

ROWLAND LUXURY HOMES



MONTELUCIA: BUILDING PARADISE IN THE REAL WORLD

by **Betty Gottman**

MUCH LUSCIOUS PROSE HAS BEEN written about Montelucia, the exquisite 28-acre Paradise Valley, Arizona resort community scheduled to open in 2008. Robert Flaxman's Crown Realty and Development carefully designed the elite setting to stir and satisfy the senses. Sensitive to the color palette and scale of Camelback and Mummy mountains, inspired by the architecture of sundrenched southern Spain, Crown envisioned an unprecedented luxury spa village. The site features the sumptuous Intercontinental Hotel, a

30,000-square-foot spa, restaurants, jewelry and clothing boutiques, and 34 detached, single-family luxury villas ranging in size from 3,800 to 4,700 square feet.

But how does Crown Realty manage the unique demands of constructing a cutting-edge mixed-use development such as this? Immediately after project approval, they wisely hired Rick Carpinelli, Senior VP, to manage construction. As he ratcheted up, Rick maintained the big picture. While



navigating countless construction issues, he immediately tackled the job of establishing world class service for potential villa residents.

“The nature of the Montelucia Villas being part of a resort and spa is it’s a lifestyle that we wanted to create here—the lifestyle of service and luxury,” says Rick. “So you’re essentially living in a hotel suite, and you have room service available, concierge, car service, restaurants, short strollway, a business center, ballroom space, a spa, a salon to get your hair done and a manicure and pedicure, a café for your coffee and fresh pastry in the morning with your newspaper, and two different wonderful lounges in the evening. It has all of the amenities of a five star hotel.”

Since Montelucia buyers are typically world travelers, they can call the concierge to get a car to the airport or have someone watch their pets while they’re gone. When they get home, they can have a private chef already cooking in the house. Buyers become lifetime members of the Royal Ambassador Program, Intercontinental Hotel’s highest level VIP service available for guests, which offers a host of automatic upgrades in 3,800 hotels in 100 coun-

tries and car service from any airport in the world.

Understanding his potential buyer, Rick Carpinelli created an extravagant sales and service program tailored to their standards, stocking a one-stop studio with a broad range of high grade choices for his buyers. “When people initially buy their home, they come in for about two full days. We serve them breakfast, lunch, and then dinner at the end of the day, wine throughout; we really make it as enjoyable as possible. It’s analogous to a kid in a candy store; they’re going through picking out everything they want.”

Construction presented an astonishing number of factors to coordinate. “The biggest challenge is that it’s a mixed-use project and it basically encompasses every type of construction possible out there. We’re building residential homes, which is a very unique business in and of itself. Then there’s a hospitality project,” Rick explains. “It has guest rooms, a spa which has very high level finishes to it; it has restaurants and all the cooking facilities, and we have retail space. The only thing we don’t have is an airport.”

One difficulty was organizing the various types of trades to do the work, owing to the large discrepancies between the commercial and residential trade bases and their timelines.

“Trying to open this project up in a fashion that is suitable to everyone and meets everyone’s schedule—it’s really a challenge,” says Rick. “The unique nature of our project from a construction standpoint is that we have 34 single-family homes that in one sense need to be built in a production style with speed and efficiency, and on another hand need to all be quality finishes, choices, options of a custom home. So melding those two and finding a contractor that is able to cross over that bridge is quite a challenge. Because the project is so unique, it’s not something anyone’s ever done before. We’re not a general contractor ourselves, so we’re bringing on a third party general contractor like Rowland Luxury Homes to do the work.”

Crown determined that Rowland had the custom and production capacity to take on 34 single-family homes in a year as well as the 293 guest rooms including two 3,000 square foot suites, one with a private pool, the other a private terrace.

Contemporary. Traditional.
And everything in between.



 **Hinkley's**

LIGHTING FACTORY


FIND YOUR STYLE

Lighting up home design for over 94 years.

Browse hundreds of exquisite showroom selections
or custom design to your precise taste.

Scottsdale: 15023 N. 73rd St. Suite 101 | 480.948.8799

Phoenix: 4620 N. Central Avenue | 602.279.6267

Courtesy to the Trade | hinkleyslighting.com |  Industry Partner

Guy Loisi, Managing Partner of Rowland Luxury Homes, says, “We were not the first contractor on the project. Because of the complexity of this project they had some contractors fall out in the early stages. We are unique in the sense that we understand the dynamics of each facet of construction. We construct high-end luxury homes ranging from \$2 million to \$8 million. We also construct developer products, which is how I would categorize Montelucia, where we are being hired by a developer as the contractor. We take a huge portion of the risk and schedule issues away from the developer and basically bear that burden. Our parent company is a large national commercial company, so

we’re not looking at any project just as a home builder; we’re looking at it as a construction company.”

The intricacies of the project were the most demanding aspect of the work for Rowland. “We’ve done large developer projects in the past,” says Guy. “What distinguishes this project the most is that it is truly and ultimately tied to the resort. It’s definitely not your typical site. It’s one of the most interesting and unique projects we’ve ever had the opportunity to work on.”

While a host of construction jobs proceeded, Rowland grappled daily with the logistics of an accelerated schedule in a challenging setting. “It’s

a tight site, so we’ve literally had to monitor and police traffic on the site on a daily basis,” says Guy. He attributes Rowland’s success to their ability to achieve great synergy with the other contractors on the job and with the positive, open relationship he’s been able to craft with Rick.

“We’re going to do whatever it takes to make them happy and keep them happy, and ultimately the first way we do that is to maintain our budgets, our schedules, our quality, and the obvious, to make sure we have a safe workplace,” says Guy. “We understand their needs, their budgets, and we know they don’t start making money until we’re done.” ^{ABQ}

