

LOCALLY BORN AND BRED

IT STILL PAYS TO
BUILD GREEN

LOCAL RUNOFF
ELECTION RACES

Building Savvy

San Antonio | September 2020

**View Homes Acquires
Armadillo Homes**

**Christine Frazier
and Brian Nanney
Take the Helm**

A Homebuilding Industry Publication


PHOTO BY JASON ROBERTS



Aligned Mortgage
 FAITH • FAMILY • CO-WORKERS • COMMUNITY

WE HAVE HELPED THOUSANDS OF
VETERANS
 ACHIEVE HOME OWNERSHIP
 USING THE **VA HOME LOAN**

WWW.ALIGNEDMORTGAGE.COM

WINDOWS & DOORS

LUMBER

MILLWORK

DECKING



Guido
 MATERIALS

Visit Our Showrooms in San Antonio & Fredericksburg

GUIDOCO.COM

MARVIN western LaCANTINA REHME Ply Gem FAKRO REYNAERS TROSTILE Trex TimberTech

HollywoodCrawford

GARAGE DOORS & OPENERS

Come visit our new showroom with almost 50 beautiful garage doors on display to find the perfect garage door to enhance the value & curb appeal of your home!



- Custom and standard garage door designs
- Award-winning customer service
- San Antonio's only IDEA-accredited garage door dealer

Call Us to Discuss Your Project 210.494.3434
 11234 Gordon Road • San Antonio
HollywoodCrawford.com



B SAVVY'S A-LIST

Air Conditioning

Classic Services AC
830.358.1499
www.classicairconditioningand-heating.com

Architectural Photographer

Jason Roberts and Associates
210.789.2033
www.jasonroberts.biz

Building Materials

BMC
512.977.7400
www.buildwithbmc.com

Guido Companies

210.344.8321
www.guidoconstruction.com

Doors

The Front Door Company
210.340.3141
www.thefrontdoorco.com

Electrician

JPI Electric
210.233.6638
www.jpielectric.com

Elevators

Home Elevator of Texas
210.340.5702
www.homeelevator.com

Fireplace Installations

Integrity Fireplace Installations
210.294.1383

Flooring

Sunn Carpets and Flooring
210.349.7866
www.sunn carpets.com

Garage Doors

Hollywood-Crawford
210.494.3434
www.hollywoodcrawford.com

Home Warranties

Centricity
727.385.7599
StrucSure
830-624-4450
www.strucsure.com

Insulation

Klar Insulation
210.296.5499

Insurance

Hotchkiss Insurance
210.581.0420
www.hiallc.com

Lumber and Millwork

Roddis Lumber
210.226.1426
www.roddislumber.com

Luxury Iron Doors and Interiors

AMS Group
210.366.0490

Mortgage Company

Aligned Mortgage
210.874.1630
www.alignedmortgage.com

Pest Control

Accurate Pest Control
210.495.0499
www.accuratepest.net

Plumbing

Diamond Plumbing
210.967.6100
www.dptexas.com

Dr. J. Plumbing Contractor
210.681.7555

Roofer

Kendall County Roofing
830.331.2650
www.kendallcountyroofing.com

Specialty Electronics and Appliances

HomeWerks
210.499.5760
www.sanantoniocentralvac.com

Specialty Glass and Mirror

B&T Glass
210.656.8507
www.btglassandmirror.com

Title Company

First American Title
817.918.2323
www.firstam.com



A PROFESSIONAL COMPANY

- New Construction Residential & Commercial
- Remodels • Kitchen & Bath Design • Fully Licensed
- Licensed for Medical & Dental Gas • Multipurpose Fire Sprinkler Systems



Regulated by the Texas State Board of Plumbing Examiners
929 E. 4157, Austin, TX 78751
PO Box 4200, Austin, TX 78765-4200

210.681.7555 • DrJplumbing.com

Lic.#M-9355

First American Title
HOMEBUILDER SERVICES DIVISION
3602 PAESANOS PARKWAY, STE. 208
SAN ANTONIO, TX 78231
210.248.2556

TOGETHER WE SET INDUSTRY STANDARDS & BUILD COMMUNITIES

With over 120 years of experience, protection and unsurpassed service, First American's Homebuilder Program is the perfect match for builders and developers. Our cutting-edge technology and resources, streamlined procedures, and extraordinary closing experiences are why builders & developers choose First American Title. We are here to bring value to your business and serve you and your customers... no matter the location or complexity of your development. First American Title... a strong foundation you can build on.

EagleStatus
Customize reports and live status updates on your real state transactions.

Hybrid eClosing
New home-buyers can digitally preview and sign closing documents in advance cutting their closing time in half. A better closing experience for them, a more efficient process for you.

Secure Portal
Safe and secure platform for home-buyers to keep track of their transaction with confidence.

Kristi Woods, Sales Executive
First American Title - Homebuilder Services Division
3602 Paesanos Pkwy, Ste. 208 San Antonio, TX 78231
Direct: 210-569-2050 Email: kwoods@firstam.com
www.fahomebuilder.com

B/ **DISCLAIMER:** Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of N2 Publishing but remain solely those of the author(s). The paid advertisements contained within the *Building Savvy* magazine are not endorsed or recommended by N2 Publishing or the publisher. Therefore, neither N2 Publishing nor the publisher may be held liable or responsible for business practices of these companies. **NOTE:** When community events take place, photographers may be present to take photos for that event and they may be used in this publication.

INTEGRITY FIREPLACE INSTALLATIONS



- HIGHEST QUALITY PRODUCTS
- INDOOR, OUTDOOR & SPECIALTY PRODUCTS
- WOOD-BURNING FIREPLACES
- INSERTS & GAS LOG SETS
- WOOD STOVES

IntegrityFireplace.com

MIKE FASSLER, OWNER | 210.294.1383 | INTEGRITYFIREPLACE@GMAIL.COM 

Sunn Carpets FlooringAmerica.




