

2011

SMART

SMART BUSINESS SMART GROWTH

MOVES

Broadies Aircraft | Escalante Golf Inc. | Frac Tech Services LLC

HD Homes | Innovative Developers Inc. | Renfro Foods Inc.

National Cutting Horse Association | City of Fort Worth | Downtown Fort Worth Inc.

Fort Worth Chamber of Commerce | Fort Worth Convention and Visitors Bureau

Sundance Square | Arts Council of Fort Worth & Tarrant County

Presented By

 **Capital One** Bank

Fort Worth
BusinessPress



PHOTO BY GLEN E. ELLMAN

We wanted to be where people want to buy. We are the only builder at this price range building inside the 820 Loop of Fort Worth and building single-family homes in the Cultural District.

- Seth Fowler, director of marketing and sales, HD Homes

Eric Zimmerman, Seth Fowler and James Harris of HD Homes

HD Homes

Almost three years ago, the widely known Fort Worth homebuilder Village Homes took a hefty financial hit, along with numerous other builders nationwide.

While demand for home ownership remained high in the aftermath of the recent real estate meltdown, few homeowners could attain the sprawling \$400,000 to \$700,000 homes and townhomes that had long been the company's bread and butter.

Enter HD Homes, the brainchild of housing and land development business veteran Jim Harris and Village Homes founder Michael Dike.

Launched in 2009, the company set its goal as building townhomes and single-family (and single-story) homes in and around the greater Fort Worth area in a more affordable price range.

"It's difficult for a builder who builds a high-priced product to drop down in price," said Harris. "We really did not think we could build a less-expensive product using the Village name, so we started over with HD."

In just two years HD has established a niche business, giving homeowners prime locations in areas such as Keller and Fort Worth's Cultural District, within a broad price range - \$150,000 to \$350,000.

"We wanted to be where people want to buy," said Seth Fowler, HD's director of marketing and sales. "We are the only builder at this price

range building inside the 820 Loop of Fort Worth and building single-family homes in the Cultural District."

In many of these areas, HD Homes' primary competition is older homes - charming homes nestled in long-established communities.

HD builds new homes that look like they fit into those communities, added Fowler, targeting empty nesters, move-down buyers, 20-somethings and everyone in between. These buyers, he said, are attracted to the prospects of choosing their own features, paying less for energy and having all their appliances under warranty.

Meanwhile HD Homes has grown to six employees: two sales people, three managers and a building superintendent.

Key to the company's growth, said Harris, is its ability to understand change and react as quickly as possible.

"The biggest thing is that we are streamlined as a company," he said.

"We made some mistakes, and we hit some roadblocks, but we stop, reverse and go down a different path."

The company also gets out of the way of employees to let them do what they do best, said Fowler. And it values its sales people, incorporating their knowledge and experience and empowering them to do their best work.

- Holli Estridge



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For the past six years, I've called Fort Worth my home. This is a diverse community, with a rich history and a business-friendly environment that attracts and retains high-quality companies. I am the local market president for Capital One Bank, the presenting sponsor of Smart Moves – and a proud member of the Fort Worth business community.



At Capital One Bank, we know firsthand the benefits of doing business in Fort Worth and even more important is the focus our local businesses put on being good corporate citizens and doing their part to make it a little better every day. For companies considering relocation to Fort Worth, we hope you will examine the significant advantages of doing business here and decide to make this your future home.

The Fort Worth business community is highly innovative and focused on growth. But even more important is our focus on being involved in the community and doing our part to make it a little better every day. Cowtown is a great place to live, work and play, and we want to keep it that way.

Capital One Bank stands ready to help your business and your employees. We operate nine branches in Tarrant County, with more than 42 locations across the Dallas-Fort Worth Metroplex. We offer a broad spectrum of financial products and services, from traditional banking to investment banking, e-commerce, treasury management, community development, and much more.

Whether it's inside our local branches or out in the community, Capital One Bank is committed to investing in Fort Worth to help it grow and thrive. We hope you will join us and become part of this great community.

Sincerely,
Dave Monaghan
Fort Worth Market President
Capital One Bank

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Congratulations to the companies that have made Smart Moves in Tarrant County!

Broadies Aircraft

Escalante Golf, Inc.

Frac Tech Services LLC

HD Homes

Innovative Developers, Inc

Renfro Food, Inc.

Cultural Development Award

National Cutting Horse Association

Economic Development Award

City of Fort Worth

Downtown Fort Worth Inc.

Fort Worth Chamber of Commerce

Fort Worth Convention - Visitors Bureau

Sundance Square

Not for Profit Award

Arts Council of Fort Worth & Tarrant County

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