

# THE BUILDER'S JOURNAL™

Central Texas Edition



**Anderson-Jenkins Signature Homes**  
Offering the Personal Touch Every Step of the Way



Comfort, warmth and beauty are all incorporated in the main living area.

## Anderson-Jenkins Signature Homes Offering the Personal Touch Every Step of the Way

By Susan A. Merkner

Shayne Anderson, vice president of construction, and Jeff Jenkins, vice president of sales, are proud of the fact that their names are on the Anderson-Jenkins Signature Homes signs, and prouder still that they personally guide buyers through the custom home building process from start to finish.

The business partners pride themselves on impeccable customer service. "Building a custom home is typically the most expensive and most emotional decision that anyone makes in their life," Jeff says. "We like to emphasize that it's our names on the sign and that custom-

ers speak to us, Anderson and Jenkins, not to somebody else in another city."

Anderson-Jenkins Signature Homes specializes in custom homes ranging from 2,000 square feet to 12,000 square feet, beginning at \$350,000 and up, built within a 60-mile radius of New Braunfels, but the owners are quick to note that they will build a home just about anywhere. The company currently is building in Havenwood at Hunter's Crossing, Cross Canyon Ranch, River Chase, River Forest, Rockwall Ranch, Vintage Oaks and Waggener Ranch. New Anderson-Jenkins homes also are

in the works in Blanco and Wimberley.

Obviously working on the same page, the two business partners frequently finish each other's sentences during conversations. "We are true custom home builders," Jeff says. "We've never built the same house twice." Shayne continues: "We work with any size budget and all types of buyers. We don't have an inventory of lots. We don't build any spec homes." Jeff adds, "We don't own a piece of dirt."

The homes featured in this issue of *The Builder's Journal* both are in Havenwood at Hunter's Crossing in New



Custom kitchens with all the latest amenities are a standard.

Braunfels. Both are distinguished by the use of quality materials and evidence of top-notch workmanship. Gleaming hardwood floors and woodwork, shimmery granite countertops, exposed wood beams and interesting ceiling treatments are used to create open, functional, inviting living spaces. Front and rear covered porches and outdoor kitchens provide ample space to take the family fun outdoors, as well.

One home is the model where Anderson-Jenkins Signature Homes' business office is located. That home includes 4,364 total square feet of living space. The first floor features a media/game room with wet bar, an eat-in kitchen and a formal dining room. The master suite provides an exercise room, a coffee bar, a cozy tub and spacious walk-in shower. Proof that no space is left unattended, one corner alcove was converted to a wine storage area, with lockable gates

and rustic finishes. Upstairs are two bedrooms, each with a walk-in closet, a computer room and a full bath.

The other home featured in this month's issue includes 4,257 total

square feet of living space and a three-car garage. On the first floor are a 26-by-22-foot great room; an easily accessible home office; a master suite with a sitting area and exercise room; and two



Design and function are an Anderson Jenkins specialty.



bedrooms, each with a walk-in closet and a shared bath. Upstairs are an additional bedroom with a full bath and a walk-in closet, as well as a media room and a loft opening to the space below.

Although residential real estate nationwide may be suffering from the problems in the subprime mortgage market, the custom home business in South Texas has been fairly resistant to the recent downturn, Shayne and Jeff agree.

“Real estate is like the weather—it’s all



An etched stone floor entrance makes an unforgettable greeting.

local,” Jeff says. Shayne adds, “And here in South Texas, it’s real sunny.”

They say production home builders working in the \$150,000 to \$300,000 price range have felt the impact of the recent market downturn more than custom builders.

“The credit crunch doesn’t affect our market,” Jeff says. “It’s a buyer’s market now in the custom home industry, more so than it’s ever been.” Anderson-Jenkins currently is building 15 to 25 custom homes per year. “If the market continues to grow, we can see ourselves getting bigger, but we’re happy with where we are now,” he says. “We feel it’s not necessarily the number of homes we build that’s most important, but the quality of our homes.”

Shayne notes: “We let our customers be part of the process. Unlike some builders, we allow our customers to talk to our trades people.” Jeff says the same core group of subcontractors work on

every Anderson-Jenkins home. “There are no better or more loyal workers,” he says. “Many of our trades only work for us. We try to take care of our guys.”

