

Clients appreciate attention to detail

■ Gemma Nisbet

For Gabby and Tom Ferolla, of Promenade Construction, it's all about the details.

"Whether I'm building for a client or not, I build every home as if it's my own," Mr Ferolla said.

It's an approach that saw the company win the townhouse/villa up to \$200,000 category at the recent 2013 HIA Perth Housing Awards.

Specialising in multi-unit developments, Promenade offers clients a turnkey package and includes as part of its standard specification finishing touches not always included with other companies. These include everything from gloss-laminate cabinetry, Blum soft-closing mechanisms and glass splashbacks in the kitchen to alarm systems.

"Buyers are educated these days, they understand quality," Mr Ferolla said.

These high standards are evident in this development of three villas in Nollamara. Each has a different layout but all have three bedrooms, two bathrooms and a study and show close attention to detail.

Inside the second of the three villas, the visitor is met by a textured, tiled feature wall at the end of the hallway.

"That's one of the features prospective clients see and love," Mrs Ferolla said of the feature tiling.

The home has a double garage, along with a theatre room with a recessed ceiling with LED uplighting, three carpeted bedrooms and two bathrooms.

At the rear is the open-plan kitchen, living and dining area, which opens out to an alfresco area under the main roof. Throughout the open-plan area, numerous thoughtful touches are evident — soft-closing cabinetry finished in high-gloss laminate, stone benchtops, pendant feature lights, glass splashbacks, 900mm kitchen appliances, downlights and 33-course ceilings with a bulkhead over the kitchen area.

"We like to add a bit of wow factor," Mrs Ferolla said, pointing out the sheer curtains and venetian blinds. "We finish our homes to turnkey so the residents only have to move in their furniture."

Promenade custom designs its homes to suit the site and Mr

Ferolla said he always tried to envisage what features he would like if he was living there. As a result, this development has bollard lights down the side of the driveway, enhancing security.

The company builds both on spec and for clients and Mr Ferolla said he was interested in producing developments that could help to address the twin problems of land shortages and affordability, such as apartment-style housing over two storeys which would be more affordable for younger buyers and renters as well as investors.

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Promenade Construction's Tom and Gabby Ferolla. Picture: Simon Santi



Each Nollamara villa is different and shows considerable attention to detail.