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New Style Construction | Houston, Texas



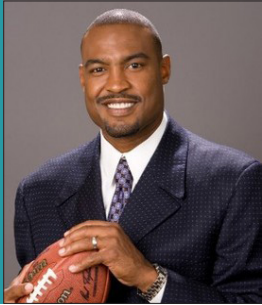
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Opening Session Speaker

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

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PUBLISHER'S NOTE

Giselle Bernard
Publisher

Dear Readers:

This month I'm excited to share that I've started a new venture in which I invite you all to take advantage.

In addition to my referring out the professionals that I've vetted and brought on board as advertisers in the magazine, I've invested in an awesome referral-based organization called Network in Action (NIA). I can now provide to you referrals for any type of professional you are looking to work with.

When it comes to working professionals, Network in Action only wants the best of the best in its groups. This referral system requires a level of quality control that no other networking organization offers. How does NIA do this? It requires all of its members to submit to a background check and personality profile. Through NIA, members can refer with confidence and know that the professionals who refer each other have a clean background

and a networking-oriented approach to business.

In addition to the background check and personality profile, members personally interview and vet other members to assure the integrity of the group.

I plan to introduce the members of my team to my readers on a monthly basis. Please feel free to take advantage of their expertise.

If you are looking for a professional to work with, I will be happy to refer a referred member, which will give you the peace of mind in knowing that you will be working with a professional you can trust. NIA has 19 franchises from which I can pull referrals.

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Giselle Bernard
Publisher

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Unique Defines New Style Construction's Beginnings

By Kathy Bowen Stolz

“Unique” defines New Style Construction and its owner and general manager, Peter Shi.

Unique is the best way to describe Shi’s path to becoming a builder in 2008. Few others in the building industry have bachelor’s and master’s degrees in chemical engineering. (Shi’s degrees are from the University of California-Irvine.) Few others start their building careers overseeing

a large custom home when the contracted builder disappears. And few others have designed and patented a construction process using prefabricated metal framing to be able to construct extraordinarily large and affordable luxury homes.

But Peter Shi is a man who likes challenges and seizes opportunity when he sees it. He also understands the customer’s perspective.

Shi was working as a

consultant for a Chinese company selling LED lighting when his father bought a piece of land and hired a builder to construct a custom home in Houston in 2008. When the foundation was half done, the builder ran off with others’ money, Shi said. He learned that the foundation company, the framer, the roofer, the carpenter and the plumber were all under contract for the elder Shi’s home.

Peter decided to step in and oversee the completion of his parents’ home by transferring the knowledge from his engineering background and the experience from building three pesticide chemical plants for his father’s business in China to homebuilding. “I learned a lot building that first house, but it was not that hard” because of his background, he noted.

Other builders told him his work was ‘way too different, but during that build, Shi said two other potential buyers asked him to build their custom homes because they were so impressed with the unfinished house. Because Texas does not require licensing for a homeowner to build his own house, Shi did not have a company or a contractor’s license at the time. Ready for a change in careers anyway, he bought New Style Construction, an inactive company registered in 1999, and launched his new career in 2009 after selling his LED lighting company to his partner.

From the start his customers couldn’t believe that he



didn't have years of building experience. "I think the fundamental concept of being an engineer can transfer to being a builder. Most of the small builders don't have the engineering background that I do. It takes me about one-fourth of the time to figure out what's going on when it comes to plumbing, electrical and foundation work. My customers know I have competency."

Shi said he continues to get his customers through referrals "because I understand customers 100 percent. After all, I started as a customer, not a builder. I can make the buyer feel like they're building the house themselves. I allow them to input their ideas in a very easy, efficient way. That's one reason why clients like me."

But he finds communicating with customers can also be challenging because they may not understand why making changes in their plans invariably will lead to delays because of the domino effect of rescheduling all of the trades.

Peter goes to the job site once or twice a day, typically meeting his clients at their homes' construction sites.

Because the company specializes in large custom homes, New Style Construction builds just four or five houses each year, primarily in the Memorial, Bellaire, Pearland and Medical Center areas of Houston. These luxury homes typically take a year to build. His clients are often employed in the medical or energy fields with incomes that allow them to afford a luxury home.

