

THE METROPOLITAN BUILDER

Greater Houston Edition
themetropolitanbuilder.com



 **expressions**
home gallery
a Morrison Supply Showroom

Whitestone Builders Construct
Unique Luxury Homes in The Heights

Whitestone Builders | Houston, Texas



Whitestone Builders Construct Unique Luxury Homes in The Heights

By Kathy Bowen Stolz

Houston homebuyers looking for a unique luxury home in The Heights often seek out Whitestone Builders for its trademark subtle, upscale elegance, according to David Gordon, president. An example is an eclectic “modern farmhouse” under construction that blends modern touches of large windows and stacked ledgerstone blended with rustic elements, such as wooden beams.

To achieve that special look, Gordon said he is able to tweak and/or guide the designs his build team of an architects and interior designers. “I never knew I had any creative ability until we started this company in 2004.”

David enjoyed exploring his creativity with the company’s early speculative homes, and he said he still gets his

greatest satisfaction as a builder from seeing his team’s design ideas take shape. He admitted that he still loves walking through Whitestone’s homes after their completion.

Quality matches creativity in Whitestone’s houses. The Greater Houston Builders Association (GHBA) has recognized Whitestone Builders with multiple first-place Prism awards for outstanding custom bedrooms, bathrooms, kitchens, specialty rooms, design and elevation. The company also received the 2012 Custom Builder of the Year award from the GHBA.

David himself is active in the GHBA, serving as a Custom Builders Council Member from 2009 to 2018 and as the



council's chair in 2010 and 2017.

But before becoming a builder, he spent 12 years working in the computer/technology field during and after college, despite earning a degree in construction management from the University of Houston in 1989. Why? Because he loved technology as well as construction.

His knowledge of technology is evident in the homes Whitestone builds (and also the home he owns). They are all WiFi-certified and are wired as smart homes with a high level of home automation. David said that geofencing allows the homeowners to use their smart phones' applications to automate some of their daily processes, such as arming/disarming the alarm system when arriving at home. Technological advances will soon allow homeowners to be able to automatically adjust the HVAC systems, lighting and music as they pull up to the house.

Whitestone Builders typically constructs 10-12 luxury homes each year in the \$1.5- \$2.5 million price range with an average of 4,200 sq. ft. One or two of them are always spec homes. The company started its career building one successful spec home, then grew from there. "We will always do spec houses because we really enjoy doing them, but also because they are our best advertising; well-done



spec houses will help sell our houses all day long.”

One place that prospective homebuyers may visit one of Whitestone’s spec houses is on the horizon in 2018. Gordon is working with other builders to revitalize the Showcase of Homes in The Heights after a nine-year absence; the Showcase will feature one of his spec homes.

Unfortunately finding a place to build is increasingly difficult. All of Whitestone’s homes are constructed on infill sites after tearing down the original property because empty lots in The Heights are no longer available. To grow its business Whitestone is planning on expanding to the Memorial area of town where it will be able to increase the number of projects to 20 each year.



He said the company will be able to double its production because the staff of seven employees has been fine-tuning its internal processes for the past few years. That staff includes a vice president of operations, who oversees the purchasing and selections staff and three field superintendents. David as president is in charge of sales and oversees a sales and marketing manager. “It’s all about the processes. We are constantly improving and tweaking them.”

To increase its production, Whitestone will offer semi-customized luxury homes on the homebuyers’ lots with a sets of plans available to choose from (plans which can be altered) and pre-packaged selections to ease their buyers’ selection process. Gordon said Whitestone started offering the pre-packaged selections a number of years ago because the staff watched many buyers suffer from “selection fatigue” from having so many decisions to make and therefore becoming frustrated.

This revised process will decrease the time needed for selections from 40-60 hours to 12 hours in four three-hour meetings. “This is one of the ways to help grow our business.”

Gordon said he and his former partner (who left in 2012 for full-time ministry) founded Whitestone Builders on the values of faith and integrity. As a native of Houston, he feels he has a duty to give back to the community and



to support multiple organizations that help to improve Houston. Through the GHBA, the company participates in HomeAid, a nationwide program to build new lives for the city's homeless. It also donates to the Wounded Warrior Project.

Gordon and his family are also active in their church. Married to Tamara for 21 years, they are the parents of Chloe, 16; Bianca, 14; and Micha, 10.

David Gordon has benefitted from having mentors among realtors and fellow members of the GHBA. He repays the favor by mentoring other builders.

With the experience of being mentored and mentoring others, he considered what he would do over if he could. "What I've realized is everything I've gone through – hardships and good times – have turned me into who I am today. Adversity shapes and builds your character. It's part of living. I wouldn't change anything, because I wouldn't be the same person today without having gone through what I've gone through."

*To contact Whitestone Builders,
email dgordon@whitestonebuilders.com,
call 713-309-6872
or visit www.whitestonebuilders.com.
The company is located at
2233 Yale St., #170, Houston, TX 77008.*



 **expressions**
home gallery
a Morrison Supply Showroom

KITCHEN | BATH | LIGHTING

Houston
6867 Wynnwood Lane
713.861.2343

7071 Southwest Freeway
713.781.2222

expressionshomegallery.com

Discover Excellence.



KitchenAid®

Our Morrison Showroom located at 6867 Wynnwood Lane is now rebranded to Expressions Home Gallery; Morrison's premier showroom brand.