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INSIDE—

**Historical Details are
the Fabrics That Define
Ron McHam Homes**

THE HOME BUILDING INDUSTRY JOURNAL

Historical Details are the Fabrics That Define Ron McHam Homes



“Understated,” “classic,” “traditional” and “made with care and quality” are the words Ron McHam has used most often in describing the companies he has represented. His 31-year career in design and sales with the Hathaway Shirt Company sent him travelling around the world to first select the fabrics, then put the designs together, oversee the scheduling and finally manage sales of the finished products.

When Hathaway was bought out and the factory closed in 2000, McHam says he “took a big gulp and set out to do what he always wanted to do.” It seems that he never forgot where his career began. Before Hathaway, he worked in real estate, reporting directly to Ebby, of Ebby Halliday Realtors, and primarily dealt with North Dallas builders.

“There are many parallels between the clothing industry and homebuilding,” explains McHam. Today, his world travels inspire the details that set his custom homes in Parker and Fairview apart. He points out a water table design that stems from an idea he saw in Italy. Front courtyards, roof details and windows on several homes were inspired by recent travels to Ireland and Scotland. These historical details are the fabrics that are thoughtfully weaved into creative home designs. Then, comes the familiar tasks of scheduling, finishing and selling—all skills that McHam has practiced and perfected again and again.

Just as he did when he sold some of the world's finest shirts, McHam has identified his niche in the

marketplace, carefully selected the sites where his product will be sold, and adhered to a quality standard that sets his product apart while striving to deliver it at a competitive price point. In the homebuilding world, that translates to serving customers looking for a unique yet traditional home, building in well planned communities with architectural control specifications (such as Land Plan's Tranquility Farms where he has built his latest homes), and striving to keep his selling price on homes sized at an average of 5,000 feet close to the \$1 million mark. McHam has also taken continuing education to earn his Graduate Master Builder (GMB) and Certified Green Professional (CGP) designations from the National Association of Home Builders.

Early lessons observed in McHam's career had an influence on his next 30 years. Now, in making the full circle back to real estate, his experience is rich and his understanding is deep for those things that define “understated,” “classic,” “traditional” and “made with care and quality.”



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