New Style Construction regularly builds homes between 5,000 and 8,000 sq. ft. in the price range of \$125 to \$250 per sq. ft. However, the largest was 16,000 sq. ft. and cost \$2.15 million, plus the land. That home included a second floor swimming pool, 35-foot ceilings and three kitchens.

Fortunately Peter enjoys the challenge of the unusual. One customer requested a heated pool, an unusual request in Houston's hot and humid climate where ice may be added to cool down an outdoor pool's temperature. He said he contacted several swimming pool contractors, but none had experience installing a heated pool. "I had to work with a lot of different people to make that pool happen. But having to go above and beyond the regular builder challenges is what motivates me the most."

Designing custom sound systems for these luxury homes is one of New Style Construction specialties. Shi even employs a sound system specialist on his staff of five. (The others in addition to Shi are a sales manager, a project manager and an exterior wall specialist.) He explained that homes with high ceilings and multiple

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Streamline Hoods Create Kitchen “Wow” Factor



Looking for a high-end range hood that will be the focal point of a kitchen? Combine function and style with state-of-the-art European design and advanced technology in a Streamline Hood that will make everyone look twice.

Streamline Hoods offers ultramodern and contemporary range hoods in many shapes and sizes, including ones with colored glass fronts in more than 200 color options.

It also offers the option of having photos or designs imprinted on one, two, three or four sides of the hood. Another option is to have the hood finished to match appliances or cabinetry. In addition, customers can choose from eight different options in custom stainless steel patterns.

The company is committed to providing design and innovation along with the highest quality products for the kitchen, builder, remodeling, architectural and design industries. Streamline Hoods pricing starts at below \$500 and offers price points for every buyer.

Streamline Hoods’ commitment to the environment is evident every step of the way. From the overseas production facility that is optimized to reduce carbon footprint, to inventive methods of working with stainless steel that reduce waste and conserve energy, Streamline’s commitment to a clean environment is exceeded only by its commitment to clean air in its customers’ kitchens.

Additionally, some of Streamline’s latest models use long-





lasting LED lighting systems which significantly reduce energy.

Streamline Hoods is the exclusive national distributor of contemporary and modern range hoods imported from Europe and is the only American company authorized to sell Corian® Range Hoods in the United States, Canada and Puerto Rico.

To view the complete Streamline product line, visit www.streamlinehoods.com or call 866-764-7630. The company is located at 4-40 Banta Place, Fair Lawn, NJ 07410.



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Interlam® Architectural Panels Add Drama to Any Design

Founded in 1985 as the American distributor of fine Italian laminates, Interlam® now is known worldwide as a designer and manufacturer of high-end 3D architectural panels, whether they are sculpted or carved, decorative or ornamental.

The cornerstone of the business is creating and supplying products that add significant value to architectural and design projects. These products, in a variety of colors, textures, sizes and finishes, allow design professionals a freedom of expression by providing a continuation of nature in either interior or exterior settings.

The company's multiple product lines span a gamut of designs from florals and flowing waves to shattered ice, resulting in one-of-a-kind panels and screens perfect for a niche market.

Interlam® products line the walls of many well-known companies, hotels and showrooms, including Exxon Mobil; the AT&T stadium in Arlington, Texas; Las Vegas casinos; Tiffany & Co. stores in Korea; and Google headquarters in California. They have made cameos in DIY remodeling shows, on movies sets, and even the Academy Awards broadcast. They also can be found in the private homes of celebrities and fashion designers.

At Interlam®, the creative process begins with Skip Eckenrod's designs. Eckenrod, a carpenter by trade, worked with a computer programmer to create and patent

a program that carves intricate patterns in wood and MDF. He then put together a talented team of craftsmen to bring his designs to life with custom colors and finishes. Visit www.interlam-design.com to see examples of their work.

Interlam® continues to expand its business with the distribution of eastern European artisan furniture, metal laminates and large format, high definition printing.

The most recent branch of the company, Specified Metals, provides a practical solution to architectural metals by adding a phenolic backing similar to laminate. Specified Metals is preparing to launch a digital infusion line that uses high definition printing to create custom printed metal panels that can be used both indoors and outdoors.

In addition to printing pieces from local artists, the graphic designers at Specified Metals have created more than 130 custom designs and are adding more almost daily.

Catherine Sheridan, Eckenrod's wife, says the couple enjoy traveling and often find new trends in Europe.

