

MODERN LUXURY SPOTLIGHT

POWER PLAYERS

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Shot On Location: Westin Kierland Resort & Spa

THE WESTIN
KIERLAND
RESORT & SPA
PHOENIX-SCOTTSDALE



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How do you define power in your field?

In my business, power means consistently working, regardless of what is happening in the market or economy. Firms that truly excel in their craft continue to be hired, while those that are just average tend to get weeded out during more challenging times.

What unique skills or expertise set you apart in your industry?

We specialize in highly complex, site-work-intensive luxury residential projects. Our reputation is built on delivering homes with the highest fit, finish and timelessness. We've been rehired by repeat clients dozens of times. That is the greatest testament to the trust and relationships that we have built. Our Concierge Group currently cares for more than 50 private residences throughout Silverleaf, DC Ranch and Paradise Valley.

What aspect of your work fuels your passion daily?

I'm drawn to the heavy-construction side of our work. I enjoy the earliest conversations with clients—exploring what is possible. I'm also deeply inspired by design, architecture and interior design. I love the creativity that is involved in creating luxury custom homes.

How do you utilize your power to uplift those around you?

My team takes pride in being part of a reputable, transparent business. Our approach is open and honest. Clients know we have their best interests in mind, and our team knows the same.

Who's an influential industry figure from whom you derive inspiration?

Ralph Lauren. He's a visionary. I've always admired his design collections, personal style and marketing genius.

Is there business advice you impart to future power players?

Work hard. Be honest. Don't take on more than you can handle. Spend within your means.



PHOTOGRAPHY BY: CARL SCHULTZ

"At Salcito Custom Homes, we provide the highest expertise in luxury custom home design-build, home concierge and interior design services."
