



ROWLAND
LUXURY HOMES



"Casa Far Niente" in FireRock, Fountain Hills, Arizona

A Matter of Excellence

by Effie-Alean Gross

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Drive up to the palatial Potenza residence, and it's easy to imagine their custom-built Tuscan villa to be nestled in an Italian countryside. However, with Eagle Mountain in the distance and downtown Phoenix city lights below, their panoramic view affirms the location — beautiful Fountain Hills, Arizona.

Of Italian descent, and frequent visitors to Italy, Joe and Karen Potenza planned their authentic 10,000 square-foot-under-roof villa with the help of architect Bill Schroeder; interior designer Anita Lang Mueller, and managing partner Guy Loisi of Rowland Luxury Homes.

Old World Craftsmanship—Exterior

This timeless villa resembles a 13th century fort with its round turret, square towers, and retaining walls. From the multi-level terrace built on “the lie of the hill” to the stone fountain of four tiers and carved lions, and from the wrought iron balconies to the red clay tile roof configurations, visitors immediately experience a piece of history.

Stroll around the exterior of the home and discover Old World charm in every detail: interesting stucco application, arched windows, gold leaf European shutters, sky lights, double French and ten-foot-tall doors, rotunda entry, and a courtyard with al fresco dining. Hand-hewn (on site) timber beams are juxtaposed against hand-carved columns made of hand-carved cantera stone and a jade marble floor . . . “una bella vision” . . . a beautiful vision!”

An entry door of custom-designed wrought iron is both gargantuan and impressive. The doorposts and mantle are of carved stone. A domed foyer introduces the Potenza's tastes — formal, yet casual and elegant.

Old World Feel—Interior

Every room is unique. The study showcases many trades and crafts from ceiling beams with leather inserts and clavos to leather wainscoting and custom book shelves. Similar to C.S. Lewis' wardrobe in Narnia, a hidden room is disguised. At the secret entrance, a door from the bookcase leads to a lavish gentleman's bathroom.

Custom details create a special ambiance in the dining room. Walls are finished with Venetian plaster and mosaic glass tiles are inserted between the boxing and crown molding in the ceiling. Many handcrafted products are combined in the kitchen, including specially designed and hand-carved wood cabinetry of furniture quality with “pea pod” detailing. The range hood is of hand-carved cantera stone. The hand-painted tile is imported from Italy.

Outdoor Living Space

As welcome as any dinner guest, is an unmistakable aroma coming from the outdoor kitchen. Five freshly baked pizzas come from a 4,000-pound wood-burning pizza oven in just three minutes. To facilitate other conveniences, a home integration package controls electrical and electronic systems, as in a “Smart House.”

The outdoor dining area is surrounded by real stone application on block walls, a round window with iron crossbar, a bay of windows that slide open, and an exquisite fireplace adorned by an authentic mantle and facade. Custom seating serves guests around the swimming pool, while lulling them with the serene sound of water flowing from four stone lion head fountains. Creating artistic traditions is consistently “A Matter of Excellence” for Rowland Luxury Homes.

The Process: From Inception to Completion

The entire design-build team - client, architect, builder and interior designer - collaborates from inception to completion. Together, they produce a truly custom, never-been-done-before home.

Mueller even traveled to Italy to gain authenticity for *Casa Far Niente* (meaning, “home without a care”). The Potenza's 10,000- square-foot under roof estate in FireRock is enhanced by Mueller's creativity in adding charm to structural elements.



Pizzas are baked in a 4,000-pound, wood-burning pizza oven. The oven bears the name of the house: Casa Far Niente, meaning "Home without a care."



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"We are looking forward to working with Crown. In this collaboration we are on the forefront of innovation; in a sense we will redefine luxury living," said Guy Loisi. "Rowland is uniquely capable of executing a large-scale custom project; we are dedicated to building an unsurpassed resort environment."

Potenza Family Testimonial

Excellence is at the core of everything Rowland Luxury Homes endeavors. Clients, Joe and Karen Potenza, attest to quality customer service during all phases of construction on their residence in the FireRock golf community. "The whole team was so responsive and service minded," says Joe Potenza. "They were creative and diligent...I am very impressed with the quality of their work."

Awards and Recognitions

Gold Medal Winner - Best in American Living Award - 2006
Category- Best Detail in a Semi Custom/Custom Home
Professional Builder Magazine and National Association of Homebuilders
"Casa Far Niente" FireRock Country Club - Fountain Hills, Arizona

Best in Production - Pacesetter Award - 2006
Annual Award Co-sponsored by Custom Home Magazine and the
National Association of Home Builders' Custom Builders Committee



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Rowland Luxury Homes staffs its own carpentry crews who hold a reputation for both quality workmanship and dedication. In addition, all of the subcontractors take personal pride in their work. "We at Rowland pride ourselves on quality and our subcontractors are a direct reflection on us," says Loisi.

Clients participate in project details and visit the construction site with Loisi. Involvement can be as much or as little as the client chooses. Custom home building is a team effort, "with the client as the most important team member," says Loisi.

The Dedicated Rowland Team

President and CEO, Bill Rowland began Rowland Companies over 20 years ago. During that time, hundreds of commercial projects have been completed, with campus-style medical buildings and churches as a specialty. Brian Rowland is the CFO, and the day before 9/11, Guy Loisi became the managing principal, heading up the leadership for the custom home division.

When commercial clients began requesting Rowland Companies to build their own private homes, demand necessitated the founding of Rowland Luxury Homes in 1995. Today, the Rowland team continues to work closely with clients, making their dream home become a reality.

Since a majority of Rowland Luxury Homes' clients are relocating from out-of-state, convenient methods of communication have been established.

24-hour customer service is available, offering rapid response time. Loisi, a self-proclaimed "workaholic," spends evenings and weekends assisting clients, even assisting in financing.

"Rowland Luxury Homes wants long-term relationships," says Loisi. "We are not a bottom-line driven company. In the two years it sometimes takes to build a luxury property, our clients become our friends."

The Past, Present, Future for RLH

Even though, Rowland Luxury Homes had its beginning in uncertain economic times, shortly after 9/11, it forged ahead.

"We kept the faith; no one gave up," says Loisi. "We have grown from six or seven employees to around 40, and revenues have quadrupled."

At present, Crown Realty & Development Corporation has awarded the construction of the Montelucia Resort & Spa's residential Villas to Rowland Luxury Homes.

Previously the La Posada Resort, Montelucia is located in Paradise Valley on a 28-acre site. It will cater to distinctive clients seeking resort-style living. Rowland Luxury Homes will build 34 custom, luxury, single-family villas. Each villa ranges in size from 3,800 square feet to 4,700 square feet, and is priced from the low \$2 millions to \$4 million. More than half of the Villas have already been sold.