Mention this ad for \$100 off your purchase of \$1000 or more. Visit our website to see what's on sale.

SunnCarpetsFlooringAmerica.com
210.349.7866
200 W Nakoma • San Antonio

Protecting the Possible.

- General Liability
- Builder's Risk
- Workers Compensation
- Property
- Commercial Auto
- Umbrella Policies



HOTCHKISS
INSURANCE

Contact us today!
Colby Duke
210.240.5155
cduke@hiallc.com

www.hiallc.com

[from the publisher]

How are you Coping?



"What makes challenges in business, and in life, even more difficult is they're not set out as neatly as hurdles on a track. They pop up unexpectedly."
--Paul Evans

Truly during the coronavirus pandemic, our homes have been our refuge. Many are saying that the new reliance on home will persist long after the pandemic subsides. And this makes your role as a provider of housing particularly important as we look ahead into the third decade of the 21st century.

Some of you will grasp change as opportunity, leading the way with new home designs that answer to the things that post-pandemic buyers will put a priority on. Flex rooms, indoor air quality and outdoor spaces have been the topics of discussion of late, and our *Building Savvy* Focus Section calendar is timely in addressing many of these areas. Inside this issue, we explore baths, where the number one design goal is to create a spa-like experience with a feeling of the outdoors. And stay tuned for next month's feature on outdoor living areas—even more important today than they were before.

The way we sell and market our products in the reality of a changed world is another area of opportunity for those willing to change. We will continue to bring you examples, ideas and success stories illustrating the new normal for our industry.

As we adapt and evolve, so will careers in our industry. But in order to entice the talent we need over the next couple of decades, we must improve the safety record on our jobsites. The sobering fact says one of every five work-related deaths in the private industry is construction-related. Let's do something about that!

Building Savvy's goal is to offer suggestions and ideas that inspire you to tweak your processes, your product and your brand. Thanks for your readership! ▼

Terry Kemmy
Publisher
210.844.1542

[association news]

GSABA MEMBERSHIP



The Greater San Antonio Builders Association is a not-for-profit trade association established to represent builders, developers, remodelers and affiliated industry members in cooperation to benefit and promote homeownership.

GSABA members include but are not limited to: homebuilders, developers, remodelers, architects, suppliers, general contractors, mortgage lenders, interior designers, title companies, banks, service providers, tile and masonry, and many more trade contractors and home-building categories.

There are several ways and opportunities to get involved with the association. One of the most important committees GSABA has is the **Government Affairs Committee**, which works in conjunction with the association staff to address issues that impact the home-building industry at the city, county, state, and federal level. One of the primary goals is to protect the industry from onerous regulations that could raise the cost of housing in the Greater San Antonio area. ▼

To learn more about the benefits of membership, or if you need help getting started, contact GSABA Membership Director **Feliz Morin** at (210) 696-3800.



[industry news]

By Jim Leonard



Local Runoff Election Races

During the early part of July, voters went to the polls to cast their ballots in multiple runoff races in Bexar County to finalize the ballot for the November general election. In addition to votes cast, Bexar county election officials were using this time to test how an election could be handled in the midst of the coronavirus outbreak. Since the Fourth of July, the rate of people contracting the virus has skyrocketed, so election officials had their work cut out for them. For the most part, voters respected social-distancing requirements and wore masks, so things went off well at polling places.



West, left, Hegar

A usually apathetic turnout for runoff elections turned out to be better than expected. Over 50,000 people voted early, since the period had been stretched from five days to 10 so that precincts would not be over run with voters. Over 31,000 voted on election day, July 14, and there was some drama that unfolded.



Gonzales, left, Reyes

In the race to fill the seat being vacated by Congressman Will Hurd, the Republican runoff saw Tony Gonzales defeat Raul Reyes by a scant seven votes. Late in the race, Gonzales received an endorsement from President Trump. Reyes, who was backed by U.S. Senator Ted Cruz declared that the race was not over until every vote was counted. Mail-in votes could still be received, as well as

MONTICELLO HOMES

STRUCSURE HOME WARRANTY

HOW THE NATION'S BEST BUILDERS PROTECT THEIR BUYERS

- MIRROR IMAGING OF TAB PERFORMANCE STANDARDS
- SOIL MOVEMENT AND SETTLEMENT COVERAGE
- FAST AND FAIR CLAIMS MANAGEMENT
- REINSURED BY A-RATED LLOYD'S OF LONDON
- FLEXIBLE PROGRAMS TO MEET EVERY HOMEBUILDER'S NEEDS

SCOTT WHISENANT
Vice President of Sales,
Central & Southwest Texas
(830) 624-4450
swhisenant@strucsure.com
www.strucsure.com

REINSURED BY LLOYD'S

THE BEST HOMES IN AMERICA ARE PROTECTED BY STRUCSURE HOME WARRANTY



Rickhoff, left, DeBerry

overseas votes from military members registered to vote. This race may still take some time to be official, but for now, Tony Gonzales has declared himself the winner. Whoever does win will face Democrat Gina Ortiz Jones, who narrowly lost to Will Hurd in 2018.

Mary "MJ" Hegar, a distinguished U.S. Air Force veteran, defeated Royce West in the state Democratic race for U.S. Senate. Royce has been a member of the Texas Senate for over three decades. Hegar will face incumbent Senator John Cornyn in November. Currently Cornyn is leading in polls 47% to 38% to hold his seat.

In local races, two spots on commissioner's court were up for grabs. Advertising executive Trish DeBerry beat long-time politico Tom Rickhoff by 10 points in the race to replace Kevin Wolff, who did not seek re-election. And Sergio "Chico" Rodriguez was soundly defeated by Rebecca Clay-Flores by 20

points. Many people felt that Rodriguez was not listening to the citizens of his district. Chico is the younger brother of former U.S. Congressman Ciro Rodriguez, who served one term in congress before losing to Quico Canseco.