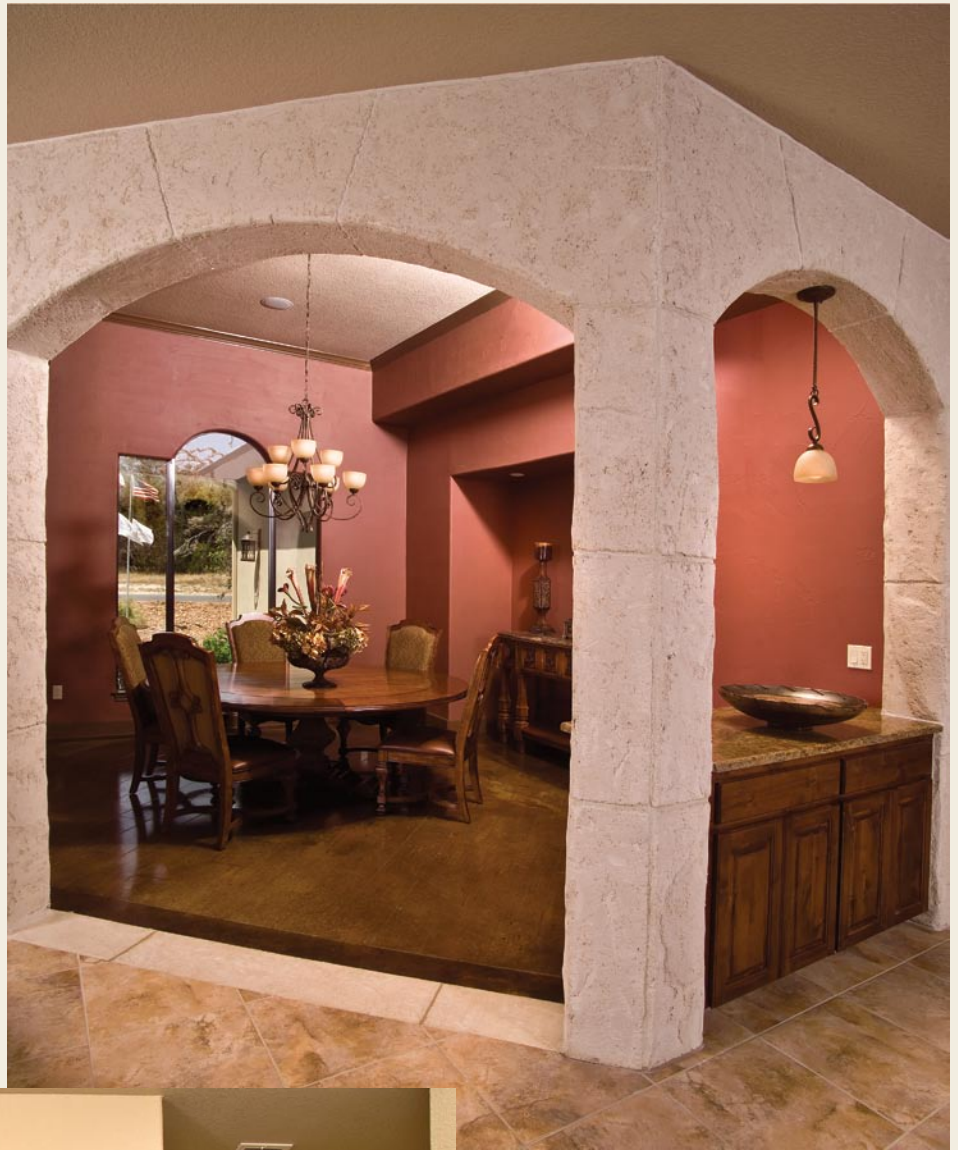
Anderson-Jenkins Signature Homes also is a member of Custom Builders USA—San Antonio, a purchasing program that allows local builders, vendors and manufacturers to buy materials in bulk, saving them money. “It gives us the same buying power as the larger, production builders, and it benefits our customers by allowing them to save money in times of slower market share,” says Shayne.

Shayne, who grew up in New Braunfels, currently is vice president of the New Braunfels Home Builders Association. He and Jeff started Anderson-Jenkins in June 2005. College roommates and fraternity brothers at Texas Tech University, both had experience with other home building companies before starting their own firm. Shayne, who

majored in biology, worked as a builder for Newmark Homes in Austin, and David Weekly Homes in New Braunfels and Boerne. Jeff, who majored in management information systems, worked in sales for Ryland Homes and Meritage Homes. Now Shayne supervises the construction sites, and Jeff oversees the sales and marketing duties.

Future plans are to open and staff new models in other neighborhoods. Since many people are visually oriented, Shayne says, having the Anderson-Jenkins Signature Homes' business office located in one of their model homes allows prospective customers to examine the quality of construction first hand.

Terri Whitaker, the company's sales manager and in-house designer, helps guide buyers through the process, from developing the right floor plan to seeing their dreams come to fruition in the final product. "I work with the customers from day one, helping relay information to the builder," she says. "Our goal is to make sure that your finished house meets your needs in every way; that it's not a cookie-cutter box. We help customers determine what their budget is and how they can achieve the home they desire."



The dining room offers convenience to the kitchen and an intimate space.



Reminiscent of Greco-roman baths, luxury is an everyday occurrence.

Anderson-Jenkins' Web site, its model home/business office and referrals from satisfied customers are among the company's best marketing tools. "We have a number of happy customers who are very eager to show off their beautiful new homes to prospective buyers," Terri says. "Our company is just big enough to make the process as easy as possible for the customer, but not so big that they can't get in touch with an owner when they want to."

Referrals from satisfied customers are the best way to attract potential customers, Shayne says. "Word of mouth is the only way we sell. Everything we do is based on referrals. We don't require a financial commitment until the customer is ready to build, and the buyer



owns their plan. That usually doesn't happen in the custom home market."

Anderson-Jenkins are Energy Star Builders, and the business owners like to explain to customers that some energy-efficient building materials may cost more up front but generate a long-term cost savings overall in reduced operating costs. "We explain how long it may take until they are cash posi-

tive," Jeff says. Shayne adds: "Many of our customers are business people, and they appreciate that perspective."

They believe their company's local ownership and stability give them an advantage. "We're in position to be there for our customers," Jeff says. "In this business, the survivors are those builders who are reputable and put the customers' best interests first. We cater

to our customers in a very hands-on way. We may not build the cheapest house on the block but the house with the very best value. We offer a fair product at a fair price."

*TBJ*

**Shayne Anderson and Jeff Jenkins,  
Anderson-Jenkins Signature Homes**

**[www.ajsignature.com](http://www.ajsignature.com)**



A wine closet offers a beautiful display and security.