

So Successful!

THE { *Soul* } OF THE MEDITERRANEAN – IN THE HEART OF ARIZONA

For centuries, people have been inspired by the picturesque elegance of Mediterranean architecture – and Rich Brock was no exception. As the president of a global software company, his extensive travels through Europe led him to stay in hotels that were hundreds of years old. He fell in love with the graceful, long-standing structures. “I was always awed by the architecture of these buildings,” he says.

After selling his software business to a Fortune 500 company, Rich decided to pursue his passion for classic architectural design. In 2002 he started BedBrock Developers, LLC, assembling an elite team of specialized architects, designers, project managers and subcontractors who understood the intricacies of European style. With this team, he set out to bring genuine Mediterranean homes to the Arizona desert. “Our goal is to recreate greatness,” Rich says. “These aren’t just homes, but pieces of art – architectural marvels.”

“Authentic” is the watchword for BedBrock Developers, who import materials according to the structure. Tuscan travertine for an Italian villa, French limestone for a château ... there is no distance too great for the sake of authenticity. Elaborate details allow homeowners to feel as though they’re spending each day on vacation. And Rich didn’t want homes that were merely beautiful likenesses of their European counterparts; he wanted them to be just as sturdy and well constructed, built to last for generations. As a result, BedBrock homes are not only stunning creations of Mediterranean architecture, they’re the epitome of durability.

“I do this primarily for the art,” says Rich, “but the most fulfilling part is watching the joy of the people moving in.” He resides in Paradise Valley, where the majority of BedBrock homes are built, and is on the Board of Directors at the proposed new Paradise Valley Bank. Living and working so closely to the homes his team has crafted allows Rich to witness not only the initial joy, but the ongoing satisfaction that BedBrock homeowners experience year after year.

**BEDBROCK DEVELOPERS, LLC CAN BE REACHED AT (602) 695-1000,
OR ONLINE AT WWW.BEDBROCK.COM.**

