



# 'By the Book'

BUILT ON THE ROCK INDUSTRIES USES FAITH TO GUIDE ITS DEDICATION TO QUALITY. BY STACI DAVIDSON

Exclusive Features | BUILT ON THE ROCK INDUSTRIES



» Built On The Rock works out of the Austin area, but will go to other Texas cities if required.

The longer people work in a job or industry, the more they get set in their ways. This can be bad, in an old-dog-new-tricks sort of way, but if a person values quality work, that only strengthens as he or she grows in the industry. With quality as a value, a strong reputation builds, and a person will settle for nothing less than the highest standards.

This is the case of J. Raunel Tejada, founder and owner of Built On The Rock Industries in Round Rock, Texas. Tejada spent most of his early career in construction, working with a general contractor for several years. Eventually he started working with a drywall contractor, but after a year, he got a call from another contractor who was offering more money. Tejada took the offer, but his quality values didn't jibe with that operation.

"Things went sideways with him because they weren't offering quality work," he says. "I started looking for other offers."

Tejada also wanted to look elsewhere because of his conversion to Christianity, which occurred in April 2004. One night he was reading the bible and found a verse

in Deuteronomy that said, "You will not borrow money, but you will loan to the nations." He was having financial problems and those were not improving at a job that didn't focus on quality work, so Tejada decided it was time to go out on his own.

After more prayer, he says he was guided to name his company "Built On The Rock." "I have about 60 employees now and it's all a product of my faith," Tejada says. "I use that way of life to meet our clients' needs. My faith guides me to provide better service, honesty, integrity and a high quality of work. I go by the book with everything - His book."

### Repeat Customers

Built On The Rock primarily works out of the Austin, Texas, area, but will go to San Antonio, Houston or Dallas if required by

### *Built on the Rock Industries*

*www.builtontherockindustries.com*

- *Headquarters: Round Rock, Texas*
- *Employees: 60+*
- *Specialty: Drywall, metal framing and interior finish-outs*

*"My faith guides me to provide better service, honesty, integrity and a high quality of work."*

*- J. Raunel Tejada, founder and owner*

the project. As a subcontractor, the company provides drywall, metal framing, insulation, acoustic ceilings, drywall ceilings, exterior framing, interior demolitions, office finish-outs, door and frame installation, and window installation. Built On The Rock is dedicated to working with its clients from pre-construction through to completion, and focuses on being the partner that helps projects go smoothly.

"We do some school work, churches, offices buildings, retail hospitals – everything except for residential," Tejada says.

The company's recent projects include two five-story buildings that required interior finish-out work, as well as a large IT facility for General Motors in Austin. Tejada notes that most of its clients are repeat customers.

"We work with a lot of general contractors repeatedly," he says. "Mainly it's because of the quality of work we offer. We are always on schedule and our guys are well trained in what they do."

Tejada explains Built On The Rock always strives to find skilled workers, but training also is important because he wants every worker to meet the company's high standards for quality. The company also hires

apprentices and trains them to the level they want to rise.

All of this helps ensure a consistent level of quality. "Hiring them was one of the best decisions I've ever made," one customer said about Built On The Rock. "They had some really creative ideas for our local refurbishment and gave our requirements careful consideration, but took the design much further than we ever thought possible."

The company is dedicated to exceeding customers' expectations. "We are so happy to be in touch and in business with Built On The Rock," another client said. "Their solutions are really an answer for every need we have about construction. Their experience makes us feel secure and motivated to continue working with them."

#### Working as One

Tejada explains Built On The Rock always has plans to grow, but he does not want to rush anything. "We would like to open offices in San Antonio, Dallas and Houston, but not until that is provided to us," he says.

He believes growth for the company will come, as long as it maintains a focus on quality. "Some contractors we compete with,

they are very good, too – we just want to keep doing our thing," he says. "When we are awarded a project, we just concentrate on doing our best. It's not about competing with other subcontractors, we just do our thing and do it right."

**'When we are awarded a project, we just concentrate on doing our best.'**

"The guys that work with us, they really make the company," he continues. "The foremen, the people in the office, the workers in the field – they all work together as one. Most of our staff stays with us for the long term, and some of our staff has been with us from the beginning. Those are our core guys and it makes me proud that they stay." ♦



Published by Knighthouse Publishing | Tel: 312.676.1100  
On behalf of Built on the Rock Industries © 2018 Knighthouse Publishing. All rights reserved.