Also, Ciro's daughter, Xochil Pena Rodriguez, lost to Roland Gutierrez in the race for state senate. So it was an especially bad day for the Rodriguez family. Gutierrez had stepped down from his state representative position as required by Texas law to run for senate and narrowly defeated Rodriguez.

Current polls as of July 22 show President Trump trailing presumed Democratic candidate Joe Biden by 1 point in Texas. One point is certainly within the margin for error, but with John Cornyn holding almost a double-digit lead as the Republican candidate for U.S. Senator, Trump is realizing he could be in for a tight race. Texas has been decidedly red for over 40 years, but this race could challenge the assumption that a republican will carry the state come November. Texas is a key state for Trump to win as it produces a large number of electoral votes. The election is less than 100 days from now, and anything can happen. ▼



Home Elevator of Texas

Travel Effortlessly from Floor to Floor

Serving central and south Texas with locations in San Antonio, Houston and Austin.

866.269.9192

HomeElevatorofSanAntonio.com

info@HomeElevator.com

[savvy trucks & toys]

By Beverly and Steve Smirnis



THE RED KEY — IT'S MARKETING GENIUS... AND LICENSE TO SIN!

As the story goes, when God tempted Eve, the apple was red. When Dodge tempts muscle car enthusiasts, the color – and results – are similar: Succumbing to temptation is purely human nature.

Its drivers sport a wild-eyed smile, just knowing that special red key has the potential to unlock the 707 horsepower, 650 lb.-ft. of torque, and 196 mph top speed of the Dodge Charger SRT® Hellcat Widebody's supercharged V8 engine. When they're minding their own business at a stoplight and a Corvette pulls up and revs its engine, Hellcat drivers simply can't be expected to resist discretely sliding a finger over to hit the "launch" button and show off its zero-to-60 mph in 3.6 seconds. Observers shake their heads in smiling disbelief as the badass 4,600-pound four-door sedan roars its gnarly exhaust and emits a supercharged whine, leaving all others in the dust.



The newest 2020 widebody model, at 210 inches long and 78.3 inches wide, replaces the narrow-body SRT 2019 Hellcat. The Dodge-tuned ZF eight-speed automatic transmission makes her surprisingly nimble, while "Devil's Rim" five-spoke, 20-inch wheels are wrapped in 305/35 Pirelli P Zero tires to assure firm footing for this ferocious feline on the road.

Flared wheel arches are 3.5 inches wider than a normal Charger to hold her wider tires and wheels, and the "mail slot" front bumper is specially designed to take in fresh air to feed her radiator. Standards include huge six-piston Brembo brakes, sway bars, three-mode adaptive suspension dampers, auto-dimming driver and rearview mirrors, keyless entry and ignition, and rear parking sensors. The ride is downright cushy on heated and ventilated, bolstered, overstuffed bucket seats. Legroom at 41.8 inches in front and 40.1 inches in back and 38.6 inches of front headroom are best in class.

It might be over the top, but this throwback muscle car is still a hot seller for Dodge, with owners willing to pay what it takes to get the stares it merits. Beyond the long list of standards, our Hellcat's add-ons included the carbon/suede interior

package, a 19-speaker Harman Kardon surround-sound system, Alcantara / Laguna logoed seats, plus the Power Convenience Group and Nav and Travel Group packages. Add blue dual striping, gunmetal gray brake calipers, and a "gas guzzler tax" of \$2,100, and its price tag was right at \$80,000.

So, be careful! It's out there, loose on the streets, just waiting to show off what it's got! ▼

Beverly and Steve Smirnis are members of the Texas Auto Writers Association and the Texas Motor Press Association, reviewing vehicles and casting their votes at driving events where the Truck of Texas, Car of Texas, and Off-Road Truck of Texas are some of the titles awarded. Follow their automotive blog on TheSavvyList.com/TheSavvyDriver.



DIAMOND MASONRY

Julio 210.630.1171
DiamondMasonry1@yahoo.com
939 NW 34th • San Antonio

We are proud to be a 2nd generation family owned and operated company started early 1990's. Find out what a difference experience and dedication can make. Give us a call!

We offer state-of-the-art, turnkey construction for masonry projects of any size or complexity. From small renovations bringing new life to loved homes, new construction, commercial industrial and institutional work for clients seeking a masonry partner they can trust.



- Premier Door & Millwork Packages
- Quality Hardwood Plywood & Lumber
- Commercial Doors & Hardware

Quality & Service are our Priority!
Local - Serving South Texas since 1922

727 N Cherry St • San Antonio RoddisLumber.com Sales@RoddisLumber.com 210.226.1426

[focus section]

TOP PRIORITIES IN 2020 BATH DESIGN

By Beverly Smirnis

Wellness

Homebuyers want their master bath to provide an escape. A spa-like experience with a feeling of the outdoors is at the top of their list. Showers are not just for hygiene. The right combination of multi-spray configuration — overhead rain-head showers, handshowers, multifunction showerheads, body sprays — can elevate mood and invigorate well-being, whether you're kickstarting the day or unwinding for the evening. Add the luxury of steam for removing toxins and impurities and promoting respiratory health.

Offering maximum relaxation are shower capsules that rival the aromatherapy treatment you might receive at a top-notch spa. INLY Aromatherapy Shower Capsules slide into an infusion dial on Moen Aromatherapy Handshowers, and users set their preferred dilution setting for infusing the running water with essential oils in the fragrance of their choosing.

Clutter-free, Germ-free Design Details

Details that help keep your bathroom organized and sanitized will be noticed. Buyers are looking for:

- drawers and cabinets with compartmentalized storage for hairdryer, razor, and toothbrush with integrated outlets.
- large-format tile with thinner grout lines for easier cleaning
- self-cleaning toilets



Statement-making design in baths is open concept and brings the outdoors in. Curbless showers with infinity drains, the ability to customize faucet and spray selections, and the inclusion of a tub in the master suite are all selling points.

