

# Riding The Custom Building Wave

Rowland Luxury Homes

BY BARBARA BALLETO, MANAGING EDITOR

With Phoenix being the second fastest growing city in the nation and more and more people flooding the home market, many prospective homeowners find there's a distinct lack of available homes out there. One popular alternative is having a custom home built. New home buyers are looking for ever-bigger homes and increasing amounts of space inside, especially large kitchens that flow seamlessly into adjacent family rooms. In a recent survey conducted by the National Association of Home Builders, nearly 40 percent of the respondents said they wanted a minimum of four bedrooms; 25 percent desired a three-car garage. Interiors of a high-end home are just as important: exquisite cabinetry, custom millwork, personalized light fixtures, built-in wine cellars and even elevators are high on the list of desirable accoutrements. For many this will be their dream home, the home in which they will retire to enjoy the Arizona sunshine, and finding just the right builder to make that dream home come true is all-important.

You wouldn't naturally make a connection between impressive churches and custom luxury homes, but that progression was a natural one for Rowland Companies. The family-owned business started in 1984 with a commercial building venture specializing in the construction of religious campuses (their portfolio includes over 30 amazing churches

in metropolitan Phoenix), medical facilities and other commercial projects throughout the West and Central United States. Rapidly developing a reputation for particularly innovative site planning, construction and design, owner Bill Rowland decided to expand his horizons and began building custom residences in 1994. Rowland Luxury Homes became known for its excellence in developing hillside sites, preserving the native landscape and adhering to strict desert preservation guidelines.

Nearly 2,000 miles away in Chicago, Guy Loisi was building his own sterling reputation as the managing principal of a homebuilding firm. "I had a very specific concept of how I thought things should be done," he says. "My philosophy was get things done, done right, on time, on budget—and keep at it until it was done. Today my work ethics continue to reflect that philosophy." In 2001, just when Loisi, his wife and three children decided they had had enough of cold weather and were looking to warmer climates, Bill Rowland was looking for a partner, someone reliable enough to independently handle the company's growing residential business. The two came together in a match of perfection: Midwest work ethic meets Southwestern innovation. Both were equally committed to excellence and quality, which has proven itself time and again: for three of the last five years, Rowland has been chosen as the top

custom home builder in the Phoenix area by *AzBusiness* magazine's "Ranking Arizona," and *Professional Builder* magazine and the National Association of Home Builders selected a Rowland home in Scottsdale's Desert Mountain as the gold medal winner Best in American Living Awards.

Most recently, Crown Realty and Development Corporation awarded Rowland the construction of the Montelucia Resort and Spa's residential villas. Formerly the La Posada Resort, located in Paradise Valley on a 28-acre site, Montelucia will cater to distinctive clientele seeking resort-style living. Rowland will be building 34 custom-luxury, single-family villas, ranging in size from 3,800 square feet to 4,700 square feet. "We are looking forward to working with Crown," says Loisi. "In this collaboration we are on the forefront of innovation; in a sense we will redefine luxury living." This big project will be all in a day's work to Loisi, who has successfully

managed the construction of more than 30 projects, from custom residential luxury homes and office buildings to resort villas and condominiums. As managing principal, Loisi directs all aspects of the residential construction business for Rowland Companies, working hands-on with key staff to ensure client relations and project management run smoothly.

For Loisi, moving here was like a dream come true. "People were so nice and welcoming, we thought we had struck gold," he says. "Being a very family-oriented individual, I wanted to be sure that we lived in a town that shared that sense of community." The family chose Fountain Hills. "It is exactly what we were looking for," remarks Loisi. "In some ways it reminds me of a cross between Mayberry and a Norman Rockwell picture—definitely a great place to live and raise children." Loisi is proud to be part of a company that helps other families make their dreams come true, too. ■

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