



BEYOND BUILDING

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In 2005, BedBrock Developers showed Arizona that building beautiful homes means a lot more than bricks and mortar when their 7,400-sq.-ft. Italian Villa in Paradise Valley was named Arizona Foothills Design Showhouse. 51 of the Valley's top interior designers were invited to decorate every room, and then lavish events were held to exhibit the completed masterpiece: all proceeds went to the Phoenix Children's Hospital. BedBrock founder, Richard Brock recalls, "It was wonderful to be able to use our home to give back to the community." Today the BedBrock Showhouse is owned by a home collector who says the authentic 17th century villa is the truest replication of a Tuscan home he's ever seen.

Inspired by the Mediterranean, Old World charm and uncompromised authenticity are the standard for all BedBrock homes, six of which are currently in creation. Whether it's the 8,000-sq.-ft. Spanish Colonial facing Camelback Mountain or the Sicilian Palace under construction at Whisper Rock, each property is genuine right down to the region that motivated its design. Brock travels to Europe each year to study the architecture, source building materials and search antique shops. "We like to use a lot of reclaimed material," says Brock, explaining that he will often import original European pieces, like fireplaces or pillars. "My team has the most qualified project managers,

superintendents, architects and designers around, but I'm the detail guy." This type of care, craftsmanship and attention to the small things are hallmarks of a BedBrock home. Wine cellars, movie theaters and smart technology are also always present—despite their age-old appearance, these buildings are equipped "with every luxury item you can imagine," says Brock.

Built with the quality and craftsmanship to last a lifetime, Brock says, "today these homes are being bought by people who really understand the quality and value we are providing." Recently, two properties were built by BedBrock for a Major League Baseball player and one the Valley's top surgeons, while others have been built to suit families who want extravagance, but require comfort.

The rustic Arizona landscape lends the perfect backdrop for BedBrock's distinctive Mediterranean masterpieces, meaning that Brock's here to stay, with more luxury homes on the way. More building and more community charity are in the blueprints for the future, though Brock is clearly satisfied with the present. "My passion is to create and build extraordinary homes, and my most gratifying moments are when I can fulfill a family's dream. I'm doing exactly what I want in life."

For more information on BedBrock Developers, www.BedBrock.com or call 602.695.1000.