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Complete Customer Satisfaction
Drives QCB Custom Homes

QCB Custom Homes | Houston, Texas



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By Kathy Bowen Stolz

Quatro Brooks, owner of QCB Custom Homes, has a passion for building custom homes. He believes his clients deserve a “one-of-a-kind” building experience and a builder dedicated to their best interests.

Quatro is in his truck by 5 A.M. every morning, stopping at each job site, directly supervising and instructing the subcontractors who are constructing the homes. “One thing



that sets me apart from other builders is that I build all my own homes. That’s over 400 houses that I’ve personally built in the 18 years since I became a builder.”

Unlike many other small business owners, Quatro doesn’t want to grow his company too much. “I am committed to a high-quality, low-volume business model with an emphasis on integrity.” If he expanded beyond the five or six houses he builds each year,

he’d have to hire field superintendents. “With my direct supervision, the end product is better, the process is better, and our clients get more value than they bargained for,” he noted.

“A lot of builders discourage changes. I expect changes. In fact, I welcome changes. The last thing I want is for customers to get into a brand new home, their dream home, and regret not asking for something different. I want everybody to be happy and proud of their home.” He added, “Most of my referral letters mention how easy I am to work with and how easy it is to make changes.”

QCB Custom Homes does not have a particular niche in the Houston market. Its homes range from \$400,000 to \$4 million and from 3,000 sq. ft. to 18,000 sq. ft. – and everything in between. He’s built three-story town homes with a zero lot line, starter homes for younger couples, retirement homes for older couples and lakeside retreats for families. He’s built homes in the styles of English Manor, Hill Country, Victorian, Tuscan, French Country, German Farm House and Mediterranean.

“By building just a few homes a year, we are able to be completely involved with our clients throughout construction and make our customer’s vision our vision. We create a building environment that welcomes and encourages our clients to be fully engaged in the entire process.”

Quatro said he creates a truly unique custom building experience that is centered on communication, organization, and customer needs. He wants the homebuyers to be completely informed during all phases of construction. At the beginning of construction, Quatro gives his homebuyers an “extremely detailed Selection Book – roughly an inch-and-a-half thick” – outlining the schedule and selections for every element of the build. It’s a way to manage expectations but also a way to educate and expose customers to options that will make the home uniquely theirs.

“Communication and a simplified process are key to a successful relationship during the construction of a home. With today’s technology I have contracts, specifications, plans, engineering, selections, past meeting notes and all customer requests right there on my phone.”

And he takes photos and videos of the home’s progress and texts or emails those photos instantly to his customers, a process which is especially handy when the customer lives far from the build site.

“Everything goes faster, smoother, more efficiently now [than when he started building]. It makes for a happier customer,” he acknowledged.

But as much as he appreciates how technology has sped up the communication process, Quatro can still be “old school.” Whenever he gets out of his truck, he always has his phone, his tape measure and his laptop in hand. He jokingly calls his yellow legal pad his “laptop.” He said he is very detailed and makes note of scheduling and items of importance to communicate to his customers, suppliers and subcontractors. His customers have even caught on and ask him to make sure items are written in his “laptop.”

As the one who handles the sales, budget and estimating of each home, Quatro said the advantage to his one-stop-shop approach is that his customers don’t get passed around from sales to superintendent to warranty departments when they have questions or concerns. He doesn’t have a formal customer service process, just instant, constant contact. “I give everybody my cell phone number. They can call me in the middle of the night if necessary.”

He is assisted by Nickie, who handles the bookkeeping, permitting and some warranty issues for QCB Custom Homes. She has excellent organizational skills, an unmatched, meticulous approach and great pride in QCB homes, according to Quatro. Previously Quatro’s wife Kimberly handled the administrative side of the business until their third son was born. “Even before we were





married, Kimberly was instrumental in developing the company. We even had our first office in the loft of her townhouse while we were still dating! There was no way I could have created or maintained this company without her.”

But Quatro was not a builder originally. After graduation from Sam Houston State University Quatro was a high school football and baseball coach and taught biology. “But I always wanted to build homes. I remember as a kid wanting to build. I can remember dragging my grandpa, mom and aunt and uncle out to look at my fort or tree house that I had built.” Even as a kid, he was proud of his finished product, he said.

“I loved going to work with my uncle and grandfather who were in construction. My uncle built his own house. I thought everyone did; I thought that’s just what you did. I couldn’t wait to grow up so I could build my house.”

Quatro and Kimberly enjoy church activities, hunting and spending time with their family. Their lives are centered on their three boys – Cash, Bodie and Duke –

and “chasing those boys around from sport to sport,” whether it’s golf, t-ball, baseball or flag football. And Quatro is right in the mix, coaching once again.



For more information on QCB Custom Homes,
visit www.qbcustomhomes.com
or email quatro@qbcustomhomes.com
or call 281-330-5725.
The office is located at
30230 Tudor Way, Magnolia, TX 77355.



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