

“We have diverse demographics and a beautiful city.”

MATT SITRA, PRESIDENT



Matt Sitra says the core values of honesty and integrity distinguish his company from other builders.

Natural Elements

MATT SITRA CUSTOM HOMES STAYS AHEAD OF
THE MARKET WITH MODERN DESIGNS.

BY CHRIS KELSCH

PROFILE

MATT SITRA CUSTOM HOMES

www.mattsitrahomes.com / Headquarters: Austin, Texas

/ Specialty: Luxury custom homes / Employees: Four

Austin, Texas, is known for being ahead of the curve in many ways. With a thriving and diverse economy that includes government, education and high-tech workers, the city has become known as a mini-Silicon Valley, and that has led to a thriving home market as well.

Matt Sitra, president of Matt Sitra Custom Homes, is a rarity in his fast-growing city in that he is a third-generation resident of Austin. “It’s a very strong market,” Sitra notes. “We have diverse demographics and a beautiful city.”

Sitra’s path to homebuilding is somewhat unique, considering that most homebuilders start very young, working on various projects throughout their school years. Sitra is different, however. He graduated from the University of Texas at Austin as a business major, and started out in sales and marketing, working for an Anheuser-Busch distributor.

“I realized early on that I would be much happier actually producing something,” Sitra recalls. “So I began talking with a pro-

duction homebuilder, and eventually I became a supervisor at that company.”

Though the company Sitra started with was not a luxury home-builder, he appreciated the experience it provided him. “You’re building smaller homes that aren’t as detailed,” Sitra says. “But it gave me the repetition of building homes, and just learning the fundamentals of framing and building. I usually had approximately 35-40 homes under my supervision at a time.”

Using what he learned, he founded his own company in 2000. And while he doesn’t build nearly that many homes, Sitra still relies on the fundamentals garnered from his early experience, something that comes in handy in a very competitive local luxury market.

“What really sets us apart is just our fundamentals,” Sitra says.



Matt Sitra Custom Homes has received much industry recognition in recent years for its dedication to customer service.

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“We have core values of honesty and integrity and going the extra mile. I know there are plenty of builders who turn off their phone, but I make myself available at all times.”

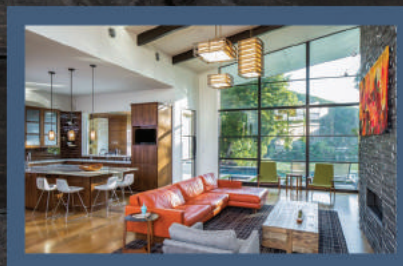
Furthermore, Sitra takes pride in never being late with a project. “By hitting our dates, we have never had to push back moving

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MATT SITRA CUSTOM HOMES

vans,” Sitra says. “We really strive to make the entire process from start to finish as effortless as possible.”

And to make that process as stress-free as possible, there is a focus on communication with clients. “We send out weekly updates so there are no surprises at the end,” Sitra notes.

His intense focus on customer service has definitely been noticed. In 2015, Matt Sitra Custom Homes was voted by the Houzz community as a winner of the Best of Houzz Award in the customer service category. That follows several MAX awards in product design given out by the Home Builders Association (HBA) of greater Austin.

ALWAYS ADAPTING

The geographic area that Matt Sitra Custom Homes covers is fairly large, extending from central Austin to as far west as Lake Travis, an area 18 miles wide. In a forward-looking city such as Austin, that means Sitra needs to keep up to date with new materials and design trends. “It seems like Austin is usually ahead of the market and more of a cutting-edge market,” Sitra says. “The city council is constantly upgrading and adapting building and energy codes that supersede the national codes.”

One way Sitra stays ahead of the competition is with his membership in the National Association of Home Builders (NAHB), a



Matt Sitra Custom Homes maintains a focus on communication with its clients to ensure the homebuilding process is as stress-free as possible.

national organization that meets twice a year to review new building methods, materials and best practices. Sitra says he is one of only handful of builders in the Austin market that is an NAHB 20 Club member.

"I have always said that what you get out of it reflects what you put into it," Sitra says. "And I am able to keep on top of everything from financials to best practices to reviewing new materials such as sliding doors and new appliance lines as they come around."

MODERN AND LOCAL

Like many luxury builders, Sitra is seeing a trend toward modern design, but with a local flair. "We really are seeing a lot of clean lines and contemporary looks," Sitra explains. "But it is also being done with a lot of natural wood elements, reflective of Texas Hill Country. It is more of a Craftsman style, which you see overlapping modern design."

Matt Sitra Custom Homes has traditionally focused on 4,000-square-foot homes that are priced in the \$1.3-\$2 million dollar range. As one might imagine, buyers in this range prefer highly intelligent, technology-driven homes. "For just about every feature, there is an app for it that can be operated from a device,"

Sitra says. "In particular, Nest thermostat systems and Lutron lighting, shades and home automation products are in demand."

MANAGEABLE GROWTH

Sitra would like to see his company's revenue grow to the \$5 million range, but he is mindful of keeping a steady, manageable pace. "I am one of those people who likes to keep growth at a controllable pace," Sitra explains. "I really don't want to go out and sell too much – you can get overwhelmed and then customers do not receive the proper attention."

Instead of shooting for a revenue figure, Sitra is content to have four to six projects going at any one time. And, while doing so, keeping his core values front and center. "It sounds silly, but just do what you're supposed to do and things will work out," Sitra says. "Just put your best foot forward." ■

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