

THE METROPOLITAN BUILDER

Greater Houston Edition

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FIFTY SEVENTH & 7TH
LUXURY HOMES

Inside Luxury Homebuilding: An Interview with Fifty Seventh & 7th

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Building or renovating a home is one of the most significant investments a homeowner will make, and choosing the right professional is essential. In this exclusive Metropolitan Builder Q&A, we sit down with leading custom home builders and remodelers to answer the questions homeowners most often ask—from timelines and materials to craftsmanship, costs, and industry trends. Whether you're beginning a custom build or transforming an existing property, this guide is designed to empower you with clarity, insight, and confidence.

This month, Metropolitan Builder sits down with Fifty Seventh & 7th Luxury Homes, a firm founded by a physician-turned-builder whose passion for architecture and real estate has redefined luxury living in Houston. Inspired by the elegance of New York's iconic 57th & 7th intersection, the company has grown from crafting refined Inner-Loop residences to developing extraordinary estates in River Oaks, Memorial, and the Memorial Villages—ranging from \$1 million to over \$20 million. Operating from a private design studio in the Design Center on Old Katy Road, their tight-knit team of seasoned superintendents, design professionals, and long-standing trade partners has achieved multiple record-breaking sales of ultra-luxury



Arpan Gupta, CEO
Fifty Seventh & 7th Luxury Homes



spec homes. No matter the price point, the firm remains committed to thoughtful architecture, meaningful finishes, and uncompromising craftsmanship.

THE METROPOLITAN BUILDER: Tell us about your background and the origins of your company?

ARPAN GUPTA: Well my background by education is in medicine. I have an undergraduate degree from Rice and a Doctorate of Medicine from the Baylor College of Medicine. But I had always been interested in architectural design and real estate, so when an opportunity fell in my lap, I decided to take the plunge.

THE METROPOLITAN BUILDER: Where does the name of the company come from?

ARPAN GUPTA: Well, the name Fifty Seventh & 7th Luxury Homes is inspired by the New York intersection for Carnegie Hall. I've always been impressed by its architecture, spirit of philanthropy and endowment, and timeless design. It represents the level of refinement we aim for.

THE METROPOLITAN BUILDER: You've recently moved into new offices, correct?

ARPAN GUPTA: It's been about two years now since we completed construction, but yes, we are in the Design Center on Old Katy Road. Our office functions as a private

design studio where we can meet with architects, review materials, and manage active projects.

THE METROPOLITAN BUILDER: Tell us about the team involved on each of your homes?

ARPAN GUPTA: The team is intentionally small and made up of experienced superintendents, construction leadership, design professionals, and long-standing trade partners who have been with us for years. We attract top talent the same way we attract top clients: by focusing on meaningful work, strong design, and a culture that values precision, pride, and craftsmanship over volume.

THE METROPOLITAN BUILDER: When did you start building luxury homes?

ARPAN GUPTA: We started building homes in 2009, mainly in the Galleria, Montrose, and the broader Inner Loop. Those early years were focused on well-designed luxury homes that fit the scale and character of the neighborhoods. In 2019, we launched what was our ultra-luxury division, Fifty Seventh & 7th, which pushed us into a completely different arena in terms of scale, finishes, and architectural ambition. Fortunately, we experienced significant success, and what started off as a division evolved into our primary focus.

THE METROPOLITAN BUILDER: What do you mean by



significant success?

ARPAN GUPTA: Well, it was perceived as quite the gamble. Marketing a \$9.5M spec home in River Oaks had never been done before. Ultimately, we sold that home at full price, which was, at the time, the highest-spec home in Houston history. We have been fortunate to break our own record two more times since, once in 2023 and again in 2024, each time at full asking price.

THE METROPOLITAN BUILDER: *How many homes do you undertake per year?*

ARPAN GUPTA: It really varies depending on the product mix and the resources available. For example, we currently have a 17,000-square-foot home under construction, so we allocate more resources to that project. Because we primarily build as a spec developer, we build more luxury homes at any given time. If we focused only on custom clients, we'd realistically be able to handle about half as many homes, as it requires more resources to maintain the level of communication and service that this type of work requires.

THE METROPOLITAN BUILDER: *What's the difference between a production builder and a custom builder, and where does your company fit?*

ARPAN GUPTA: Production builders focus on volume and repeatability. Their homes start with standardized plans that are built repeatedly with limited variation. Custom builders work the opposite way; everything starts from scratch, and the process is tailored around the client and

the site. We fall firmly in the custom category in terms of design, architecture, and craftsmanship, but because we build as a spec developer, we maintain more control over the process and the final product. The homes are one-of-a-kind, but they're built under our vision, not by committee. That's allowed us to build custom-level homes consistently without the bottlenecks that come with exclusively custom work.

THE METROPOLITAN BUILDER: *What price points and areas do you build in?*

ARPAN GUPTA: Our homes currently range from \$1 million up to more than \$20 million, depending on the division and the location. The sub-\$2 million line is focused



THE METROPOLITAN BUILDER: *What is your process for planning and executing a project?*

ARPAN GUPTA: We put a lot of energy into pre-construction. That includes studying the site, reviewing the tree and topo surveys, working through the architectural massing, and establishing a clear interior design direction before breaking ground. We handle the engineering and bidding upfront so that the schedule and budget are grounded in reality. During construction, our VP of Construction and senior superintendents manage the day-to-day work with weekly coordination meetings and regular mock-ups to confirm details. By the time a home is finished, we do our own internal punch list to make sure everything is right before clients ever walk through it.

THE METROPOLITAN BUILDER: *How do you handle unexpected changes or challenges during a build?*

ARPAN GUPTA: They happen on every high-end project, whether it's related to protected trees, design adjustments, or structural refinements. Our approach is simple: communicate early, present options, and move quickly so momentum isn't lost. Because most of our homes are spec, we can make decisions efficiently without compromising the design or slowing the build down.

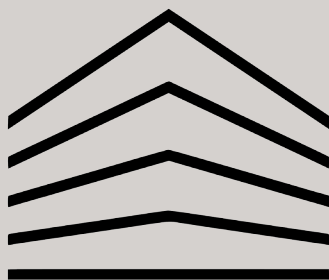
THE METROPOLITAN BUILDER: *What is your approach to staying on schedule, and do you sell homes early in the process?*

ARPAN GUPTA: Our schedules are built around realistic timelines and contingency buffers. We order long-lead items early, lock in selections upfront, and maintain tight sequencing with our trade partners. As for sales: we typically do not release homes early. We may turn down a buyer if the home is too far from completion. Our design integrity depends on being able to execute the vision fully, and early sales almost always pull a project off track. Releasing homes later in construction protects the outcome.

on the Inner Loop. The ultra-luxury division builds in River Oaks and surrounding areas, Sherwood Forest, Memorial, and the Memorial Villages (Hunters Creek, Piney Point, etc.). The constant across all of them is an emphasis on thoughtful design, strong architecture, and meaningful finishes.

THE METROPOLITAN BUILDER: *Do you only focus on the luxury market?*

ARPAN GUPTA: Whatever the price point we are building, we maintain the most luxurious finishes for that market. Some agents or builders may tell you that luxury is only above a certain price point. I would say luxury is more a reflection of the level of finishes, artisan, and workmanship—whatever the price point. So yes, we only focus on luxury homes, but after establishing ourselves at the very top of the market the last few years, we felt it was the right time to bring back the type of homes that originally built our reputation: luxury homes under \$2 million, but still crafted with intention and attention to detail.



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