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Texas Elite Custom Homes  
Proves Worthy of Its Name

Texas Elite Custom Homes | Klein, Texas



# Texas Elite Custom Homes Proves Worthy of Its Name

**By Kathy Bowen Stolz**

Proving its name is a good description of its quality, Texas Elite Custom Homes consistently wins awards for its luxurious homes.

Both the Greater Houston Builders Association (GHBA) and the Texas Association of Builders (TAB) have recognized Texas Elite Custom Homes as a winner or finalist in the PRISM and/or Texas Star Awards competitions each year from 2011 to 2017.

The recognition by those organizations can be attributed to the attention to detail and the care the staff of Texas Elite Custom Homes puts into each home, according to its president, Tony Williams. “With each home we try to build it as if we’re going to live in it.”

He also cited the demands he and his construction manager put on the subcontractors they hire. He visits each work site at least three times a week and the construction manager

is on each site daily. “The subs must meet our standards and exceed the homeowners’ standards. We use the best building practices so that we can exceed our homeowners’ expectations.”

He noted that anyone walking through one of Texas Elite’s homes will be aware of the quality and design features. Some of the high-quality features are job-built cabinetry, flooring, granite countertops, decorative light fixtures, drywall, full paneling in the study, compound crown moulding in prime locations and single crown moulding throughout, over-sized baseboards with outlets placed in the baseboards, and no outlets in the kitchen backsplash to help keep walls clean and obscure the outlets.

Numerous tradespeople have told him he’s putting too much into his homes, he said, “but from the beginning we decided we were going to do everything we can to exceed



the norm and to set us apart from other builders.”

Consequently, Texas Elite Custom Homes is the preferred builder in several exclusive neighborhoods in greater Houston and beyond, Williams stated. It is a preferred builder in Shadow Creek at August Pines in Klein/Spring, in Carlton Woods in The Woodlands, in Bluejack National in Montgomery, in the Lakes of Williams Ranch in Sugarland/Richmond, in High Meadow Estates in Montgomery, in Benders Landing in Spring and in Avalon at Seven Meadows in Katy.

It also builds in the Lake Conroe area, Brenham and in College Station. The company is also available to build in Dallas, Austin or other areas of Texas for “the right project,” Williams added.

Typical buyers of Texas Elite’s homes, although building their second or third home, are often stepping up to their first luxury custom home, which is the company’s specialty. The homebuyers are often in their 40s or 50s and work in a variety of industries and professions, he said.

The company’s goal each year is to build eight to 10 homes. The homes typically range from \$500,000 to over \$2 million. It also does residential remodeling projects.

“With over 20 years of construction experience, we have



the knowledge and experience needed to construct the quality home our clients deserve. We build unique homes of varying styles, sizes and budgets for our clients based on their lifestyles and needs,” Williams stated.

Most of its business comes from word-of-mouth referrals, although social media, realtors and worksite signage also lead to inquiries from homebuyers.

Texas Elite Custom Homes is also noted for its energy-efficient homes. Every home is built to the Environments for Living® Platinum Standards, which gives a limited guarantee on heating and cooling, as well as comfort guarantees. For example, a home recently constructed that is 5,700 square feet had an estimated average monthly heating/cooling cost of just \$114 per month.

According to the company website, [www.txelitecustomhomes.com](http://www.txelitecustomhomes.com), “The Environments for Living® Program, offered by TopBuild Home Services, provides us with defined requirements that ensures we are building homes that offer energy efficiency, indoor environmental quality and durability benefits.

“TopBuild Home Services is able to offer the limited guarantee on energy used for heating and cooling your home because the combination of special framing techniques, improved insulation systems and efficient ductwork helps manage the energy you use to heat and cool your home. Those same building techniques help



ensure that you won't experience a comfort problem – for example, a bonus room or bedroom that never seems to get warm enough in winter or cool enough in summer.

“TopBuild Home Services guarantees the original homeowner that the temperature at the location of the thermostat in the home will not vary more than +/- 3 degrees from the temperature at the center of any conditioned room within that thermostat zone.”

Williams said, “We strive to set ourselves apart from other builders by constructing homes that go above and beyond conventional building codes.” He noted that his homes exceed mandated inspections by the local or state requirements. He uses third-party inspections provided by TopBuild to verify the homes meet the Environments for Living® program requirements, as well as engineering inspections, pad compaction testing, concrete testing and third party inspections for foundation, framing and a final inspection.

Williams and his wife, Kristi, started their business in 2008 after several prospective clients approached him while he was working as a senior project manager in The

Woodlands. Despite starting a new business during a down economic cycle, the company has continued to grow. While Williams has built almost all of his homes under contract, he did build a couple of speculative homes in 2014. He expects to build some more spec homes within the next two years now that the economic outlook is strong.

He anticipates that one or more of his three sons (Tyler, Tony and Kasen) will join the family business full-time someday. His dad was a custom home builder and Tony hopes to continue the legacy.



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