

ROWLAND LUXURY HOMES



ACTIONS AND WORDS

by Jennifer Kirkland

FROM THE BEGINNING, ROWLAND Luxury Homes staff have been listening to what their customers say. When Bill Rowland first started his work in commercial building, he quickly began to attract attention from industry leaders across the country who asked him to build their homes as well. In answer to their call, he established Rowland Luxury Homes under the umbrella of Rowland Companies.

Above: Dramatic patio with hand-carved columns

Guy Loisi, Managing Principal of Rowland Luxury Homes, came

up through the trade as a finish carpenter, doing a lot of hands-on residential work early in his career. Tuning in to what customers wanted most of all—high quality—Guy never moved away from the core of good building. Since he assumed the position of chief leadership, he has led the company to great success, represented by a doubling of business over the last year and projected earnings of \$30 million for 2007.

What keeps Rowland at the top

of the market more than any other factor, Guy says, is the open stream of communication they nurture with all their clients. He explains that business relationships, just like any others, need great communication to thrive. “We are very focused on building strong relationships with our clients,” he says. “We have to have a close connection to them to understand what they like and don’t like.”

The upfront investment of time in immediate problem resolution makes everything easier, for the client and the company, in the long run. “If there’s a failure in communication between the home owner and builder,” says Guy, “that’s when all the major problems start. They start small and they become bigger and bigger as time goes on. We try to stay at the forefront of the team and be very in tune with what’s going on so we can avoid problems rather than put

fires out later.”

The Rowland team is available to clients around the clock. Every week, they send out project updates via e-mail, including pictures showing progress. “These updates remove any out-of-town anxiety and let the clients see exactly how the work is coming along,” Guy says.

A unique niche company, Rowland Luxury Homes builds four to six high-end custom homes each year, design-builds, and works on developer projects, such as the Paradise Valley Montelucia Resort and Spa, which features luxury hotel rooms, 34 resort villas, and a 28,000-square-foot, world-class spa.

Much of Rowland’s success in creating communities, Guy says, comes from their diversity of expertise. “We have the ability to put the roads in, build

Below: (left to right) Outdoor kitchen complete with 4000 lb pizza oven and “Casa Far Niente” in Fountain Hills, Arizona

TOP THREE STRATEGIES

1. Communication: The company is available to clients anytime, day or night. Quick communication of concerns saves time and money and builds a strong sense of trust in the client.
2. Diversification: The luxury home branch takes on commercial work that’s too small for the larger parent company. They are also hired to complete framing and carpentry work for other companies—even direct competitors—because of their reputation for quality and speed.
3. Marketing: Guy credits Marketing Director Chas Sinquefield with doing a tremendous job of keeping the company name in the marketplace and making Rowland’s work widely visible.

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the gatehouse, and put up the sticks and bricks, all in one package,” he says, “so the developer doesn’t have to go beyond us for anything.” While growth has been anything but conservative, Guy says they are conservative in their business approach. With the level of demand from their main areas of expertise, there’s no need for them to take big risks in new territory.

Guy says what gives him the most satisfaction in his work is the thrill of accomplishment, and the knowledge that the home owner is excited and happy about the home.

“It’s a great feeling to walk into a room and have your clients want to introduce you as their builder,” he says.



ROWLAND LUXURY
HOMES AT A GLANCE

LOCATION:
Scottsdale, AZ

AREA OF SPECIALTY:
custom homes

ANNUAL SALES:
\$16 million

SALES GROWTH IN
LAST YEAR: 50%

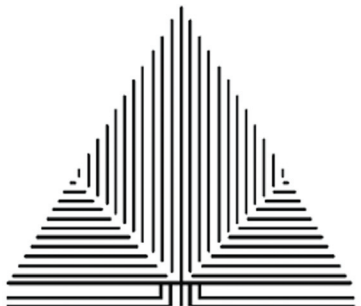
EMPLOYEES: 107

EMPLOYEE GROWTH IN
LAST YEAR: 25%

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His ultimate vision is “to grow the company to a stable point at which it’s profitable and at which it allows employee participation of ownership.” In addition to branching out further into urban condominium building, Guy says green building is in the company’s future. They’re in the process of attaining LEED certification, and some of their staff are already LEED certified for certain aspects of their work. “We certainly see green as the wave of the future, and we’re taking action to make sure we’re moving toward that,” says Guy. As they progress, they will stick to their blueprint of success, framed by quality and communication. ABQ

Above: Duomo entryway with ornately designed handpainted italian tiles



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