

## Couto Homes



# Quality Homes at a Reasonable Price

As one of 44 Certified Master Builders in the state of Texas, Couto Homes understands the market and offers the highest quality homes with the highest quality services at the best values.

**O**n November 24, 1982, Donny Couto's father, Al Couto, started his own company, Couto & Sons Construction. Following in his father's footsteps, Donny began building homes in Hood County, Texas. With patience his homes started getting better and better, customers took notice and his phone started to ring. A few short years later, Al and Donny joined forces and started Couto Homes.

Couto Homes, located in Granbury, Texas is a build-on-your-lot custom homebuilder servicing the Dallas and Fort Worth market that also offers homes available for immediate move-in. Together, Al and Donny Couto have put together a dream team of em-

ployees that share the same values and are committed to excellence. After 30 years, the company's values remain unchanged: treat people right, never go back on your word, offer the highest quality homes, highest quality service and deliver the best possible quality and value in a home. With this agenda, it builds every custom home with heart and dedication.

"When a customer is unhappy—we don't sleep until they are," says Donny Couto, vice president of the company. "If something isn't done right, we will make it right."

Home sizes range from 2,300-square-feet to 3,500-square-feet. The company offers a variety: traditional

*by Michelle Gibbons*



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brick and stone homes, mediterranean stucco and stone homes, along with transitional painted brick homes. Most homes are under \$100 per-square-foot.

"We offer full service at a reasonable cost," says Couto. "Plan design, interior design services, jobsite management, etc. are all included with Couto Homes. We treat every customer the way we would want to be treated and build homes that are off the charts with features, quality, amenities and more— but are also very reasonably priced."

The company works hard to keep its homes priced below industry standards, and make quality features standard. According to Couto, this allows customers to have fun, and get a house in any style without spending a fortune or going insane in the process.

Couto Homes carries tremendous value with numerous, quality stan-

dard features such as granite counters, hardwood floors, furniture style cabinets, stainless appliances, jacuzzi tubs, crown molding, Moen Faucets, Owens Corning Insulation, Acme Brick, Emser Tile, Anderson Windows and more.

"That's just the beginning, because the finish details are what polish it off," Couto says. "Think of a normal house as having Toyota features / Toyota price – and a Couto Home having Lexus features / Toyota price."

Couto Homes has developed a stress-free process to building a custom home without the typical hassles that have stigmatized the industry for so many years. According to Couto, the company guides its customers through everything with so much care that they have no choice but to have fun.

"Our showroom is only set up with standard features," he says. "We





Couto Homes stands by its homes. Upon closing, it provides a one-year warranty, incorporating the Residential Construction Performance Guidelines developed by the National Association of Homebuilders.



don't pull tricks on our customers so they'll spend more money or upsell at any point. Everything is handled in a caring, professional manner."

With its goal of making customers 100 percent satisfied, Couto Homes makes sure to stay on top of current trends in the industry. Couto says he has seen a number of trends developing in the industry that the company has advanced alongside. One such trend is customers not wanting formal dining rooms. Though the company will still offer dining rooms as an option on many floor plans, customers simply would rather use that space in rooms they use on a daily basis rather than in rooms they only use for a couple days out of the year. In addition, customers would rather have an open concept living room kitchen. Couto Homes has found this to be a top request and as a result, is adapting to the market's wants and needs.

"Customers want to be involved with each other, making supper, watching TV and carrying on a conversation," Couto says. "They don't want to feel cutoff from each other."

Quality over quantity is also important. The company has found that customers would rather have a nice quality 2,800-square-foot home built with trusted brands, wood floors, granite counters and more rather than the biggest stripped down house on the block built by a production company with vinyl flooring, laminate counters and other items. Another top feature the company has seen in the last couple years is the need for a utility room by the master closet.

"Our customers no longer want the utility by the garage," Couto says. "They are choosing to have it adjacent to the master bathroom to easily wash, dry and put clothes away without having to haul it across the whole house."

Understanding of the market, however, isn't the only factor guiding Couto Homes to success. Its staff is the backbone of the company, gifting it with outstanding values.

"Our field crews, sub-contractors and design team are among the most professional detail-oriented folks in the industry," Couto says. "We have sub-contractors who will work until midnight to get things

MORRISON SUPPLY COMPANY'S showrooms provide a turnkey shopping experience where builders, designers and homeowners can personally select from a vast array of kitchen and plumbing fixtures, appliances, decorative hardware, accessories and lighting. Morrison offers not only the largest selection of products from quality manufacturers, but also offers the best expertise and customer service in the industry.

We encourage you to visit our location at 2101 Acton Hwy and experience the appliances in our live kitchen. We carry top brands such as Kohler, Viking, Moen, Baldwin, KitchenAid and Whirlpool. Whether you're looking for upscale, energy efficient, or stylishly innovative, Morrison has the appliances to fit your budget and lifestyle. Our functional and beautiful hardware also adds a finishing touch to any space. We invite you to drop in and meet our professional consultants. Please feel free to contact us at (817) 579-9511 or visit us online at [morsco.com](http://morsco.com).



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AND ARE HAVING A BLAST  
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ADJOINING MARKETS AS A  
PREMIER CUSTOM BUILDER.”**

*—Donny Couto, vice president*

done, employees that will make a quick phone call to a customer to see if there is anything they need or anything they can do to help. Our superintendents carry a maximum workload of six custom homes at a time to ensure the highest quality is met as well as the highest level of

customer service to each and every customer.”

The company has also become known for its marketing tool—its fleet of smart cars that are serving as positive motivators on project sites, creating an upbeat atmosphere.

“We have big bodybuilding superintendents that pull up to a job in a smart car and everyone is immediately in a good mood,” Couto says.

“That’s been a great marketing tool for us and what many people have come to know us by.”

The company has an annual revenue of between \$15-\$18 million and is on track to continue advancing. It closed 15 homes in 2010, 39 homes in 2011, 48 homes in 2012 and is on track to close 61 homes this year. These numbers prove successful growth, setting a benchmark for the company’s future goals.

“We are growing, and are having a blast doing it,” Couto says. “We wish to continue our growth into adjoining markets as a premier custom builder.”



Couto Homes has received several awards and was one of only 36 builders in Texas to receive the 2010 Certified Master Builder Certification. The company was also named among the Top 50 Builders in north Texas by Residential Strategies in 2010 and in 2011, was placed first in the 501K + category at the annual HCBA Showcase of New Homes home show. In 2012, Couto Homes received first place in the 325K-424,900K as well as the 425K + category at the annual HCBA Showcase of New Homes home show. In 2013, it received first place in the 225K - 324,900K category at the annual HCBA Showcase of New Homes home show.