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MARCH 2023

BUILDING A CUSTOM HOME WITH ROTELLE STUDIO(E)



Peter Rotelle
CEO & OWNER, ROTELLE
STUDIO(E)
rotelle.com

A **bespoke home** can seem like an untouchable dream, only possible for those with a bottomless budget and nerves of steel, but Rotelle Studio(e), custom home builder based in Chester County, not only works to a reasonable budget but makes every step transparent and smooth for its clients. CEO and owner Peter Rotelle explains the why and the how.

MOVE BEYOND MISCONCEPTIONS

Even if you already spend your “me time” salivating over your dream house Pinterest board (and Rotelle would love to see it), common misconceptions about new construction might be holding you back. Haunted by specters of timeline and budget that spiral out of control, anticipating massive unforeseen headaches and no idea where to begin? Rotelle is well aware of the common concerns and built his business around minimizing each of them.

“Our goal is to have it look easy for our clients,” Rotelle says. “We have more than 35 years of home building experience and a staff of 30-plus people taking the heavy lifting off of you.”

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Their streamlined and transparent process lets clients enjoy the fun part: the excitement of creating their perfect nest. From finding the right land and securing the best financing to confirmation on harmony of finishes from in-house designers, Rotelle offers a concierge experience where everyone shares the ambition to get the absolute best for their budget.

"From the day you come in to see us, it's anywhere from eight to 14 months before you're walking into your new home," Rotelle estimates. "We can't control township approval or agencies, but once we break ground we know the time frame."

ONE-STOP SHOP

"We felt there was a niche to be met," Rotelle says. "Custom homes for people who don't want to spend three-quarters to a million dollars for a tract house built by a huge public company."

Their stylish, state-of-the-art office doubles as an educational center where the team, including architect, designer and permit wrangler, walks clients through the whole process, offering the opportunity for a smooth and supported experience to those who might have felt building was out of their reach.

Rotelle Studio(e) can source the right land, facilitate every aspect of the transaction and estimate site improvement costs with their proprietary calculator. "It allows people to make really informed decisions," Rotelle says. "We deal with the township, with the engineer. We do it all in-house or through trusted contract relationships that we've negotiated to really good prices."

At the end of the journey, Rotelle delivers their clients neatly through the front door of a beautiful home.

THE BENEFITS OF BESPOKE

There's undeniable charm in the architectural flourishes and antique character of old buildings. Rotelle used to be an aficionado of the stately old home himself. But at a certain age or simply sensibility, there's more charm to having adequate closet space, more than a handful of electrical outlets and life without the tangible caress of drafts.

"You're definitely going to have a more energy-efficient home," Rotelle says. "Our homes are clean and crisp, almost like a fresh start."

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And instead of your family fitting its habits to an old home built around old lifestyles, you get a space that suits the way you live. When Rotelle's family all piled into an eight-foot-by-six-foot room off the kitchen of their vacation home to watch the World Cup 12 years ago, he realized they really liked gathering this way. "We put in our new place a little cozy TV room off the kitchen," he says. "I love to cook and hang out with everybody, and also have a little cozy room together."



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YOUR CASTLE

Meanwhile, tract houses are offering fewer features, cheaper construction and uninspired box design for comparable costs that could be invested in a unique, mindfully made home.

Let your imagination take the reins and think about what your dream house would hold. In-law suites as well as home offices and multipurpose rooms are proliferating, whether it's to work from home or prioritize hobbies.

"We do pretty much anything," Rotelle says, style-wise, though architecture is trending towards the contemporary. "It's fun to mix it, bring a sterile contemporary design a little rustic charm with some exposed beams." Cozy contemporary, he says, combines the minimalism and comfort we crave. 

ROTELLE'S DREAM PROJECT

An aspect of a home that can be an afterthought is not what's inside or even what the house looks like from outside, but what it looks onto. On Rotelle's own wish list is building with an emphasis on views. "It's challenging, it's expensive," he admits, "but I'd love to build something overlooking a body of water, a stream, out into a valley. We've done some really cool stuff but something on concrete pilings with a glass wall would pay dividends. Every time you're in that room and look out you get that impact."



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