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Rowland Luxury Homes

Putting More Than Its Notable
Residential Foot Forward



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Rowland Luxury Homes: Putting More Than Its Notable Residential Foot Forward

By Russ J. Stacey

Don't be fooled. Though "luxury homes" is in their name — and they do excel at designing and building \$2-million to \$10-million premium homes — Rowland Luxury Homes has more to offer. "We're much more than just a luxury home builder," says Managing Partner Guy Loisi.

Rowland Luxury Homes protects itself against the cyclical nature of the home building industry using various strategic methods. Rowland Luxury Homes has developed three specific industry niches to maintain a positive flow of business. These niches include building customized luxury homes, maintaining a self-performing carpentry/framing division and building developer product. As a custom builder since 1995, Rowland Luxury Homes' executives



Sport court for both tennis and basketball





the entire project, doing the residential and commercial work. It's also garnered us some notoriety around the community with new clients and developers looking to do the same thing and wanting to find out how we did it."

Though succeeding in an economic downturn is a formidable challenge for any business, Rowland Luxury Homes has managed to more than hold its own in these tough times. When it comes to home building, retaining a steady focus on accommodating new and existing clients has proven a successful core principle — strengthening the firm's reputation going into the current marketplace.

"We get to know most of our clients well. In many cases, we end up becoming friends with them," Loisi says. "These people are making a large investment and spending a lot of time with us. Who they're dealing with is very important to them, and it's our job to accommodate them and make them feel comfortable. Not only with the house and the decisions they're making, but also the people that they're making the decisions with. Because a lot of them are out-of-town clients building a second or third home, we've created a system — project update summaries — to update them weekly. E-mailing digital photos of their project in progress keeps them excited about and connected to their new home. That out-of-town anxiety completely goes away. They don't feel like they need to jump on a plane and



come out to make sure that everything's going OK."

That dedication and skill earned Rowland Luxury Homes recognition from *Ranking Arizona* as the No. 1 custom home builder in Phoenix for 2008.

Loisi also credits the financial acuity of his partners with Rowland Luxury Homes' success. Both past president and CEO Bill Rowland (whom Loisi calls a mentor) and his son, current President Brian Rowland, have accounting or CPA backgrounds. That expertise allows them to operate lean, scrutinizing the numbers to ensure they're being conservative while maintaining a profit.

"We each have a different expertise and different abilities, and we really feed off each other in situations that come up throughout

the life of a business. John Branch, our Framing Manager, has been with us since the inception of the framing/carpentry division. He, myself and many others have, at some point in our careers, worked hands on and come up through the trades. We all understand a lot of what needs to be done," Loisi says.

"Our diversity gives us a lot of ability. For instance, if an owner is on site on a Friday afternoon during the framing stage and decides, let's say, that the location of a door opening is no good, we don't need to make them go through the whole typical builder process of signing a change order. We usually won't even give them a change order, but by Saturday morning, that doorway will be changed, moved and ready for the client to check again. We're able to do things like that very quickly, typically at no cost to the owner. Clients love that."

With the Phoenix metropolitan area as their main service area, the company is considering taking on out-of-state projects. If a project is large and lucrative enough, it often makes sense to investigate, according to Loisi.

"As for our future, we'd like to continue with the same winning business strategies that have kept us thriving; to maintain steady growth as the economy strengthens, and also to continue working with developers on multiuse projects — something that we've pretty much become experts in."

For more information about Rowland Luxury Homes, please call (480) 477-8359 or visit www.rowlandluxuryhomes.com. ■