Water quality is another area of concern for health-conscious buyers. Unlike copper and PEX plumbing pipes, CPVC pipes and fittings, such as those made from FlowGuard Gold® CPVC, are touted not to leach any substances at unsafe levels, to have lower biofilm growth inside, and to be impervious to degradation from chlorine and chloramine.

It Must Be Smart

Wi-Fi connectivity in the bathroom ensures bathers can use voice control to select temperature and water flow, stream audio, lower the shades, and dim the lights.

A premium, smart toilet experience is now accessible at more price points. For example, Bio Bidet's Prodigy 770 has a motion-activated open and close lid, dual smart flush, and an integrated self-cleaning bidet with customizable, remote-controlled water and dryer settings at half the cost of competitive, top-of-the-line, smart toilet offerings.

Making a Big Statement in Smaller Spaces

Today's homebuyers may be willing to sacrifice some square footage, but not bath amenities:

- Petite-style vanities are a trending product category.
- Medicine cabinet options have come a long way.
- Play with textures rather than patterns.
- Explore compact elongated toilets. They take up the same space as standard round-front toilets but are more comfortable and stylish.
- Don't nix the tub! Multiple studies show millennials still want a tub and separate shower in their master suite, but it doesn't need to be oversized. Look for standouts like freestanding tubs or Kohler's Expanse® bath designed to replace a standard size tub with a uniquely curved, roomier basin.
- Powder rooms are the place to express personality through an intense wall or ceiling color or use of conversation-worthy sinks, faucets, mirrors, and lighting.

Universal Design Disguised

Some examples of bathroom design that's both chic and user-friendly for physical challenges include curbless showers with integrated seating, handheld faucets, and linear drain systems, eliminating the need for enclosures around the shower space. Walk-in tubs offered in more traditional horizontal



Nebia by Moen™ offers a superior shower experience through atomization, the process of breaking up water into tiny droplets, offering twice the coverage while using almost half the water.

designs and wall-mounted sinks also fit the bill. Noteworthy products include:

- Infinity Drains' Site Sizable® Low Profile linear drain, designed to minimize the floor height needed to achieve a curbless entry.
- ready-to-tile, pre-sloped stainless-steel shower bases by Infinity Drain, guaranteed for life against waterproofing failure.
- Kohler's horizontal walk-in tub that fits in the footprint of a traditional tub.
- Ella's Bubbles' laydown acrylic walk-in tub, touting 2-inch, dual drain technology

The bottom line: Bathrooms can be deal-makers or deal-breakers. Thoughtful design and careful product selection must prevail. ▼



Beverly Smirnis is the co-founder of Building Savvy magazine and publishes its flagship Dallas / Fort Worth edition. She and her business partner and husband, Steve Smirnis, have served as judges for the International Builders' Show Best of IBS Awards and judged numerous homes for builders' association parade events across the country.

Did you know?



Expansive clay stretches all the way from Mexico to Montana.



Contact your local structural warranty expert today to learn more about protecting your business! And stay tuned each issue for more building savvy facts.

Lisa Hall | lhall@centricity.com | 727.430.3247

General Liability and Builder's Risk
Structural Home Warranty

Residential Energy Guarantee
Warranty Administration

Follow us on social or visit us online
   centricity.com



WHAT YOU NEED, WHEN YOU NEED IT

From Our Showroom To Your Jobsite

BMC Products and Services – from Ceiling and Wall solutions to our Real-Time Logistics Platform – are designed to increase your productivity and support all-around excellence on the jobsite. As your local Marvin® dealer, BMC provides expert advice and experience that others just can't match.

Marvin® Windows and Doors

At Marvin®, we take pride in the craftsmanship put into every window and door. We are committed to creating distinctive, beautiful products that continually elevate the standard of quality and innovation.

Built on a foundation of values passed on through four generations, our windows and doors are an investment you will value for many years to come.



AUSTIN
512.444.3172

BMC DESIGN AUSTIN
512.977.7400
CEDAR PARK
512.378.9300

CEDAR PARK
512.456.2000
HELOTES
210.695.3667

NEW BRAUNFELS
830.606.7020

BUILDWITHBMC.COM

Classic Services is owned by a third generation air conditioning repair man. It is a **family company** with family values and our customers in mind.

We are proud to offer our customers the **BEST** AC & Heating products on the market. Both **Trane** and **Lennox** have superior products and two of the **top manufacturers** of air conditioning & heating equipment in the U.S. and globally.

Classic Services
AC & Heating
830.358.1499
TACLB27092E



HOMEWERKS

Really Cool Stuff for the Home!

Your customer wants a home built for the world of today – and tomorrow.

Premium Brands for Whole-House Solutions

- Appliances
- Central Vacs
- Structured Wiring
- Home Automation
- Entertainment
- Automatic Window Shades
- Cameras
- Security
- Lighting Control
- Galley Sink
- WorkStations



13437 San Pedro Ave (Bitters & 281) • 210 499-5760 • www.homewerkssa.com

[sales savvy]

CHALLENGES — CONTROL THE CONTROLLABLE

By Paul Evans



This seems like a good time to revisit a chapter called “Challenges” in my book, *Life’s Lost Art: Motivation, Communication, Customer Service*. I could never have guessed, at the time of writing, the type of challenges we’d face in 2020...but my words on how we respond to challenges still holds true! Here’s a recap:

The word “challenge” has a direct connection to sports. Try thinking of challenges as hurdles. If you’re running the hurdles on a track, you can’t go around those obstacles — you must jump over them. Clear them successfully, and your run gets stronger. Get caught up in the hurdle, and you fall behind. What makes challenges in business, and in life, even more difficult is they’re not set out as neatly as hurdles on a track. They pop up unexpectedly, threatening your ability to move forward. In short, you can’t control the challenge, but you can control how you react to it.

