

CONNECTICUT BUILDER

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**Newest Sub-Zero Wolf Kitchen in
Clarke South Norwalk Showroom**

photo by Neil Landino Photography

www.connecticutbuilder.com

Greenwich Brothers Use Millennial Generation Traits to Grow a Successful Home Building Business



DeRosa Builders Michael & Anthony

In the six years since 30-something Greenwich brothers, Anthony and Michael DeRosa established their custom home building company, they have been multi-tasking, tech-savvy and connected. This has allowed them to contribute to their Greenwich community, take initiative in their industry, and gain the attention of both investors and custom home clients.

As millennials, the two partners love variety and juggling many responsibilities at once. Anthony DeRosa is vice-president of the Fairfield County HBRA, and will lead his industry's organization in two years, while Michael serves on the board of directors of its charitable foundation, Building Hope. The brothers build ramps for the disabled and sponsor Junior League of Greenwich outreach programs, such as the Red Cross *Touch a Truck* event, while building several spec and custom homes each year.

From its founding, DeRosa Builders has acted as a builder for investors, who like working with DeRosa because the company builds quality, economically designed homes that sell quickly. On Bramble Lane in Riverside, they built three luxury spec homes, which sold before completion, each one to 30-something buyers.

Anthony and Michael are tech-savvy

with social media and connected. These millennial traits have led to beneficial relationships with architects, real estate brokers, investors and the media.

In keeping with their generation, the brothers work with talented young

designers like Lucien Vita, as well as environmentally conscious architects like Richard Granoff, and their custom clients are successful millennials with young families.

In 2013, DeRosa Builders were the up and coming winners of three state HOBI Awards. They were recognized for a stunning shingle style spec home designed by Lucien Vita with cedar roof and finished attic, which sold for \$1.95 million.

Demonstrating their versatility, DeRosa won a HOBI Remodeling Award that year by transforming a Riverside home designed by Granoff Architects into a charming cottage style with cedar roof, and a challenging addition. DeRosa Builders won a 3rd HOBI Award for this exquisite remodel of an Old Greenwich kitchen.

Last year, the company won two more state HOBI Awards, the first, for a custom home in Darien featuring a beautifully detailed kitchen with pop-up TV in the marble island, a vaulted beamed master bedroom, a stunning master bath



DeRosa 2 Hyatt Westport

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DeRoas Builders Darien custom home



DeRosa 2 Hyatt FR



DeRosa Darien Custom Home Kitchen

with plank tile floor and a gracious rear patio. The blower door test on this highly energy-efficient, green home scored an outstanding HERS 3.2.

DeRosa was also recognized for a master suite addition on Midwood Road

in Greenwich, which features an elegant study, new his and her master baths and a home gym.

On December 5th at Water's Edge in Darien, Anthony and Michael DeRosa, became the youngest recipients of

their industry's highest honor, *Fairfield County Builder of the Year*. This award recognizes DeRosa Builders contribution to the Home Builders and Remodelers industry, and their reputation with clients and community. □