

BUILDING

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MAGAZINE

*Danny & Kelly Moss*



**D.R. Moss Quality Custom Homes—  
The Alliance Area's Hometown Homebuilder**

With its combination of rattlesnake stone and brick detail, this elevation showcases the artistry of D.R. Moss' brick mason. The three-car garage on the left side is attached to the main house with a porte-cochere. Upstairs over the garage, unfinished future space connects to the upstairs of the main home. Fanned-out masonry walls at the entryway create a warm and inviting curb appeal.



# Unequaled Standards in Ungoverned Areas Answer to Knowledgeable Buyers

By Beverly Smirnis

Danny Moss, for one, would challenge all the national reports heard lately that predict a burst in the housing bubble, which has played a major role in the overall economy for so many recent years. At least in his corner of Northwest Tarrant County, there is anything but a slowdown in activity.

*"After attending a recent Residential Strategies' forecast review, I took their suggestion and started taking note of all the out of state plates and at the number of new Texas license plates I saw on a daily basis," said Danny. "Around the Alliance Airport and Business Corridor area, it really is astounding."*

He recalled when his friends in the Mid-Cities often joked with him about being the only builder out in the rural areas of Northwest Tarrant County. Danny has always lived not

far from where he was born and raised in Haslet. He started building homes in his hometown area as a side interest to his career as Chief Building Inspector for the City of Bedford, which he retired from after 25 years of service. It all started with an \$8,500 investment on a half-acre lot, where he built a home for his family. He later sold it and built another, and so on. While the stakes have gotten much higher today, the area still remains one of the most affordable custom home markets in the Metroplex.

Since 1983, word of mouth has kept the business of D.R. Moss Quality Custom Homes on a steady pattern of growth. Danny's experience and knowledge as a Certified Professional Code Administrator brought a new standard of quality to the



ungoverned rural area, where homebuyers must depend upon their builder, not only for quality construction of their homes but also for construction of the home's private water, sewer and gas systems. In fact, Danny's expertise was so proficient that he was appointed to serve a term as president of the State Building Official Association and was also named by Governor George W. Bush to serve on the Texas Natural Resource Conservation Commission's State of Texas On-Site Waste Water Research Council that is charged with regulation of private septic systems.

Locally, Danny is credited with helping create the Building Professional's Institute in 1992, a continuing education program offered through the University of Texas in Arlington's Construction Research Center. Over 1,000 building inspectors, homebuilders, architects and engineers attend this annual training program to update their knowledge on code changes and building science. He has served a long tenure on the board of UTA's Construction Research Center as well as on the board of directors for the Greater Fort Worth Builders Association.

Danny's immense experience and knowledge in the science of building has been particularly appealing to the steady stream of homebuyers moving to the area since expansion began years ago nearby at Alliance Airport. Relocation activity has made a goldmine of Danny's primary focus area in Haslet—bringing competition and growth to the area.

**Outdoor entertainment value makes backyards just as welcoming as front yards. Pools and built-in grills have become a standard in many of the homes.**





This dining room features distressed hardwood floors, wainscoting, heavy trim and an iron chandelier complemented by the iron design and mural in the unique niche area, which capitalized on available space to create a useful serving area.

The vaulted ceiling with indirect lighting accents the octagonal shape of this family room, featuring a rattlesnake stone fireplace surround and built-in entertainment center.

A combination of hometown knowledge, foresight and financial discipline allowed Danny to buy up land, which is still quite inexpensive compared to other Metroplex cities that are "far enough away, but still close enough by for convenience." By adding a development arm to his business, Danny resolved another concern that buyers have when moving to the country—what might be next door.

*"Homebuyers and builders notice immediately that our neighborhoods stand out. That's because of our development planning efforts and deed restrictions, including covenants for larger lots with a 50-foot minimum building line. This provides front yards that are almost three times the typical size, preserving the rural country feel," said Danny. "Masonry and roof pitch requirements assure that the neighborhood has a consistent look and that property values are protected."*

While D.R. Moss Quality Custom Homes previously built out all the lots in its own neighborhoods, other builders have been asked by invitation to participate in lot draws at the latest new development of Willow Springs Ranch. There, the company retained 47 lots and another 50 were pre-sold in one day to seven other hand-selected builders.

