

# BUILDING savvy®

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**A LONG LEGACY,**  
Great Vision And Deep Relationships Spell Business  
Success For The Riverside Homebuilders Team



Below: photo by Mitch Vincent, Realty Pro Shots



Riverside Homebuilders' executive leadership has over 100 years of combined home building industry experience. "From the top down, we have what it takes to build a great home!" says Todd Greenfield, Riverside Homebuilders' VP of Sales and Marketing.



**Savvy Builder**  
by Beverly Smirnis

# RIVERSIDE HOMEBUILDERS

Boldly Builds Where Most Have Never Ventured Before!



photo by Mitch Vincent, Realty Pro Shots



In discussing the success and the future of Riverside Home-builders, which anticipates completing over 300 homes this year, Fleet said, “We’re in the best housing market in the country -- and possibly the world -- and I have surrounded myself with the best people to build this company.”



Riverside is astute at securing land opportunities that others might shy away from. So, rather than following the pack to the traditional areas where production home building is prevalent, Riverside identifies land and lots where they can still deliver affordable homes. The strength of the school districts in some of these rural areas is a factor that weighs heavy in their decisions on where to invest. Bigger lots and better schools have proven to be something that buyers will drive a little further to get.

Business owner Tim Fleet began working in 1980 at his family-owned business, Sabine Valley Homes, which was established in 1944. His grandfather, C.P. Hadley, and father, M.B. Fleet, are past presidents of the Greater Fort Worth Builders Association and Don Allen, a Development Partner at Lackland Holdings, will become the 2017-2018 GFWBA president this fall.

Riverside is currently advertising finished homes and lot opportunities in Parker County’s Weatherford, Aledo, Brock and Springtown ISDs. Eagle Mountain and Saginaw are focus areas in Tarrant County, as is Godley in Hood County. They are active in several communities near Decatur in Wise County and as far north as Gainesville in Cooke County, the town of Bells in Grayson County and Leonard in Fannin County. In hot, hot, hot Collin County, you’ll find Riverside in the up and coming eastern areas of the county in the towns of Farmersville and Nevada. In some of these areas, Riverside stirs the activity and then sells to other builders to build out the communities.

As supervisor of the home building division for this family’s business, Fleet directed the construction of over 900 homes. In the early 1990s, he established Lackland Holdings, which has successfully completed more than 100 commercial projects, including subdivisions, mobile home parks, apartment developments, shopping centers and more. Since 2003, Lackland has finished more than 1,000 HUD homes.





On the other side of the coin are the inner city communities in and around their home base of Fort Worth that others might possibly run from! It's just a matter of time before the location of long-established urban communities -- like Como and Morningside Park -- see rejuvenation and Riverside is among the first who has started that process.

The Riverside team takes an extra leap of faith, not only in where they build, but how they build their homes. It starts with a company culture that puts the customer first, extends to building homes that have been skillfully constructed while reducing the carbon footprint and saving energy and relies heavily on the expertise of the business' trade partners.

"Over the years, we have built dependable relationships with skilled craftsmen and name-brand product manufacturers. These are relationships we count on and so can our homebuyers," said Greenfield.

Several vendors, including John Martinez of Sherwin Williams, spoke of Riverside's openness to new ideas. Billie Milam of Texas Floor Source has been working with Fleet and the team since the late 1970s and calls Riverside her "lucky account" because she says everyone there is a pleasure to work with. "They truly appreciate their vendors in a way that is unusual and very nice," she said.

"Relationship is everything. One of the most important aspects of any successful endeavor is that all participants partner for the optimal outcome. In this case, that outcome is a home. Financially, it is the single largest investment most of us will ever make. Emotionally, it represents our hopes and dreams. Riverside Homebuilders embraces this type of relationship with its subcontractors in order to deliver the best home possible," commented Lou Newman of Evergreen Electrical Contracting, Inc.

Another of the key vendor relationships is with Shane Batson of Foamaster Insulation who is helping Riverside meet both of its key values: quality and comfort. "Riverside's executive management team have proven to be some of the most forward-thinking production builders I have run across in the entire DFW marketplace," Batson said. While the use of foam is still rare in their affordable home price point, Riverside is testing Foamaster's foam insulation systems in a number of its communities and across its product line with the intention of taking a leadership role in meeting new energy codes. That means eating a little of the profit margin today, they said, but it pays back huge dividends in marketing the differences in their homes. *Add significantly lower monthly utility bills as another deciding factor in their buyers' decision-making process!*

Taylor Martin of Legacy Vinyl Windows concurs that the team has the best interest in being sure that the final product is correct and performs well. And Dwayne Sieben of Performance Heat and Air, Inc., said, "We take pride in working with a company that is dedicated in providing their customers with homes that offer effortless comfort and long term energy savings."

Bonny Hines with Trinity Title of Texas appreciates that they are "a clean and sharp group that 'Keeps us Hoppin' and always does what they say they will do."

"We're a company dedicated to making the home buying experience enjoyable. We strive to make people happy every step of the way and include standard features that are a step above what's expected," said Phil King, VP of Construction. Clint Shipley, Sales and Finance Manager echoed that, adding, "We just do what's right. Period. Building is not a perfect science, but the big difference is who comes back and makes it right."

## Riverside Homebuilders' Preferred Vendors Include:

### Acme Brick

Evergreen Electrical Contracting

### Foamaster Insulation

Hoffman Cabinets

Legacy Vinyl Windows

Performance Heat & Air

Sherwin Williams

Texas Home Energy Professionals

Texas Floor Source

### Trinity Title of Texas