One significant hurdle in my history came in 1994. I was a very successful salesperson with a large, privately held building materials company in Houston. I had always been treated fairly and truly thought I would retire there. The first sales manager I worked for at

the company left a few years prior, going to work for one of our competitors. Periodically, he tried to get me to join him at the new company, but I always told him I was happy and didn’t want to have to rebuild my client base.

What makes challenges in business, and in life, even more difficult is they’re not set out as neatly as hurdles on a track. They pop up unexpectedly,

Then one day, my company’s president announced he had hired a consultant to come in because the firm needed a new mindset. While I thought my own attitude was pretty good, I was more than willing to entertain any of the consultant’s ideas that might improve my working conditions or my income – or both! After many hours of training with her, however, I realized she wasn’t just trying to tweak my work habits. She practically wanted me to start over from scratch!

So, I started doing some soul-searching — thinking about her ideas, the direction the company was

heading, and whether I could fit in. I knew I had plenty of job security there, even if I didn’t implement all her suggestions. But I also felt that bucking the system would block future advancement and maybe even hurt my paycheck.

At the same time, my old sales manager was being groomed for a general manager position at his new job. He stopped by my house one evening, and we sat down to talk about the changes happening at his company and mine. Every successful salesperson believes they are the real reason their customers buy from them. I wrestled with my ego in accepting the new job; if I jumped ship, I would find out whether my customers were buying from me or my employer.

By the end of the night, he made me an impressive offer to go to work for him, with the prospect that, if the job were to open in the future, I could become the sales manager. The true decisive moment for me, though, came when he said he most valued what I, as a person, brought to the table – not the Rolodex I could bring with me.

The first hurdle at the new job appeared, incidentally, at my old job. I offered a two-week notice, but they, essentially, showed me to the door that same day. I spent my first week in the new job explaining to my old customers I was changing only because the new company was a better fit for me. Josh Billings’ quote is very pertinent here: “One of the greatest victories you can gain over someone (or some company) is to beat him (it) at politeness.” It’s tempting to spout negatives when you leave a company on less-than-ideal terms, but you should never burn bridges. You have no idea how your professional life will change in the future, and you might just find yourself working alongside the same people once again.

I was determined to make my transition work seamlessly for my customers, old and new. First, I was proactive in talking to my

existing customers to ensure they were hearing from me about my departure from the old company. I worked to tie up loose ends on transactions in progress with the old company, even increasing the sales for my old employer in a couple of cases. I knew that illustrating integrity, putting a customer’s needs ahead of my own needs, would pay dividends on all fronts.

Next, I made sure any offers I extended to clients in my new position would, in fact, be backed by my new employer. Then, off I went. Long story short, I became a member of the “\$2 Million Club” at the new company in my first year and was the first to be awarded that honor again my second year. Because I went to work for a competing company, I retained many of my previous customers. But even if I had to start over in a completely different industry, I know, over time, I would have become a top salesperson, simply because I’d gotten very good at taking care of customers.

With every decision I made in the sales management role I did eventually earn, I used the same measure: The most important criteria in a salesperson can be found in their personal qualities, not the customers or trade information they can offer. A customer doesn’t care about the nuts and bolts of a job; they only care about the final product — that it gets completed correctly and on time. Good salespeople who can be counted on are hard to find. If you choose to be the exception, you’ll always rise to the top and build customer loyalty in the process. ▼



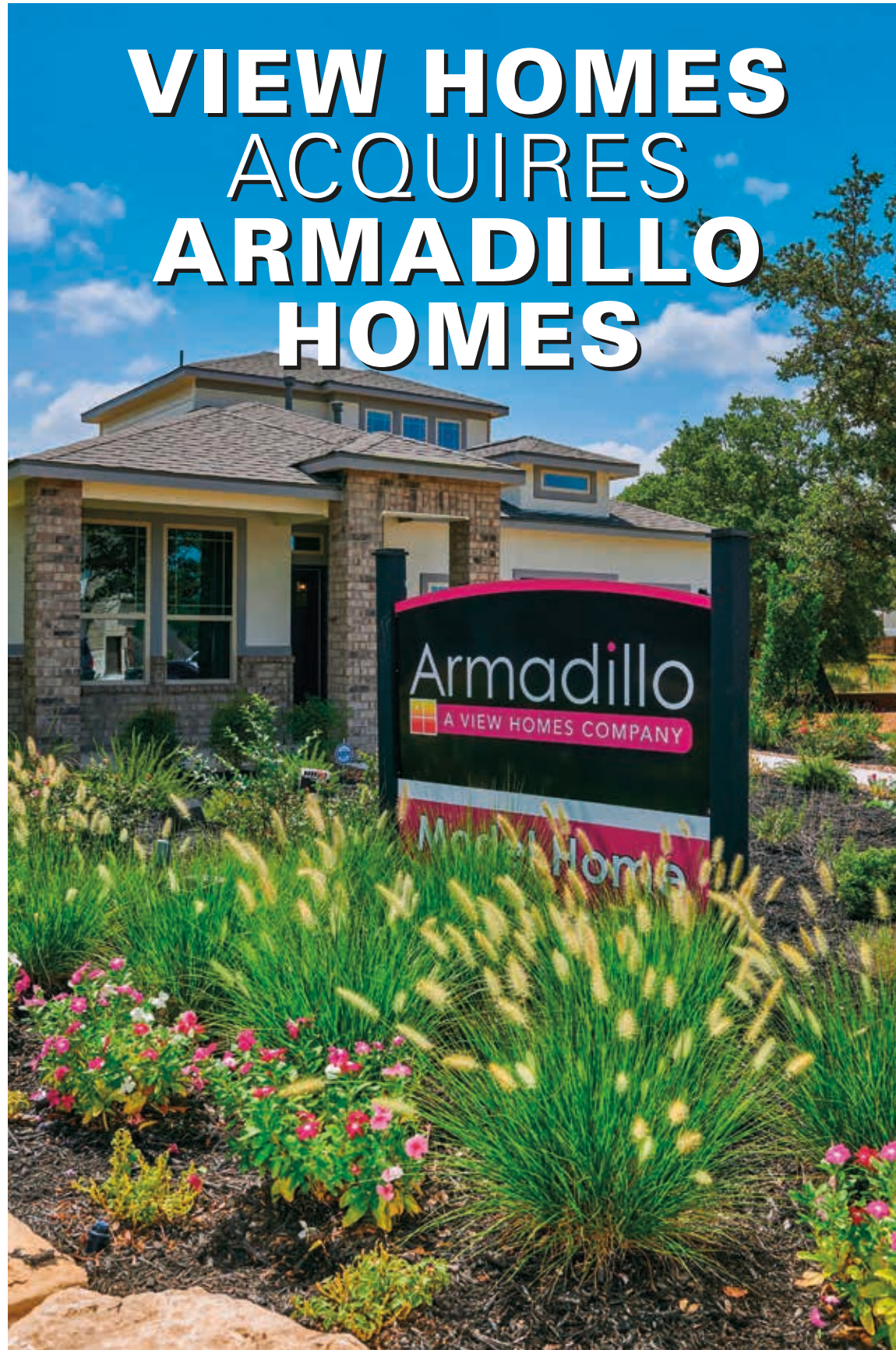
R. Paul Evans, CGA, CAPS, CGP is a native Texan with over 40 years in the construction industry. He is a graduate of Lamar University’s School of Engineering and the national VP of millwork for BMC. Paul has been an instructor with the NHBA for over 15 years and is one of only a handful of master instructors for the NHBA in the country. He travels the country teaching sales and marketing, customer service, and negotiating skills and has authored numerous articles and three books on these subjects. Paul is also a voting member of the ICC, is licensed as an engineer in Texas and Louisiana, and holds GC licenses in 17 states. He owns and operates a fully sustainable farm and is a licensed professional race car driver, as well.

