

# Builder/Architect

## Desert Sky Development Custom Homes, Inc.

The Passion for Custom Home Building Continues



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**Builder/Architect Magazine's feature article on Desert Sky Development, September 1994.**

Builder/Architect magazine first focused its attention on Desert Sky Development. And while many things have changed over the past 10 years in the home building industry, the Greater Phoenix marketplace,

*"Regardless of price, every home we build is important to us because we understand how important that home is to our buyer. We are not merely providing shelter; we are supplying the backdrop for years of family memories. It is a big responsibility, and we want to be welcome visitors in our customers' homes for many years to come."*

Charlie and Mike Frat made this statement of principle 10 years ago when

and at Desert Sky Development, Charlie and Mike's adherence to their core building and business philosophies have remained constant. In fact, their commitment to quality construction, customer satisfaction and distinctive design has only intensified. Home building is a business, and in today's marketplace, the "business" of building often overshadows the passion required to create something truly unique. But the Frat brothers' shared passion for custom construction is truly their greatest strength. It is as true today as it was 10 years ago, and it has enabled Desert Sky Development to evolve into one of the area's most sought after builders of luxury custom homes.

When most of us might curl up with a good mystery novel, Mike Frat is more likely to curl up with some new product literature and evaluate its specifications. On a recent business trip to Las Vegas, Charlie spent most of his time not at the slots or tables, but rather taking in unique design and construction details and analyzing their possible adaptation into their next custom home. Charlie states, "It is generally accepted that if you want to be successful in business, you have to study business. The same holds true in custom residential construction. We view the study of new products, construction techniques and design trends as a responsibility we have to our business and our buyers." Mike adds, "We love learning and being challenged. Whether it is the principles of Feng Shui or advancements in home automation, our job is to keep

**This Desert Sky luxury custom home situated in North Scottsdale's Desert Highlands enjoys Pinnacle Peak as its backdrop.**





Charlie and Mike Frat, principals of Desert Sky Development Custom Homes, Inc.

on the cutting-edge, so that we can offer as many custom options as possible. I guess you could say that we do our homework so that our learning curve takes place on our time and not our customers'."

With four to eight custom home projects in varying stages of completion at any time, Desert Sky Development now offers its buyers many custom choices to personalize their home. They even have experience building masonry homes along with the traditional wood-framed construction that is typically seen in most homes built in Arizona.

For the environmentally sensitive client, Charlie and Mike are well-versed in the principles of Green Building. And those looking for home plans that incorporate the balance of Feng Shui need look no further. Each Desert Sky home is different from those built before it. Charlie explains, "Before we finalize an agreement with a buyer, we take them on a tour of recently completed homes. It is critical that they trust us to do what we say we will do. And although on this tour many buyers will see different design elements and features that they may want included in their new home, when you factor in their individual lifestyles and preferences, a new and unique design plan ultimately begins to materialize. Mike and I are always looking for creative ways to make each new custom home a little different and a little better." With most new clients coming to Desert Sky from past client referrals, the question of trust quickly evolves into anticipation and excitement for the building process.

Over the past 10 years, Desert Sky's reputation for high-quality homes created a demand for their product by the luxury custom home buyer. Today, a Desert Sky home typically ranges from 4,000 to 10,000 square feet, with pricing from \$1 million. Desert Sky Development built residences can be seen in such upscale communities as Desert Highlands, Fire Rock Country Club, Pinnacle Canyon, Troon Ridge and Sonoran Crest. Mike points out, "We view the architect's specifications not as our goal, but as our minimum standard. Often during the construction process we will identify areas to exceed the specifications, at our expense, in order to ensure that the home

The design of this contemporary home in Scottsdale's Rancho Trinidad incorporates the balance of Feng Shui and features a custom, etched in place, glass entry door detail.



PHOTOS BY JERRY PORTTELLI/PHOTOGRAPHY



**This kitchen has everything the homeowner wants and needs: a gourmet cook's quality work area, an eating/serving island with furniture detailing and a lovely curved breakfast room.**

**Stepped wall detail proves just the right amount of separation between this elegant living room and the home's entry.**



performs to our high-quality standards not just now, but for many years to come. We have assembled a team of trade partners who understand our quality objective, share our passion for quality construction, and help us to be better at what we do."

Each Desert Sky Development built home is a complete turnkey package. Landscaping is complete, pool and spa are installed, and as Charlie puts it, "all the buyer needs to do is move in their furniture." And while some builders will talk in terms of different amenity levels, Desert Sky has just one amenity level ... top-notch. Charlie states, "Our clients expect total quality. They have chosen to drive the best cars, travel to upscale destinations, and stay at five-star resorts. They recognize that in most cases quality translates into a smart investment, and they have the resources needed to access that level of quality.

"Even in the luxury custom home market," Mike adds, "we have to remain competitive. It is not only about building better; it is also about building smarter. We keep our overhead down. Charlie and I limit the number of projects we will take on to ensure our ability

Elegant custom details designed specifically for this Desert Sky Development custom home include intricate stepped crown moulding, floating coffered ceiling and repeating arches.



This expansive patio, with sparkling pool, is detailed with handsome columns. A spiral staircase provides access to the home's observation deck.

Meeting the requirements of the Scottsdale Green Building Program, Desert Sky Development uses the Integra Wall System in this Scottsdale Mountain Home. Desert Sky Development offers their custom home clients the choice of masonry or traditional wood framed construction.



to be on-site daily. We get inquiries every day from people who would like us to build their new home. But if it means that it would compromise the commitment to our current projects, we have to respectfully decline. Also, we recognize that we may not be the right builder for all buyers, and in many cases, we will recommend another builder who might be better suited to their needs."

Charlie and Mike Frat represent the second generation of a family business. As their father before them, each brother brings a passion for their business as well as a unique set of skills and experience that have earned the respect of both their business associates and their clients. By selecting Desert Sky Development, home buyers soon learn that Charlie and Mike care as much about the successful completion of their luxury custom home as they do. You could say, "It is in their blood."

For more information on Desert Sky Development, call 480-391-3161 or visit [www.desertskydevelopment.com](http://www.desertskydevelopment.com). ■