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FIFTY SEVENTH & 7TH LUXURY HOMES

Quality Always Comes First



# Quality Always First at Fifty Seventh & 7th Luxury Homes

By Kathy Bowen Stolz

For Arpan Gupta, CEO of Fifty Seventh & 7th Luxury Homes, premium materials, impeccable workmanship, and visionary design are paramount when building a home. Each element underscores Gupta's unwavering commitment to excellence.

"We always put quality first. As Henry Royce of Rolls Royce said, 'The quality will remain long after the price is forgotten.'"

The name and logo of Fifty Seventh & 7th Luxury Homes are a nod to the address of Carnegie Hall in New York City, which Gupta said symbolizes cultural and architectural excellence. Inspired by the values embodied by Andrew Carnegie, the company strives for a similar standard of excellence in luxury home construction, he added.

*I'd like to express my appreciation for the professionalism and amiability exhibited by all your team members. Despite the numerous changes we're implementing, there hasn't been an ounce of judgment from them. I felt it important to bring this to your attention. Working with such competent professionals is truly invigorating.*

**– Bill Baldwin**

Gupta's understanding of his clients' expectations shapes his approach to home construction. Accordingly, he meticulously sources the highest quality finishes and materials, partnering with top artisans to ensure each home exudes opulence and refinement. Consequently, most of his homes command prices at or near the asking price, often securing buyers before completion. "Our homes speak for themselves. They don't sit on the market."

In fact, one of Fifty Seventh & 7th Luxury Homes, which was listed at \$13.5 million, was the highest speculative home sale in Houston's history, and two of his homes were ranked #1 and #4 among all Houston home sales in January. The company builds at the \$5-20 million level, creating homes



that are “really unique architecturally.”

Gupta works with many architects and designers, adding that hundreds of people are involved in building one of his homes. “It really is a team effort.”

The company builds six to eight homes a year and a maximum of two of those are for custom clients. Accepting no more than two presold custom contracts at any given time allows Fifty Seventh & 7th to provide the personalized service they believe their clients deserve.

Gupta, who has a medical degree, noted the intricacies of luxury home construction. “There are over 10,000 individual decisions involved in building a luxury, custom home, with clients typically making 500 to 1,000 of them. This decision-making process can be quite stressful and isn’t suited for everyone, but we endeavor to make it enjoyable.

“Building a custom home with a client is akin to a marriage; it requires a strong match as we spend two to three years in this collaborative relationship. Consequently, we are highly selective when choosing clients for custom projects, ensuring a good fit for both parties.”

Fifty Seventh & 7th focuses on Houston’s neighborhoods near River Oaks as well as Memorial. The company has built multiple homes in arguably the most exclusive neighborhood of Sherwood Forest in Memorial. They currently have under construction at 400 East Friar Tuck Drive a \$16





million, 16,00 sq. ft. architectural marvel designed by Robert Dame, reminiscent of those ones would find in the English countryside. The lot is more than an acre. This is one of his great draws to Memorial and particularly Sherwood Forest, with its sprawling acreage, provides opportunities for architectural opulence, he noted.

Because he's building in established neighborhoods, Gupta said, "We build timeless homes with contemporary interiors. We try to achieve a home that looks like it's been there for 100 years but has all the contemporary details and state-of-the-art amenities. If we can envision a feature, we try to incorporate it."

Recently, the company garnered international acclaim with one of those amenities when a video showcasing a car turner in one of its homes went viral on social media. The images amassed over 200,000 views and attracted comments from admirers worldwide, including from as far as China and Dubai, Arpan said. "It was amazing and a testament to people's appreciation of some of the unique features we include in our luxury homes.

Gupta feels outdoor spaces are often treated as an afterthought by many builders and are a missed opportunity to make an unforgettable first impression. By teaming with award-winning landscape architects, pool designers and exterior artisans, he ensures each feature enhances his properties.





As for the future, Gupta said he eagerly anticipates the transformative potential of artificial intelligence in the construction industry, viewing it as a catalyst for raising current standards. Drawing inspiration from Henry Royce once again, Gupta sees AI as a means to “take the best that exists and make it better.”



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