



2019 PARADE OF HOMES BUILDER SPOTLIGHT



J. H O W E L L
CUSTOM HOME BUILDER

JUSTIN HOWELL
970-712-1721
www.jhowellbuilder.com



A little bit about yourself...

My name is Justin Howell and I am the proud owner of J. Howell Custom Homebuilder. This business is a dream come true for me - building is what I am passionate about! My wife Liz, of ten years, and I have two small children - Miles (4) and Cassidy (2). We have established deep roots in this community and are thankful to live in the Grand Valley and have the opportunity to make a living doing what we love.

When I'm not working, I enjoy time with my family and friends and try to get out into the great outdoors as much as possible. I especially enjoy high-country mule deer hunting and a good elk hunt. I also enjoy mountain biking, camping, rafting and fly fishing.

How did you get started in the industry?

I grew up on the job site and have always known that I wanted to build homes. My parents owned Howell's Hardwood Flooring and I was on the jobsite with my dad for as long as I can remember. I had the opportunity at a young age to work in homes built by some of the best builders in the Valley. Those experiences sparked my passion and fueled my fire to become a custom homebuilder.

In college, I pursued a degree in Computer Aided Drafting and went on to get my degree in Construction Technology. During that time, I worked for a custom cabinet company and then a construction company that specialized

in remodeling and commercial work. After college, I returned to Grand Junction, and worked as a project manager for one of the premier builders in the valley. These formative experiences taught me a lot about specific trades involved in the build process.

In 2018, I launched my own company full time and I am excited to debut my first Parade Home in this year's HBA Parade of Homes.

How, if at all has the industry changed since you got started?

Design trends have changed and continue to change since I got started. Hopefully that continues and we are able to stay at the forefront of trends. I've noticed the most change in the opportunity a buyer has to personalize their home. There is a seemingly unlimited number of technological gadgets, material options, and décor that can be included in a home. Buyers have access to all of this and can tailor a house around their specific preferences and needs. Although the amount of options can be overwhelming, I'm grateful that so many customizable options exist! We can narrow down those choices and design a home specifically for their lifestyle and taste. Never before has a buyer had a better opportunity to love where they live!

What kind of service do you offer?

J. Howell-Custom Homebuilder is a design/build company, and we pride ourselves in

our ability to build whatever the customer can dream. I believe people should love where they live and I fully embrace the opportunity to build homes for people so they will love to live in them. I love what I do and am excited to share the build process with others and help them create the home of their dreams.

Core values: Communication, Integrity, Excellence.

Additionally, I believe in strong relationships and personal attention throughout all phases of the build process. I am intentional about having a small team with a manageable workload in order to preserve the builder/client relationship and guarantee excellent customer service to the very end of the project.

My goal is to be intentional about creating and developing home design and building plans so that everything important is included within the design and scope of work and that the overall cost is within the customers budget.

Steps in the design/build process:

1. Pre-Construction & Design Phase
2. Transparent Budgeting
3. Building Phase
4. Warranty

Unique projects that you have done... anything that tells us more about your business?

This year's Parade house is the most unique project for me to-date. I've recently formed a design/build relationship with Fixture Studio and incorporating Amy and Steve Lentz in my process has changed my perspective of what is possible within the design realm. I find this project to be unique because it is rather simple in its design, but has a sophisticated upscale feel. By removing the clutter and with an intentional approach to its design, the house is light, airy, and inviting. I'm really looking forward to the debut of this home and I truly believe this is the next step in modern design within the Grand Valley.

Follow us on Instagram and Facebook to keep up with what we're doing!

Instagram: @jhowell_builder
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Looking for a builder? Call the HBA of Northwestern Colorado at (970) 245-0253 or visit www.hbanwco.com