Faust Hotel owners are “investing for the long term and excited at being part of Comfort”

By Bill Terry

For many years the hotel known as the Comfort Common on High Street has welcomed guests to Comfort. After many months of thought and discussion Kevin White and Chris Sokol decided to become the owners of the Common. After taking ownership this summer they changed the name to Hotel Faust to return it to the original Ingenhuett Faust name.

Living and having their own careers in Houston, the two had been visiting Comfort for many years on week-ends. They had fallen in love with the town on their first visit. “The laid back, friendly and entrepreneurial spirit allows you to get in touch with who you are,” White said in a recent interview with the Comfort News. “This is a contrast to the fast pace and demands in the big city of Houston. Here you’re able to talk to friends and the people passing on the street. Reading the plaque about the Freedom Thinkers at the corner of High Street and Eighth drew me here. Their belief in education and self-development still resides here today.”

White adds, “in 2009 we had bought a house in the area. Soon after getting settled we learned that the Comfort Common was on the market for sale, but we really weren’t interested at that time. We had begun to think about what type of business we could have that would benefit Comfort. Over time the hotel kept presenting itself and the possibility of buying it grew. The hotel is totally different and a balance to our working lives.

Sokol adds, “We wanted to give it more of a boutique/bread and breakfast style; sophisticated but also comfortable, while maintaining all of the hotel’s charm. We wanted to bring it back to its original grandeur and give it a new life by updating all of the rooms and the bathrooms for our guests. They have also added four new suites for a total of eight. We’ve tried to recycle and re-purpose everywhere we could, finding new ways of using items such as turning an old door or salvaged floor joints into rustic headboards. Guests have told us how comfortable they feel during their stay.

Sokol continues, “We are very interested in the long history of Comfort. We are having a grad student do a comprehensive history on the hotel for her internship. She has done research at the archive at the Comfort Heritage Foundation. One bit of history we discovered is that the stage coach once stopped at the hotel on its way to San Antonio. It would take a day to make that trip from Fredericksburg. Guests would then enjoy the hotel and Comfort for two-days.

Another is that during the 1880’s a traveling minister gave the first sermon in Comfort at the Ingenhuett Opera House. Before leaving to come to Comfort and give that sermon some of his fellow ministers prayed for his safety in the heathen town of Comfort.

“In the near future we will be looking at options for creating a retail shop in the downstairs area of the hotel and an event center for meetings, special events and weddings in back using the carriage house. “We want Comfort to know that we are investing for the long term and excited at being a part of Comfort. We feel there is a lot of potential for growth here for but that what we offer will still be unique to Comfort.”

Kevin White and Chris Sokol are the new owners of The Faust Hotel, which was until recently known as Comfort Commons. They have worked to give the hotel a “boutique/bread and breakfast style; sophisticated but comfortable.” See photo on page 2. (Photo by Bill Terry)