Not only does Interlam® stay up-to-date with design trends, but with more and more designers and consumers demanding environmentally friendly products, conservation is a priority for the company located in Mt. Airy, N.C. The company website declares Interlam's products are FSC-certified, responsibly made with recycled wood and without

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Tips to Build By

By Kathy Anderson
Principal Designer/Owner, Ekliktik Interiors

Discovering Design Trends When Traveling

I have two passions: interior design and travel. I combine the two wherever I go. I am blessed to travel to design projects for my clients, and I learn a lot about what is trending in building and design across the country and the world.

The past four weeks I have traveled to Utah to see family and to Calgary, Alberta, on a project with a client/friend. My daughter and her family live in Park City, one of my most favorite towns ever! If you've never been there, check it out! You should also check out Calgary, a beautiful city.

There are three projects I want to highlight: two in Park City and one in Calgary. Quality workmanship is a beautiful thing to behold. The attention to detail shows the passion and love of the craft. I totally respect and appreciate that! I know you all do as well.

While I was in Utah, my extremely talented nephew, Richard McCann of Blackbox Design Studios, a local architect, took me around to see some of his work. One is a custom home he designed and is under construction. Another, a Parade of Homes winner, was built by Emerald Homes.

Here are a few pictures of details that I loved and found done well.

1. Board-formed Concrete Walls

Obviously, formed concrete walls are nothing new, but using formed concrete walls for interiors and as an obvious design detail is becoming more standard. I love the texture/organic nature and feel of concrete, along with the industrial edge it adds to the overall attitude of this home.

These shots are of landscaping tiers that are being used to open up the basement to "light wells" to make the basement anything but dark and boring. The light wells were meticulously designed for this home, which is built



partially into a mountain. Beautifully done! I can just see it in my mind's eye once it is landscaped.

The exterior walls run through to the interior walls. DETAILS! All the difference in the world!

I happened to be at this home the day a crew was pouring more of the exterior walls. I had already started a new construction project in Houston with interior board-formed walls, so I was glad I was there in Utah to see how the process is done.

2. Exposed Iron Beams on the Interior

We are used to seeing interior wood beams -- reclaimed/ faux/clad, you name it. But iron beams bring an entire other element in to play. Yes, iron is contemporary and industrial, but when combined with a transitional design, it adds a dimension that is not just unexpected, but edgy and refreshing.

To keep a home from feeling too commercial/industrial, I suggest adding natural wood floors/walls to give the interior warmth. Reclaimed brick looks great too. The added texture of organic materials keeps the space inviting, comforting and livable.

3. Large Format Tile-Clad Wall

In commercial applications, walls clad with large format

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tile is certainly not new. In residential applications, designers are using it more, and, as you can see, it has been too long in coming. What a dramatic statement on the main/fireplace wall in this beautiful new construction in Calgary. The addition of the wood built-ins on the side of the fireplace adds warmth and a place for displaying objects and a location for the TV. [Note: NO TV ABOVE THE FIREPLACE -- a HUGE pet peeve of mine.]

The homeowner is also using this same tile in multiple locations throughout the home. The homeowner clad a large wall in the entry with the same material. And the homeowner's using the same tile on the walls of the wet area and vanity of the master bath walls as well as on the floor invokes a sophisticated spa feel in this impressive master bath.



4. Beautifully Detailed Stairway and Stairwell

I loved this! From the finish on the wood, to the glass-walled stairwell, to the round dowels used to secure the treads, to the under support/runner, the craftsmanship of this stairway and stairwell was superb.

5. Exteriors

Each of these pictured homes has a similar aesthetic and feel on the exterior. I love the mix of stone, stucco and hardi-plank. The contrast of the light and dark finishes gives these homes great street presence.

I also loved the natural-stained woods that clad the ceilings of the exterior spaces.

I also thought wrapping the corner of the home with the laser cut iron cap for the address was a great touch.



Unfortunately, my nephew the architect didn't back light the address that, as any good aunt would suggest and point out to him. I guess I still have a few things I can teach him. He taught me a lot that day!

I hope you have enjoyed my few observations. I am going to several places this summer for home tours and Parade of Homes. I will happily share my travelogue!

Any comments or questions, please feel free to contact me. I am always willing to share and collaborate to continue to make Houston the most interesting and beautiful city one home at a time!

