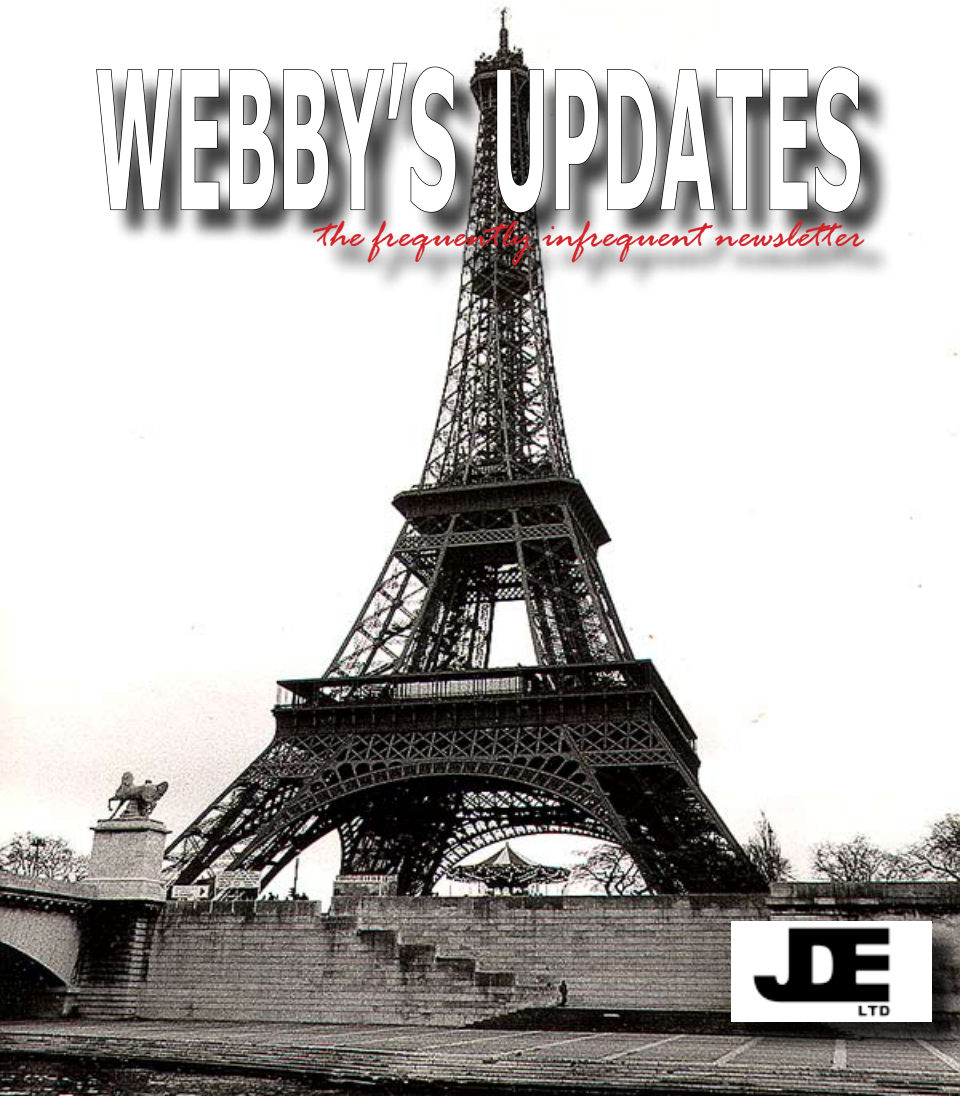


WEBBY'S UPDATES

the frequently infrequent newsletter



JE
LTD

INTRODUCING JDE CLIENT
MIKE & CHARLIE FRAT
OWNERS OF DESERT SKY DEVELOPMENT CUSTOM HOMES

In response to suggestions from readers, we decided to alter the format of this feature to a "question and answer" style discussion in order to help "dig" a little deeper...

What does Desert Sky Development do?

We continue to do what we've been doing since our inception: building unique one-of-a-kind custom homes for discriminating clients who list quality and value high on their list of needs for a new home.

What sort of clients do you work with?

We have no "typical" client. We work with everyone from executives to professional athletes, yet they all have different reasons for choosing us to build their homes. Some want to be fully "hands on" and involved with many aspects of construction and others want the opposite, and have little input during construction; trusting most of the design decisions to our judgement and experience.

How many homes do you build a year?

It varies from year-to-year but generally we average



Mike (left) and Charlie Frat: Owners, Designers and Builders of the nicest homes in The Valley.

between 5 and 10 homes a year. This year we have 5 on the schedule.

