



Royal Homes & Associates

Master Builders Since 1984

Written by David Lucas

The longevity and durability of the world's oldest and most magnificent structures can be traced to the engineering expertise, craftsmanship, quality materials and individual talents that master builders put into their work.

In Arizona, Jay Abramowitz and Joel Gerber, principals of Royal Homes & Associates, carry on the tradition of the master builders who preceded them. Like the Old World master builders, Abramowitz and Gerber acquired many years of education and hands-on experience before crafting

their "master works" in custom home design and construction.

The master builders at Royal Homes work with their clients to design a home that exactly fits their needs and lifestyle. They engineer the home to ensure quality and durability. Then they oversee each step of the construction process to ensure the lasting quality of these one-of-a-kind masterpieces.

Highest Standards of Quality

Jay Abramowitz has more than 30 years of experience building custom homes in

Michigan and Arizona. In 1984, he and Ronald Gerber established a custom home building company that would accept only the highest standards of quality and craftsmanship.

Joel Gerber, a second generation Gerber in the company, began learning the various trades as a teenager. He later studied architecture at the University of Arizona and became a partner in the company after his father passed away.

The company typically builds homes valued at \$1 million and up. Each home

takes two to three years to complete, and the company builds approximately eight luxury homes a year. Royal homes can be found under construction in Scottsdale Mountain, Paradise Valley, the Boulders and DC Ranch.

Abramowitz and Gerber are intimately involved in each project from site selection to move in—and beyond. Royal Homes works with numerous architects and also provides plenty of design input based on their vast experience.

Rigid Standards & Requirements

Royal Homes has established a set of rigid standards and requirements that each craftsman must follow. The subcontractors who build Royal Homes work exclusively on custom projects and strictly adhere to the company's standards.

Royal Homes employs specialized techniques throughout the process of homebuilding to ensure quality and durability. From the foundation to the rooftop, Abramowitz and Gerber supervise every aspect of construction to assure quality materials and the best procedures are used.

In some cases, they will order work done over if it does not meet Royal's standards. "If it doesn't meet our standards, then I want it done right so the homeowners are not unhappy if they

discover an imperfection later on," Abramowitz said.

To prevent foundation cracking, Royal Homes waters foundations and walls for up to 28 days to slow the hardening process and give the concrete time to

properly cure. Foundations and floors are reinforced with steel rebar, and copper water lines are sleeved to prevent corrosion.

Framing plays an important role in the appearance and durability of the home, so Royal Homes uses only premium grade lumber. From moldings to trim to cabinetry, every joint and

seam must be a perfect fit to be called a Royal Home.

The homebuilder does not use prefabricated materials. Each of these details is created by hand by highly skilled craftsmen. In fact, Royal designs and builds many of the custom furnishings.

Outside the house, Royal Homes painstakingly measures the alkalinity of the stucco and adjusts the formulation of paint to ensure that the surface will be a lasting one. Every Royal home is covered with an elastomeric paint so it retains the attractive appearance of the stucco over time.

The roof—the crowning touch of the Royal home—receives especially

critical attention, and the company goes to extreme lengths to prevent roof leaks. Top quality roofing materials are meticulously applied and high pressure water testing is performed to detect even the smallest leak.

Royal Homes' quality craftsmanship and exceptional relationships with subcontractors earned the company Custom Home Builder of the Year in 1994, and another nomination in 2001. The award is presented by the American Subcontractors Association of Arizona, the very craftsmen who know high quality when they see it. In 1998, Royal Homes was named one of the Top 100 Luxury Leaders in the nation by *Professional Builder* magazine.

"We deliver value to the project both during construction and after the fact," Abramowitz said. "We value good relationships with the people we work with and our clients. As a result, our customers usually become great friends."

To these master builders, there is nothing more valuable than a satisfied customer, and they overlook no details to accomplish that.

For more information, contact:

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