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: A Unique Selling Proposition Will Lead to Increased Sales

By Doug Winnie

Why should somebody buy from you rather than your competition? How do you convince potential customers that value may be more important than price?

Having a Unique Selling Proposition or USP will set your company apart from your competition. A clear, concise, specific USP should convince potential customers the benefits of buying from you instead of everybody else. Your USP will make people want to do business with you.

Think about it this way: When times get tough, other companies in your market sector may try to compete on price rather than value. If you have the same price as your competitors, why should a prospect buy from you instead of your competitors? Educating your prospects about your company's uniqueness and how you add value is the only way to ensure that you get that market share and still make a good profit margin.

Creating a USP takes time, so don't rush the process. A good way to figure out what your USP should be is to look at the "pain points" or real or perceived problems in the market. What are people dissatisfied with? What vision can you create to help them overcome that dissatisfaction?

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 or 713-936-3814.

But keep in mind that if your USP offers or guarantees something, you must make sure you can live up to your word.

And avoid phrases like "We have the best customer service," or "We have the best selection in town." These phrases are overused and therefore become meaningless. I throw them into the category of a "me too" business.

Once you have a USP that you are proud of, integrate into each piece of communication. Use it in marketing materials, email footers, webpages, social media – you name it.

Test and measure your results and tweak your USP until it is irresistible not to do business with you.

Remember, if you can communicate with your prospects all the benefits they will get by buying from you, why would they go anywhere else?

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Continued from page 5

floors and surfaces demand particular attention to the sound.

Shi, who is a native of Beijing, China, said he often builds for other Chinese immigrants in the Houston market. “I’m probably the only Chinese builder in town, and there are a lot of Chinese in this market.”

He explained that many of his projects have large square footage because the homes may be set up for two or three generations to share the space, with a separate wing for each family unit. He said keeping the extended family under one roof is typical of the Chinese culture.

It’s not unusual for customers to return to New Style Construction for a second time when their lives change, according to Shi. They may be downsizing when their children are leaving home or they may be expanding because their parents are moving in.

Although 90 percent of New Style’s projects are custom homes, Shi said the company occasionally constructs a commercial building; typically they are medium-size projects of less than 10,000 sq. ft. requested by one of his homebuilding clients. Right now he is building a 20,000 sq. ft. dental clinic for one of his clients. He said New Style may do more commercial projects and land development if his base of Chinese-American clients demand it.

Although the Shi family seldom returns to China, Peter and his wife do participate in a social group of Beijing natives who gather regularly to reminisce about their native land. “If I go back to China, I stay for a week; that’s it. My mom and dad are here, and I have no brothers and sisters. We’ve lived in the States for 21 years. My two children were born here. My home is here. This is home now.”

And that’s not a unique concept for anyone to understand.



NEW STYLE CONSTRUCTION

For more information on
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added formaldehyde.

Tis dedication to conservation continues behind the scenes. For example, in the winter, heat generated by the machinery is recirculated and used to heat the building. As expected, producing carved wood panels also creates a lot of sawdust. This waste product is passed on to local farmers and is used for animal bedding, to line stalls and to make kitty litter.

For more information visit www.interlam-design.com or call 1-800-237-7052 or write Interlam® Design, 391 Hickory St., Mt. Airy, NC 27030.



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New NAHB Publication Lays Out Simple Steps for Creating a Green Home

A new title recently released from the National Association of Home Builders (NAHB) offers simple tips for readers to make their homes greener. The publication, *Living Green Effortlessly: Simple Choices for a Better Home*, lays out ways to create a green home by using steps to increase a home's value while saving money. It is published by MyHome Press, the consumer imprint of the NAHB.

Author Marla Esser Cloos shares her expertise and empowers readers to make simple changes to buying habits that affect a home both inside and out. Whether living in a small apartment in the city or in a single-family home in the suburbs, Cloos shows consumers ways to make any home a green home. From integrating smart technology to planting a rain garden, there are many ways to live greener, according to Cloos. The book covers topics ranging from landscaping and home maintenance to home systems and household products.

Cloos writes, "Living green has to be a blend of the stuff you buy and the things you do. If each of us built five

simple practices or changes in buying habits into our daily routines, we would all soon have our own Everyday Green Homes—and we would change the world."

