



COMMERCIAL BUILDER BOLSTERS HIS BUSINESS WITH CALDWELL

Jason Keeton had landed a nice parcel of land. And as president of Keeton Construction Services, one of Houston's more prominent commercial construction companies, he knew it had greater potential than what some people he met with would have him believe.

"I talked to all the big real estate firms," Jason remembers. "They either lacked real vision or just had their own agendas and ulterior motives."

That's when a cold call changed everything.

"Clay Roper with Caldwell called me up out of the blue. He's an Aggie, I'm an Aggie so we got to talking," says Jason. "Clay had a different approach. He wasn't just about price. He brought really good ideas on how to maximize my land and develop it right."

The Caldwell Land Team got right to work helping Jason every step of the way. "Caldwell did a lot more than I expected them to do. Site planning...going to MUD meetings... they brought high-quality users to my tracts, helped me sell, and even located more land for me to buy."

It's that kind of dedication to clients that sets Caldwell apart. Maybe that's why Jason now has ten deals with Caldwell under his belt with two more in the works.

"I made an excellent decision when I chose to go with Caldwell," says Jason. "I know all about construction. Caldwell knows development. That's why they fit perfectly for me. I consider them my partner."

If you have land to sell, are looking for land to buy, or have tracts you're looking to develop to their maximum potential, call on the company that moves more land than anyone else.

Take it from Jason, "Caldwell just knows how to get things done."