

076. Up-and-Comers: HOMEBUILDERS

The following eight homebuilders are quickly making names for themselves—and gaining on the competition.

BY JAIME LEIGH TISCHLER

CARLSON HOMES, LLC SCOTTSDALE

carlsonhomesscottsdale.com

Founded: 2001

Top Executive: Gary Carlson, Principal

Number of Employees: 10

Property Price Range: \$240,000 to \$2 million

When Gary Carlson's previous employer, M/I Homes, decided to pull out of the Phoenix market, Carlson snagged the opportunity to build his own company by agreeing to finish out M/I's inventory of homes that were under construction. Today, Carlson Homes provides a one-stop shop by providing design-and-build programs with an experienced staff that has constructed more than 200 homes in the last four years. Recognized as the "West Best" by *Sunset Magazine* in 2003, Carlson looks to grow his company by continuing to build homes in Paradise Valley, Glendale and Peoria.

Home-Sweet-Home Sites: Selected by DMB Realty Group to build in the Verrado community in Buckeye

CENTEX HOMES ARIZONA SCOTTSDALE

centexhomes.com/phoenix

Founded: 1990

Top Executive: John Michell, President

Number of Employees: 140

Property Price Range: \$90,000 to \$200,000

When Centex Homes Arizona first opened its doors in 1990, the homebuilder already had 40 years of experience under its tool belt—the Centex Corporation was founded in 1950 in Dallas, Texas. Since its inception in the Valley, more than 10,000 Arizonans have selected a Centex home presiding in neighborhoods from Gilbert and Queen Creek to Surprise and Goodyear. Centex also has the bragging rights of building luxury condos, town homes and custom single family homes in the 550-acre historic Hasayampaa master-planned golf community in Prescott.

Home-Sweet-Home Sites: 16 open communities including Sierra at Anthem and Stoneridge in Casa Grande, and three new spots opening in spring and summer 2004

HACIENDA BUILDERS SCOTTSDALE

haciendabuilders.com

Founded: 1991

Top Executives: David Cohen and Todd Stevens, Co-founders and Presidents

Number of Employees: 90

Property Price Range: \$100,000 to \$300,000

Quality seems to be more than just a word at Hacienda Builders—it is practically its mantra. Using building practices that are often reserved for custom homes, single family homebuilder Hacienda utilizes 2x6 construction that makes exterior walls two inches thicker than most homes, allowing for better insulation and increased energy. Hacienda boasts that they are one of the few Arizona builders that is not only owned and operated in Arizona but builds solely in-state allowing for one-of-a-kind customer service—customers often speak directly to the presidents and founders of the company.

Home-Sweet-Home Sites: 18 active communities including Rancho Gabriela in Peoria and Bougainvillea in Central Phoenix

KEYSTONE HOMES CHANDLER

keystonehomesaz.com

Founded: 1990

Top Executive: Rich Enneim, Founder and President

Number of Employees: 8

Property Price Range: \$100,000 to \$400,000

With its company headquarters nestled in historic downtown Chandler, Keystone Homes has proved that community ties and having the right location can be everything. Keystone recently was asked to participate in Chandler's redevelopment plan and will design and build infill town homes in the San Marcos community, near Arizona Avenue and Chandler Boulevard. Co-founder and President Rich Enneim can claim 30 years of experience when it comes to managing homebuilders in Arizona, and looks to build one community at a time in order to carefully evaluate each development.

Home-Sweet-Home Sites: Arizona Country, in Chandler, a gated community that offers 63 home sites, oversized lots and for the organic types—a community vegetable garden

LATHREM HOMEBUILDERS TUCSON

lathremhomebuilders.com

Founded: 1997

Top Executive: Charles Lathrem, President

Number of Employees: 2

Property Price Range: \$250,000 to \$2 million

As a University of Arizona graduate and real estate entrepreneur, Charles Lathrem was destined to work as a homebuilder—he is the fourth generation in his family to enter the construction business. With a firm belief in the value of sound engineering and energy-efficient homes, Lathrem Homebuilders claims to build "healthy homes." Recognized as a Certified Custom Homebuilder by the Southern Arizona Homebuilders Association, Lathrem plans to focus on the \$1 million-plus market in the future.

Home-Sweet-Home Sites: Custom homes in Canyon Pass, Stone Canyon, Caterpillar and Pima Canyon communities in Tucson

PATHWAY DEVELOPMENTS INC. TUCSON

pathwaydevelopments.com

Founded: 1993

Top Executives: Jennifer Teufel, President and Co-owner, and Mike Teufel,

Vice President and Co-owner

Number of Employees: 44

Property Price Range: \$250,000 to more than \$1 million

Much-deserved winner of the 2003 Wells Fargo Copper Cactus Award for Business Growth—Pathway Developments increased revenues by 400% from 2000 to 2002 and grew from three employees to 44. Specializing in a range of styles that include desert contemporary, pueblo and Spanish Colonial, Pathway Developments has blazed past competition with a strong emphasis on acquisition and development research as critical elements for future growth.

Home-Sweet-Home Sites: 36 semi-custom home sites in The Summit at Finger Rock located at the base of the Santa Catalina Mountains along with work on Sabino Estates Olsen Town Homes



SANTORINI HOMES PHOENIX

santorinihomes.net

Founded: 2001

Top Executive: John Sebald, President

Number of Employees: 3

Property Price Range: \$2 million to \$3 million

A former University of Arizona grad, John Sebald created Santorini Homes after earning a degree in real estate development and business and managing acquisition and development for infill properties with Montecito Homes. Recipient of the 2003 Businessman of the Year Award from The National Republican Congressional Committee's Business Advisory Council, Sebald is the only builder in Paradise Valley to use masonry block construction in all of his homes. Santorini Homes specializes in high-end luxury spec and custom homes.

Home-Sweet-Home Sites: A recent build in Paradise Valley's Judson Estates

TYSON-CREWS DEVELOPMENT, LLC PHOENIX

tysondevelopment.com

Founded: 2002

Top Executives: Gena Seivert, Managing Member; Paul Seivert, Member

Number of Employees: 5

Property Price Range: Low to mid-\$700,000s

Valley homebuilder Tyson Development and San Diego-based Michael Crews Development joined forces in 2001 to form Tyson-Crews Development. Michael Crews Development brought in more than 25 years of know-how and Tyson Development had more than seven years of experience in custom homebuilding. Experience was not the only thing the two firms had in common—a husband-and-wife team ran both. With the Seivert duo at the helm, Tyson-Crews builds semi-custom and custom homes. Tyson-Crews plans to expand west to Peoria and foresees 25% in revenue growth for 2004.

Home-Sweet-Home Sites: Boulder Heights in North Scottsdale, The Fern Project in Central Phoenix and The Legends at the Pointe-Tapatop Cliffs

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