

FOR IMMEDIATE RELEASE

Media Contact:
Gus Vaeza
713.523.7900
gus@mmihouston.com

Allegro Builders
1533 Heights Blvd.
Houston, Texas 77008
Phone: (713) 880-8899
www.allegrobldrs.com



Homebuilder Doubles Production Year After Year

Houston Custom Homebuilder Prepares for Record-Breaking 2005

HOUSTON (NOVEMBER 15, 2004) – How does one homebuilding firm keep doubling its unit construction year after year? For Houston-based Allegro Builders, bringing an intense focus on serving its niche client base is reaping bountiful rewards.

Allegro Builders has doubled its unit production again this year, thriving in the midst of a fluctuating national market. The firm, founded by president Lambert Arceneaux, has a refined market niche in \$500,000 to \$2 million custom and period-style homes in Houston's most historic and highly sought after neighborhoods.

Selecting distinct, traditional inner city neighborhoods, Allegro is building artisan custom homes that capture and preserve the history and architectural styles of some of Houston's most established neighborhoods, reflecting the finest examples of signature home construction.

In 2002, Allegro Builders produced seven classic homes, ranging in price from \$200,000 to \$500,000. As word of their quality and commitment to clients spread, they produced 14 period-style units in 2003, ranging in price from \$300,000 to \$600,000.

"Not only were we building more homes," says Arceneaux, "we were building larger homes with more custom features and top-of-the-line amenities. Satisfied clients were telling their friends how the 'Allegro Experience' made a difference."

As Allegro Builders approaches the end of 2004, they will have constructed 28 homes with prices ranging from \$500,000 to \$2 million. Projected starts for 2005 indicate 38-40 new homes, starting at \$600,000 and up. According to Arceneaux, the challenge is to consistently deliver to clients the unquestionable quality Allegro pursues in every home.

"When production grows, some homebuilders feel the stress of time constraints as well as the loss of direct oversight that comes from too many things going on at once," he says.

-more-

Allegro Homes Doubles Production, page 2

“At Allegro, we’ve made a firm commitment that as we grow, quality will never be sacrificed.”

Allegro Builders’ team of industry experts partners with clients from design to move-in to ensure successful planning, design and creativity throughout each project. By building strong, healthy relationships with their clients and vendor base, Allegro enjoys the benefits of clear and open communication channels. Adhering to a quality control process that allows aggressive scheduling sustains project timeliness while maintaining daily diligence.

Allegro’s consistent flow of new business comes via word-of-mouth from satisfied clients or simply from appreciative passersby. Additionally, professionals in the building industry often refer their clients and friends to Allegro.

Arceneaux describes the “Allegro Experience” as personal client interaction that thrives in a team environment where professionals flourish in their craft. Allegro clients benefit from maintaining an active role in the process of building their dream home.

“For many years, I have lived in one of the Inner Loop neighborhoods where we build a majority of our homes,” says Arceneaux. “It’s peace of mind for a client to know that I’ll be around to take great care of them. They know where I live, know that I am there, I care, and I will help them. The entire company has that attitude, and I believe it is one of the reasons that our clients act as our sales force.”

Allegro’s client interaction is extremely team-driven. “We are a team. Everyone at Allegro is responsible for the quality and innovation of our homes,” says Arceneaux. “These houses are ours – they’re built by us – not some nameless, faceless corporation, or a here-today gone-tomorrow bunch of traveling workers. Each person in our organization takes ownership of the process, and that yields high, trustworthy results.”

And the proof is in the numbers.

Allegro Builders is a rapidly growing, privately held, single-family homebuilder that specializes in the development of \$500,000 to \$2 million period and custom homes. With revenues doubling every year for the past four years, Allegro constructs distinctive custom and spec homes that blend in and compliment streetscapes while preserving the history and architectural styles of Houston’s most established Inner Loop neighborhoods. . For more information, please visit: www.allegrobldrs.com.