[savvy
builder]

In 2019, View Homes – the nation’s 35th largest homebuilder – purchased the assets of Armadillo Homes, a top 15 San Antonio builder and Laredo’s biggest. So how does a company successfully merge the operations of two Texas builders that have been players in their respective markets for 30 years?

For View Homes, the answer was simple: Promote a View Homes leader who had previously worked for Armadillo. Next, work hard to retain the Armadillo team and integrate them into a world-class culture. Finally, recruit a Regional President who is a Top 5 homebuilder veteran, and let the hard work begin.

Merging the operations of two builders can be a huge challenge. From IT platforms to management reports to people and culture, it is often very difficult, and occasionally frustrating, to make two become one. But, for Brian Nanney, the newly promoted Division President of Armadillo Homes, this was a labor of love.



VIEW HOMES ACQUIRES ARMADILLO HOMES

Excellence in Residential Quality Building Continues



L-R: Lee Darnold, Christine Frazier, Brian Nanney



Nanney has worked in the residential construction industry in Central and South Texas for over 23 years and had worked with Armadillo Homes since 2000. He worked his way up from superintendent to Vice President of Construction and had gained experience in project management, strategic planning, and operational oversight. In 2016, he left Armadillo to join View Homes as a Division Manager tasked with helping the company expand into the San Antonio market. As View Homes began to buy land, Nanney was able to bring on two more successful Armadillo Homes leaders: Victor Mendoza, an experienced Vice President of Sales, and Brandon Rogers, a construction peer who would manage the construction team. Together, Nanney and his team launched the San Antonio division and opened five communities by 2018.

“It was a no-brainer to put an experienced team back together, and I knew they would produce positive results.”

At the same time, Robert “Beto” Gutierrez, the founder of Armadillo Homes, was considering making a change. Beto called his friend Randy O’Leary, the founder of View Homes, and proposed a sale. Together with Armadillo, View Homes could build 400 homes annually in San Antonio while also expanding in the Laredo market, where Armadillo was a top builder. Gutierrez wanted his team at Armadillo to join a company that was

looking to grow, had leadership that he trusted, and that gave his employees the best chance to continue working as a team. He found all these characteristics in View Homes.

In February of 2019, the sale was completed and the hard work of merging the two companies began. Nanney would lead the newly merged team, which included team members he had worked with during his time at Armadillo. Victor and Brandon agreed to stay on, leading sales and construction for the newly merged division. Nanney’s first order of business was to solidify the rest of the leadership team, and he knew just where to start.

“I had worked with some great people at Armadillo, as well as some of the best trades in the market, and I knew that most of them were still there,” Nanney said. “It was a no-brainer to put an experienced team back together, and I knew they would produce positive results.”

Key talent that transitioned from Armadillo Homes to View homes included Christine Frazier, Regional



Controller, and Adolfo Canales, Purchasing Manager. Both were leaders that Brian had worked with at Armadillo for over 12 years. Shad Schmidt, Director of Land Acquisition, and Oscar Dominguez, Director of Land Development, also remained. The “new” team began to work with the entire transitioned staff to retain what made Armadillo Homes great while incorporating the culture, values, systems and strategies that had helped View Homes become one of the fastest-growing U.S. builders.

As View Homes grew, it became apparent that the leadership team had to grow with it. The executive team had built the company organically, but it had reached a size where operating consistently in every market was becoming a challenge. Growing from one community in El Paso to a company operating in three states and six markets meant that View Homes had become a large builder – one that needed to build scalable and repeatable systems.

In March of 2019, Lee Darnold joined View Homes as the Texas and New Mexico Regional President. His experience at several top builders would prove invaluable. Darnold was asked to work alongside Nanney, Frazier and the entire team to structure the operations.