What's the difference between DSD and other builders?

The differences appear simple at first but are so important and it's these differences that allow us to stay ahead of the competition:

- 1. We know our product. During the building process we are continually aware of budgets, costs, and the day to day details that will eventually deliver a high quality product to our customer.**



"Where Quality Feels at Home": Mike and Charlie Frat Deliver what their slogan promises

- 2. We know our client. Each client has different needs and demands from their house. It's our job to understand those needs and deliver uniquely to each and every client.**

- 3. We know our industry. The construction industry and market is constantly in flux and understanding and basing sound investment decisions**

based on years of experience has helped us weather economic storms over the past 18 years.

How did you and Mike get started in the business?

Our father was a commercial builder for much of our lives and so my brother and I were introduced to construction through working for him summer after summer. When our father passed away, my brother and I started building homes

on our own. We owe much of who we are (as people and as a business) to him.

Tell us a little about "green building" and what this means for the client and the environment.

Green building for the client means that the process of construction will be done with a great effort to create as little impact to the environment as possible. Not only the environment within the house itself, but overall impact to the planet and the city that the home is constructed within. Many building departments have strict construction standards that compound the already established building codes, so in essence, it's like building two homes at once.



Every room in every home is a work of art. The arched ceiling in this picture is a complex brick-faced wonder

For the environment, it is a chance for sustainability. Limits are placed on where resources for the home can come from and what percentage of renewable resources must be used throughout construction of the home. The environment benefits by the lack of impact from the structure not only during construction, but for the entire life of the home.

What is your "dream project"?

The very next one. We always feel that our next project is potentially our best since we always take with us a bit more wisdom and experience from project to project. We

continually look forward to the "challenges" of the very next project.



Groundbreaking with Philadelphia Phillies' World Series Champion Geoff Jenkins

What is your "ideal" client?

The ideal client has enough knowledge to have a fairly good idea of what he/she wants in a home. Hopefully they have done a fair amount of research and are well-informed about the process of construction. Most important of all, the ideal client needs to trust our judgement in order to deliver an outstanding product that exceeds their expectations. It's all about collaboration.

What are your long-term plans for Desert Sky Development?

We would really like to follow in the steps of such industry leaders as Monterey Homes and eventually take this company public.

What is your biggest or proudest achievement?

I don't think there is any one pinnacle achievement that stands out amongst our career. We are awarded multiple accolades every year and receiving each one is always a wonderful surprise. Looking back, the overall greatest achievement has to be knowing how many families are living and continue to grow in one of our homes. It's quite the humbling legacy.

Is working together as brothers difficult?

We often hear that it is very hard to understand how we can work together, as if being brothers would be some sort of hindrance. But on the contrary, we grew up in a very close-knit family and so working together was a natural progression to that familial closeness. Since we have the same goals and aspirations in this business, it's always rewarding to have someone you can trust work with you at your side.

Do you share design tastes?

Occasionally, our ideas on design aspects clash greatly, that's when we have to "flip a coin", but most of the time, we see eye-to-eye.

How do you resolve differences of opinion?

Did you think I was kidding about flipping a coin? Ha, ha....Often when we are at an impasse with opinion, we let other factors help decide: budgetary concerns, scheduling advantages, and ultimately decide through a "pro's and con's" style list of analysis. It sounds technical, but it's mostly instinctual at this point.

Do you share outside interests?

Outside of family, we are quite opposite. Michael enjoy's sports oriented leisure and I enjoy more artistic endeavors.

What do you and Mike do in your "leisure" time?

When Michael's not coaching his son's baseball team (they



Desert Sky Development has been featured in numerous publications and received many awards



Mike & Charlie are probably best known for their incredible ceilings like this cathedral-style dome

recently won 1st place in their league division), he's usually spending time with the family at home or perhaps driving away for a weekend vacation. I spend much of my leisure time working around the house, spending time with friends, and planning weekend get-aways.

What is something that people wouldn't expect to know about you (and Mike)?

That we hate filling out questionnaires! Ha, ha, ha.....just kidding Dave

[I get this a lot - Dave]

People never realize how much passion we have for building; at least not upon our initial meeting.

Mike and Charlie were two of our first clients and we've been very proud to be a part of Desert Sky Development's continued success. If you would like to learn more about their work, community involvement and see their award-winning portfolio, please visit the Desert Sky website at www.DesertSkyDevelopment.com.

We're on the lookout for ~~victims~~ volunteers for upcoming "featured client" interviews. If you'd like to get it over and done with, let us know...or we'll be in touch...eventually...

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