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## High-end custom designs, build-outs help home prices soar

By LAURA STACE

High-end luxury real estate is booming in South Florida, with mansions selling for multi-millions and condos raking in the cash.

The economy is on the road to recovery and high net worth individuals continue to seek out residences in the Sunshine State to benefit from our taxation system. But another factor is helping homeowners fetch record prices for their palaces — high-end custom design and build-outs.

“It’s our business to create something that people will say, ‘I don’t care how much that is, I want it,’” said Troy Ippolito, CEO and creative director of Trend Design Build.

Pre-construction and condos sold designer-ready are fetching high prices, he said, due to the “address being so eminent they can demand it.”

But when a homeowner takes an existing or designer-ready condo and architecturally transforms it and adds all the latest luxuries, Mr. Ippolito said, this is when you can name your own price.

Mr. Ippolito and Design Director Eric Dyer have just com-



Photo by Maxine Usdan

Troy Ippolito’s job is “to create something that people will say, ‘I don’t care how much that is, I want it.’”

pleted a high-end custom build-out of a condo in South Florida.

The owner purchased the property for just over \$3 million. After the Trend team executed an extensive architectural and design overhaul of the property costing \$2.2 million, it reportedly is garnering offers of \$7 million to \$8 million.

People who come in the door

don’t care how much it is, Mr. Dyer said, they have to have it.

He said amenities within a home that clients are asking for include wine rooms to dine in, integrated audio and video systems, movie theaters and just about “anything that’s extreme and lavish.”

The more exclusive the finishes one uses, Mr. Dyer said,

the more that sets your property apart from the average home.

Mr. Ippolito pointed to an emphasis now on the architecture of a property, not just the floors, walls and furniture.

It’s not just about decorating the space with furniture and such, he said, it is about looking at the bare bones of the prop-

erty and designing a lifestyle. Mr. Dyer said, “It’s a different level of thought.”

His operation, Mr. Ippolito said, is a true “design-build company.” A full design staff specializes in luxurious interiors and furnishings and its licensed general construction company performs all the work and installations.

The company also operates a 20,000-square-foot facility where it manufactures custom millwork and cabinetry. Trend says it has one of the most advanced home theater partners in the industry.

Everything is completed in-house.

“Nothing is lost in translation during the process,” he said.

Mr. Ippolito said he privately developed more than 300 homes in the tri-county area before deciding to follow his passion and utilize his architectural and structural engineering background alongside his design talents.

The company continues to grow, he said, and is working on launching a high-end furniture division.

At present, Mr. Ippolito said, they are in the branding process.