“When I met the executives at View Homes,” said Darnold, “I knew there was something special about the company. The culture, the values, and the way they run the operations are such a breath of fresh air, and I’ve never seen a deeper commitment to homeowners. I can’t say enough about our San Antonio team. They survived system changes and process innovation all while acclimating to a higher level of structure required at a company our size. They did an unbelievable job.”

Now, more than a year later, the results are impressive. Nanney and his team have seen dramatic increases in almost every metric. In the most recent quarter, the Armadillo Homes team exceeded business plan and exceeded national customer service benchmarks, all while managing through the confusion and frustration of recent market events.

“It hasn’t been easy, but I can honestly say the hard work – alongside both longtime peers and our new friends at View – has been extremely rewarding.”

Nanney agrees. “I’m really proud of our teams. I will tell you that I’m not sure I would ever sign up for another merging of two operations. But, we have all learned a ton and we couldn’t be happier with the results. I am really proud of our View Homes family.”

ABOUT VIEW HOMES

Twice named Builder of the Year

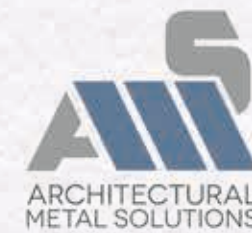
Thirty-fifth largest builder in America, top 10 fastest-growing builders

The nation’s first recipient of **National Housing Endowment Award, from the NAHB**, for exemplifying philanthropy in its truest form

Has operations in Texas, New Mexico and Colorado. Founded in 1990 by Randy O’Leary, View Homes (named one of the most affordable new home builders in the United States) specializes in affordable new homes in El Paso, Las Cruces, Colorado Springs, Northern Colorado, Laredo and San Antonio

Recipient of the Torch Award, the BBB’s highest award for ethics and business practices

Two-time recipient of the AVID Customer Service Award for the highest customer service in the country ▼



MAGNOLIA DOORS
LUXURY IRON WORKS

The ART of IRON for ANY PROJECT



IRON DOORS • RAILINGS • WINDOWS • GATES • BALCONIES • STAIRWAYS
IRON STRUCTURES • AWNINGS • FENCE • PERGOLAS • CARPORTS • STAIRS

P.(210) 366-0490

SHOWROOM: 302 E. NAKOMA DR. • SAN ANTONIO, TX 78216

WWW.MAGNOLIADOORS.COM

[trevor's take]

Locally Born and Bred

HOMEGROWN CONSTRUCTION TALENT IS STARTING TO EMERGE IN SAN ANTONIO



By Trevor Whitney

San Antonio's homebuilding scene has been red-hot since the country emerged from the recession of 2009. As the city expands, the demand for single-family homes has not slowed down. With over 140,000 residents employed directly or indirectly in construction-related activities, you could say that San Antonio has a distinct blue-collar foundation. When firms look for tradesmen to get the job done, they don't have to go far: Homegrown talent is emerging from family businesses with the skills and experience that you can't teach in a classroom.

Ricardo Orsua is a quiet guy. He's attentive and dependable, but his humility shines through when you talk to him. A San Antonio native, he is graduating from UTSA's Construction Science Management program in December of 2020. Yet he isn't exactly green when it comes to working on a job site. Ricardo is a great example of local labor who brings both education and real-life experience to the table.



Ricardo has a calm, quiet demeanor, but his leadership is recognized by his peers. When St. Philip's College – Southwest Campus wanted to start a student chapter of the National Association of Homebuilders (NAHB), classmates immediately considered Ricardo the leading candidate to get the club off the ground. In time, their instincts would prove right. In fact, Ricardo would graduate from St. Phillip's and go on to UTSA, where he would lead the development of a student chapter all over again. Incredibly, both chapters were recognized as the nation's best in 2017 (UTSA) and 2019 (St. Phillip's). Ricardo's organizational skills, humble willingness to put in the work, and resourceful nature shine through to anyone who meets him.

Ricardo got his feet wet on a job site by working for his uncle, pouring foundations, sidewalks, pools, and other concrete projects. It's tough work, critical to the success of the rest of the job, and often overlooked. Ricardo expanded in that role, learning how to deal with vendors, collect payments, and organize multiple job sites. He was essentially a superintendent, who also attended college to learn how the industry worked.

Currently a warranty manager with Japhet Custom Homes, Ricardo is also teaming up with his cousin Hector Sanchez to create Axis Concrete. The cousins worked together for almost a decade for their family foundation business, and decided to team up to create the next generation of concrete experts in San Antonio.

"When you are a young man in the construction industry, what I have learned is to do what you say you are going to do, and make sure you deliver," Ricardo says. "If I promise a builder I'm going to have a slab poured on a certain date, I'm going to make sure I deliver on my promise. Builders want vendors who stay true to their word, provide quality work, and have affordable prices."

It's not always easy getting started, Ricardo says. When you're inexperienced on a job site, some people may not want to spend the time to train you. But not all, says Ricardo.



"The biggest challenges are challenging topography, shifting ground, alterations to drainage, poor rough grading and, of course, the Texas weather," Hector explains. Indeed, San Antonio's largely clay-based soils provide nightmares for foundation work, as they expand with wet winter weather and contract during drought periods with high heat. This combo spells doom for foundations if they aren't built with these conditions in mind.

"Homeowners can prevent foundation damage by making sure water drains away from your house. Ensure that proper grading is done [when the home is built], and when doing your landscaping design, make sure that large trees and shrubs are planted away from your slab," Hector offers.

"My advice is to make friends with your vendors, ask questions, and take notes. Vendors, for the most part, are excited to give knowledge to upcoming construction professionals," Ricardo explains.

Axis Concrete isn't exactly starting from square one. These two cousins have worked in concrete for nearly a decade together on some pretty big projects. I asked Hector about the job and what challenges our area provides for foundations.

