

# Today's Builder

*Journal for Building Success*

## Jim Boles Custom Homes

*Timeless Elegance, Peerless Integrity*



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# Custom Homes



By Joseph Lilli

*Photos © Ad Imagery*

If San Antonio custom homebuilder Jim Boles has a trademark, a signature attribute, it's that he manages everything with professionalism and the highest integrity. They are fundamental to his business acumen.

"I'm going to do what I say I'm going to do, and I'm going to do it how I said I'm going to do it," he declares bluntly.

Being totally honest and direct with his clients, Boles radiates a refreshing sincerity that inspires confidence. "I'm always going to tell my clients the truth," he says. "By telling the truth you don't have to backup and try to figure out what lie you told to cover your tracks."





For instance, Boles is adamant that he executes only two or three projects at a time in order to achieve personalized service and happier clients. If a prospective client approaches him and he knows he cannot provide exceptional customer service to both the new client and existing clients, he explains to the new client their work must be postponed until his current commitments are complete and in return they will be treated with the same respect.

"Before I take on another project, I've got to make sure I've got time to service my clients in a manner they deserve,"

Accessibility to his clients is a must for Boles. "I'm going to give you my cell number and you can call me anytime," he states matter-of-factly. "I'm not hiding from you. If I'm in cell phone range and not in the middle of a meeting, I'm answering my phone."

He continues, "And when you hire me, you

deal with me. I'm active in all phases of the project – from the planning, the construction, the actual physical supervision of the home, to inspecting all materials, to picking out material finishes. Of course, I have a team of professionals working with me, but I never push you off onto someone else. You'll always deal with me because who's going to care more about you and the business than the owner."

Boles also has an affinity for excellence. You see it in the meticulous manner in which he builds each home, from the excellent and efficient conceptual planning; to the exceptional construction of the highest craftsmanship and finest materials; to project management that is geared toward being timely, within budget, and completely knowledgeable about all phases of the construction.

"If I had to summarize the way I build a custom home," he states, "it would be that we do it RIGHT. I don't cut corners on anything and

I'm not satisfied with mediocrity. Therefore, we engineer the foundations and the framing. We employ only the finest professional craftsman and artisans. And, we use the best materials that you can get. There are no hidden sub-standard products, nor do we work with anyone who does things halfway. We build it RIGHT from the ground all the way to the top."

There is also Boles' painstaking attention to detail. For instance, although some of the homes he builds in The Dominion are on relatively small lots, he takes extra steps to ensure his client's privacy by building homes that are shaped like Cs or Us, or that encompass a swimming pool in the center of a courtyard. He also builds stucco walls, and plants trees and shrubs to afford additional privacy.

A Jim Boles custom home also is highly energy efficient and "green." He uses only the highest energy efficient cooling units, radiant barrier roof decking, blown-in insulation, and









low-E windows, for example. Placement of the home on the lot also is critical to ensure the benefit of southeastern breezes in the summer and minimize heat from the sun.

A 1997 Texas A&M graduate, Boles is as passionate about his craft as when he started. That start began as a Boerne high school student working summer commercial construction jobs and continued during the summers as an Aggie. He began appreciably learning the many nuances and skills of his craft during a college internship with a commercial construction company. After graduation, he worked as a home construction superintendent with Medallion Homes and later attained custom homebuilding experience with Connell Barron Homes. It was during that formative period that the desire to run his own construction company became his burning passion. When Connell Barron was sold to a national firm in 2004, Boles left and started his company.

Headquartered in Northwest San Antonio, Boles builds many of his homes in The Dominion, in and around Boerne, and the nearby Hill Country. His homes, exclusive of the land, are priced from \$500,000 to \$1.5 million.

Each Jim Boles Custom Home is an exquisite balance of beauty, enduring luxury, and comfort that estate caliber homebuyers esteem. Each home is designed and built to meet the client's specific needs and wants, and is, in every sense of the word, a true custom homebuilding experience from start to finish. "We'll build it how you want it, where you want it, and with what you want it," he states.

Boles attributes his success to hard work and being perceptive to what people want. "One thing I think everyone wants is something that's different from what everybody else has," he remarks. "They don't want the same thing their neighbor and friends have."

Eager to please his clients, Boles is always seeking out new and innovative design ideas that both "wow" and satisfy his clients. "I've traveled across the U.S., Mexico, Spain and Africa of late looking for things unique and different," he says. "I just did a house which has

a grass thatched roof ceiling in it, the same roof concept that's used in African homes. I took another concept that I saw in Spain and put it into a house, working in the ceiling the same way it's done in Spain."

Walk into a Jim Boles custom home and one of the first things noticed is the visually interesting – and often stunning – array of ceilings. He admits to featuring 10 to 12 different types of ceiling treatments in a house, and abhors low, flat ceilings that bore and demean a room's design. His homes incorporate domes, an architectural element borrowed from the Texas missions, curved and coffered ceilings that complement the tastefully elegant design, four-point vaulted ceilings, groin-vaulted ceilings, and the use of timber beams that add elegance and beauty to any room.

All custom homebuilders declare they build a quality house, and Boles is no different. However, he's very aware that everyone has a different perception of what quality is. So, to let people judge for themselves, he's put actual construction photos of how he builds a home on his website. "I tell them, look at these pictures. You be the judge."

"For example, I use only the best insulation," he continues. "I have a picture on my website of a wall that is not sheet rocked. One half is covered with quality blown-in insulation. The other side is covered with standard fiberglass batting. I also have an infrared picture of the same completed wall covered with sheet rock. The side with the blown-in insulation has only a few shades of yellow ( indicating warmer spots) in the corners while the other side with the fiberglass, the typical and less expensive insulation, shows lots of red (indicating very hot spots) and yellow hot spots.

"I don't have to say I build a better, higher quality house. I just tell people, come, and look at the houses I build. You can easily make that decision about whether or not my homes are built to quality standards," he adds. ●



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