabinet hardware (ask about the "Free Sample" program), bath hardware, vanities, mirrors, kitchen islands, and cabinet organizers. Products from Hardware Resources' lines of carved wood, moulding, and functional hardware can be ordered through qualified dealers.*



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