If you're a homebuilder in San Antonio, you cannot go wrong by working with experienced professionals with deep roots in the community. Ricardo, Hector, and their new venture Axis Concrete are set to become the next generation of powerhouses in laying the foundation for homebuilding's future in the Alamo City. ▼

ARCHITECTURAL & COMMERCIAL PHOTOGRAPHY • VIDEO PRODUCTION • GRAPHIC DESIGN

Photography & Graphic Design by Jason Roberts has been published in Texas NHome Magazine, Luxury Home Magazine, Texas Monthly, Cowboys & Indians Magazine, LUXE, The Inspiring Woman Book, San Antonio Woman Magazine, and many other quality periodicals as well as numerous applications for print and electronic media for a wide variety of clients.

Featured image photographed for Canyon Creek Pools. Home by: Burdick Custom Homes

JASON ROBERTS CREATIVE

"Not just taking photos, but producing photographic art & creative media content for effective marketing"

210.789.2033
email: jr@jasonroberts.biz
www.jasonroberts.biz

BBB ACCREDITED BUSINESS
NATIONAL ASSOCIATION OF HOME BUILDERS

Specializing in High Quality Creative Solutions for Builders, Interior Designers, Remodelers & Related Construction Oriented Businesses

It Still Pays to BUILD GREEN



By Steven Bankler, CPA

The COVID-19 pandemic has held up many construction projects, including those that develop renewable energy. For this reason, the U.S. Treasury Department and IRS have modified the beginning of construction requirement for both the production tax credit for renewable energy facilities and the investment tax credit for energy property. They've extended an important safe-harbor allowance as well.

These tax breaks are for construction projects that produce electricity from sources such as wind, biomass, geothermal, landfill gas, trash, and hydropower, and use technologies such as solar panels, fuel cells, microturbines, and combined heat and power systems.

The IRS states the change is due to COVID-19 causing industry-wide delays in the supply chain for components needed to complete renewable energy projects otherwise eligible for essential tax credits. The two primary points of the guidance (IRS Notice 2020-41) are:

An extra year added to the four-year Continuity Safe Harbor for some projects that began construction in 2016 or 2017.

A three-and-a-half-month safe harbor for new projects, covering services or property paid for on or after September 16, 2019, and received by October 15, 2020.

That's an additional year to complete renewable energy projects that started in 2016 or 2017 and a few more months of tax-free time to complete the minimum requirements for a new project to qualify.

got pests?



New customers receive 10% discount!



ACCURATE PEST CONTROL

210.495.0499 • AccuratePest.net
RESIDENTIAL & COMMERCIAL

Renewable energy in building and residential design is here to stay, as technology makes it more possible and the cost of implementation decreases. And while there are fluctuations in the tax credits available for green builders, there are still plenty of opportunities — many that were recently extended from their original sunset dates. They include:

An extension of the 45L federal tax credit of up to \$2,000 per unit for single- and multi-family dwellings of three stories or less if the structure delivers heating and cooling consumption levels lower than national energy standards.

An extension of the Section 179D energy-efficient commercial buildings tax deduction through December 31, 2020. This deduction includes \$1.80 per square foot for installing qualifying interior lighting, building envelope, HVAC, or hot water systems that reduce a building's total energy and power cost by 50% or more.

Solar energy tax credits that are being stepped down but are still available at 26% for systems placed in service in 2020 (down from 30% in 2019). The tax credit applies to geothermal heat pumps, residential wind turbines, and residential fuel cell and microturbine systems as well.

Additional guidance on legislation passed in 2018, benefiting those claiming carbon capture credits. The new law expanded carbon capture to include "qualified carbon oxide," which is a broader term than the "qualified carbon dioxide" definition used before. Qualifying metric tons are no longer limited, either.

Local San Antonio tax incentives may also be available. These opportunities can help offset taxes for builders and their commercial and residential clients alike. Some you may have thought are gone — like the few mentioned above — have been extended. Be sure to re-evaluate what's available before starting a new construction or renovation project. Feel free to contact us for tax-related questions. ▼

Steven Bankler has more than 43 years of experience in the accounting industry. Steven's expertise lies in consulting, planning, tax, and asset protection as well as exit strategy services for closely held businesses. He also provides litigation support (both as a testifying expert witness and a consulting expert), business negotiations and estate planning. Visit www.bankler.com for additional tax strategy tips and to learn more about Steven Bankler, CPA, Ltd.

Diamond Plumbing Raise Your Standards



Diamond Plumbing
210-967-6100

6055 Woodlake Center
San Antonio, TX 78244

info@dptexas.com
DPTexas.com

License #: MPL-36865

Serving new residential home builders in San Antonio and the surrounding area since 1999!



OWNERS - BRIAN & TOMMY MOON



- Free field measurements & estimates
- Framed & frameless shower enclosures
- Butted windows
- Custom vanity mirrors & wall mirrors for home & commercial gyms
- Broken & fogged window replacement

B&T GLASS AND MIRROR, INC.
210.429.8545 | BTGlassandMirror.com

totally
Connected

Experienced and Seasoned Fleet of Electricians for Home Builders

- Full Service Electrical
- Lighting / Fixtures
- Low Voltage & Security
- SONOS Music Systems
- Outdoor TV's
- and MORE!

210.233.6638
JPIelectric.com





Wood Doors
Iron Doors
Fiberglass Doors
Entry Doors
Patio Doors

Where First Impressions Begin.
TheFrontDoorCo.com

Interior Doors
Custom Doors
New Construction
Remodel
Installation

Austin Showroom
9222 Burnet Rd. Suite 104
Austin, TX 78758
512.459.9034

San Antonio Showroom
12402 West Ave
San Antonio, TX 78216
210.340.3141

Kendall County Roofing
Your Home Town Roofer

Whether it is for new construction or repairing existing roofs, the expert team at KCR is well qualified to do the job!

(830) 331-2650 | kendallcountyroofing.com



We can foam that!



KLAR
INSULATION

FREE Estimates
Residential & Commercial

210.296.5499

KlarInsulation.com