Danny now boasts more than 20 years of experience as a builder and developer. Through the years, he has witnessed homes become larger and more complex, buyers become more sophisticated and knowledgeable, and the face of Northwest Tarrant County change significantly and yet still retains its country lifestyle and affordability.

*"The explosion of corporate relocation has brought in out-of-state buyers who find country living near their work centers in the Alliance corridor 'like heaven' compared to the crowded and expensive areas they typically move from. With new neighborhoods popping up and an influx of affluent buyers moving in, the Metroplex has also come to knock on the door. We're seeing a lot of people moving west from Keller, Southlake and Colleyville to escape suburbia," Danny explained.*

Of his current inventory under construction, one home is being built for a move-up buyer from the Metroplex and seven others are for buyers from different states. He described the average buyers as middle-aged professionals who have reached the highest income level in their careers. Typically, they are building their second or third custom home. He has built for corporate professionals of American Airlines, Motorola, Burlington Northern, Nokia, FedEx, Fidelity and Bell Helicopter. Recently, Alliance has also become a hub for government activity, spurring another influx of relocation activity. The D.R. Moss team has recently completed homes for joint strike fighter engineers from Lockheed Martin.

Danny is certainly not the only builder in the area anymore, but like his developments, the quality and efficiency of his homes also stands out. He explained how one buyer that was interviewing several builders went to the effort to research Tarrant Appraisal District statistics and the utility companies' websites to compare house size and the average cost of utilities on the recent homes built by each builder.

**Rich "lapidus" granite is a highlight in this kitchen, which also includes stainless steel appliances, custom oak cabinets with appliance garages and a pot filler faucet over the stove.**



*"After quite a sophisticated research effort, this customer told me that he decided to build his home with us after the numbers showed that our homes are truly more energy efficient and cost approximately 15 percent less in utility bills than the other homes they compared ours with," said Danny.*

*"This is just one example of the educated buyers we serve," he added. "But I can assure that their standards and expectations won't surpass my own. I'm the foremost critic on our projects to make sure that our quality standards and customer expectations are exceeded."*

He described a number of small cost items that are responsible for superior energy efficiency, including a 3/8-inch foam rubber Seal-Sill plate that creates a positive seal around the base of the exterior walls.

*"Energy research shows that 40 percent of infiltration happens around the sill plate of the house. The simple effort of using this inexpensive measure reduces that loss from 40 percent to virtually zero percent," said Danny.*

Attaining quality throughout requires the effort of a dependable team, Danny insists. He believes he has built the very best team of professional subcontractors through mutual loyalty and consistently high expectations. Many of the subcontractors that work with Danny have been with

him now for most of his 23 years in the business. Danny has also built personal homes for several of these team members, as they have first-hand knowledge of the detail, quality and value of D.R. Moss Quality Custom Homes.

The business is also a family affair. Danny and his family have always lived amongst their own homeowners, sharing with them the quality of life that they bring to the table. Danny's wife Kelly adds yet another element of insight in her role of helping customers make and coordinate their selections. Their oldest daughter, Brandi Allison, is now a Realtor and has chosen to focus on selling in Haslet, where she has first-hand knowledge about the excellent school system and other attributes of the area as well as familiarity with just about every property in town.

*"We love what we do, and it's rewarding to build homes for buyers that are moving here to the Texas countryside, where they are thrilled at what their money can buy," said Kelly. "Many of them tell us when they move in that this is the home they've always wanted and the one they intend to live in for the rest of their lives."*

Danny smiled and added, *"Our referral process is pretty simple. I just tell people to drive around on a weekend and stop and talk to anyone they see in the front yard to ask them if they did build another house if they would let Danny build it. Our large base of area referrals has been our best advertising throughout our company history."*

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The breakfast nook overlooks a wine room that is also conveniently located to serve the outdoor patio. Its custom-made iron door provides a beautiful focal point.



A barrel ceiling, see-through fireplace, oversized jetted tub lit with fiber optics, iron light fixtures, Venetian bronze plumbing hardware, wall murals, glass shower and travertine-look tile represent all the latest in master bath/spa styling. Roll-styled "appliance garages," located next to the vanity knee space area, provide out-of-view storage for hairdryers and such when not in use. The TV above is designed for convenient viewing while the homeowners get ready in the morning or while relaxing in the tub.