Cloos, known as The Green Home Coach, is an NAHB Master Certified Green Professional, LEED AP and Missouri Women Business Enterprise. She is the founder and co-host of the Green Gab Podcast on iTunes and GreenHomeCoach.com. You can find her blogging on Green Home Coach and Proud Green Home. Her articles have appeared in Green Home Builder, Building Women and The Healthy Planet.

Living Green Effortlessly is available for purchase (\$19.95 Retail/\$17.95 NAHB Member, ISBN978-086718-752-6) at <https://builderbooks.com/book/green-building/living-green-effortlessly-simple-choices-for-a-better-home.html> or by calling 800-223-2665. The ebook is available at <http://ebooks.builderbooks.com/product/living-green-effortlessly>. (\$13.99 Retail/\$11.99 for NAHB Members).

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Optimistic, Pessimistic, Opportunistic or Realistic

By Geoffrey Morris

We all have expectations when it comes to our lives, our businesses and our overall success. We have a vision of how things should go for ourselves and what we want everything to look like. Sometimes, how we view things will have a huge impact on the actual results that we get. Let's look at a few ways that we might look at our personal and professional lives and what a difference each viewpoint can impact how we see and experience the world.

The Optimistic View – Look at our businesses and our lives optimistically doesn't mean that everything will go exactly as we plan. However, it means that we absolutely believe that in the end everything will work out in our favor. If our expectations and attitude are positive, everything changes. Regardless of how long it takes and what the outcomes might be, being an optimistic thinker is a much healthier option and provides the energy, motivation and excitement to push forward every day in whatever we do. So, even if we feel that there needs to be improvement in our relationships, our wealth or just our future in general, be confident in knowing that with the right approach, commitment and outlook, everything is going to be ok.

The Pessimistic View – Because things don't go our way at times, we tend to think negatively, and assume that the future will just be a repeat of the past; we expect the same results and end up feeling rejected and helpless. Sometimes, we even stop trying and end up saying, "What's the use?" This gloomy and negative view is a dream killer, an inspiration killer and an action killer. I know that it's not always easy to be cheerful and positive when things don't go our way, but thinking that other things won't go our way or that there is no hope moving forward, is not only a roadblock to success, but it frankly is just not true.

The Opportunistic View – Another beneficial approach to our business and life occurs when we look for any and all options that will lead us to ultimate happiness and success. There is always more than one way to get the results that we seek; so, if one doesn't work, be creative and find another. Chalk up our failures to experience and get excited about new possibilities and better outcomes that will result. Those who are successful and happy have gotten really good at looking at alternative solutions to everyday issues. Don't be afraid to be one of these people, and pursue every new opportunity to bring us all that we need and deserve.

The Realistic View – We've heard of the saying "it is what it is." Sometimes we just have to accept what life



throws at us. We cannot control everything. However, what ultimately matters the most is not what happens to us, but how we respond to what happens to us. So, when things don't go our way, don't fret; there will always be another chance for us around the corner. Every day is a new day; miracles happen all the time, and another door will open soon. The key to resiliency, and getting back on our feet often lies in our acknowledgement of the situation. Take things as they come and don't beat ourselves up too much if we don't succeed 100 percent of the time. With acceptance comes growth, knowledge and maturity.

How we choose to view our business and our life will go a very long way in making us less stressed and more content. We have choices to make in every aspect of our life, so my question to you is, "Why not choose to see things positively, optimistically and opportunistically"?

Belief in ourselves, what we can accomplish and in the decisions we've made put us in the best positions possible. Believe that things will work out for us the way they should and that we will end up as happy and successful as we want to be.

The world is ours, and although we need to put in the work and time to get the results we desire, it seems to happen a lot more easily and quickly when we have an unwavering faith in ourselves and a relentless approach to success.

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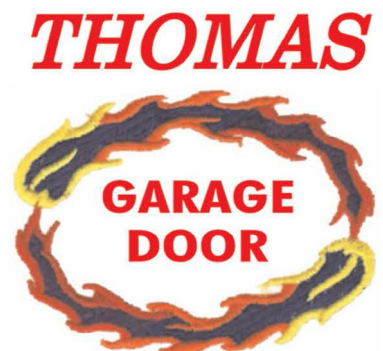
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