



RUSS JONES

DAVIDSON & JONES

changing real estate environment. “There are always challenges, we prepare ourselves for market slowdowns, and we use those times to innovate and prepare for the next uptick,” Jones says, “I feel that the market in the Triangle is still strong, though it certainly depends upon the area and price point. The key is finding that niche...we need to keep in mind that a great number of folks are still moving to the Triangle and need a place to live. This might slow a bit, but the migration will fuel growth here for years to come. Our job is to deliver what people demand at the quality that we demand.”

Russ Jones’s foray into custom home building appeared as a natural extension of his career in accounting. After graduating from UNC with a master’s degree, he obtained his CPA certification and worked as an auditor for Ernst & Young in Charlotte for a few years before working with the family business, ultimately “managing more and more of the real estate development business.” And though Davidson & Jones started building custom estates in 1918, it is considered part of the “new breed of builders” for two reasons: its DJ Homes division and its work in establishing residential communities with appropriate design guidelines and covenants. Jones says, “We are embracing changes while upholding the quality required by our name.” The mandate for quality is currently displayed in two projects, the Anderson Creek Club outside Fayetteville and an oceanfront resort community named “La Capilla” in Los Cabos, Mexico.

A steady focus on quality control also requires Davidson & Jones to adapt to the constantly

Yet as the construction industry deals with the increased cost of materials, Jones identifies another challenge: “How far do we go today with our Green Construction practices?” Right now we are focused on more energy-efficient designs,” says Jones, “but the pressure is on the industry to begin implementing newer Green building techniques,” many of which have an upfront cost that limits the affordability of the home product. “We are conducting focus groups to identify the best changes to implement. Our success is based on hard work and nonstop attention to industry changes, coupled with the willingness to change,” Jones says. “I really do believe that our focus on quality is unparalleled; that quality focus is readily apparent every time I drive through neighborhoods in Hayes Barton where homes built by my great uncle are still in immaculate shape.”

Jones spends most of his down time with his wife and two young daughters, in addition to traveling as much as possible and enduring the “lifelong struggle that is golf.”