Colorado Springs based View Homes, owners of Desert View, Horizon View, and Aspen View homes, acquires San Antonio and Laredo based builder, Armadillo Homes.

View Homes, the nation’s 52nd largest home building company, acquires Armadillo Homes, ranked number 88 in the Country. This acquisition will likely move the View Homes family of builders closer to being one of the top 30 of the nation’s home building companies.

This acquisition organically expands the View Homes San Antonio presence further into the New Braunfels and San Antonio markets while opening them up to a solid position in the Laredo market. Both View and Armadillo Homes have been a presence in the Texas home building industry for more than 30 years, so we believe this new venture will lead to the ability to help even more families achieve the dream of affordable home ownership.

For more information, please contact Corporate Director of Business Development, Jeanne Conger at 210.274.4408 or email jconger@desertviewhomes.com.

The following is an article that was submitted to Builder Magazine, a nationally syndicated magazine for the home building industry.

Relationships that Build – A Tale of Two Companies

Home building companies, especially those that are privately owned, are not generally known to share their business model, or building insights, with other builders. A few decades ago, two fearless private home building companies decided that this should change. This unlikely friendship/kinship formed when Randy O'Leary, CEO, and owner of View Homes (Desert View, Horizon View, and Aspen View) saw an article in Builder magazine that highlighted a private San Antonio production builder, Armadillo Homes. The owner of Armadillo Homes, Beto Gutierrez, talked about changing the industry and focusing on serving an underserved market by building affordable housing. Beto also believed that using wall panels and trusses could make homes more affordable. Randy's interest was piqued, as his company vision was much the same, so he contacted Beto to arrange a meeting.

The two visionaries met, toured Beto's product and lumber yard and discussed how Beto had developed a competitive product. This was the beginning of a friendship and collaboration that would last for decades. About 5 years after their first meeting, Beto decided to expand his
market and contacted Randy in El Paso to see how View Homes had become the largest builder in the market.

The two met again and stayed in touch throughout the years. In the early 2000s, Randy had an employee in El Paso whose spouse was being relocated to San Antonio so he reached out to Beto who subsequently hired the employee. More years go by, and in 2017, View Homes expanded to the San Antonio market under the Horizon View Homes name. Around that same time, Beto was thinking about retiring but was not sure about letting go of his 40+ years as Armadillo Homes.

Armadillo Homes has a presence in the New Braunfels, San Antonio, and Laredo markets so Beto's legacy reached far and wide. As discussions began, Beto believed it was no accident that these two visionaries had stayed in touch. Having someone you know, and trust take the reins of your life's work would still not be easy, but, knowing that Randy O'Leary would continue the vision of helping families really would make this an ideal situation. For Randy O'Leary, having an "organic" expansion in an existing market was ideal and purchasing a legacy privately owned company with similar beliefs and vision made this relationship the perfect place to build and help more families achieve their dream of homeownership.

I asked Randy why he has been so open to learning from others, and, in turn, helping others to learn from him, he had a simple explanation. Randy believes that our industry has been frozen for many years and that we must take steps to be innovative and learn from other industries, other people and outside processes. This means being open to growth and change. Not accepting that the way we have always done business is the best way to continue successfully. He also mentioned that in almost every single market, used homes are home builder's number one competitor. He said, "can you imagine how the industry could adapt, grow and change if we joined forces and collaborated"?

I agree with Randy and can't wait to watch the relationships he builds.