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**Bella Torre Homes
Feature International Flare**

Bella Torre Homes | Houston, Texas



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By Kathy Bowen Stolz | Photography by Kathleen O. Ryan



Look carefully at the homes that Bella Torre Homes builds, and you'll see a lot of special touches with a hint of international flare.

And it's no wonder, considering the backgrounds of the three partners who own Bella Torre Homes.

While all three partners grew up in a middle class Houston neighborhood, their parents come from very diverse backgrounds. One partner's parents immigrated to the United States from Russia during the 1970s. Another's Persian parents immigrated to the United States following a revolution. And while the third's mother was born

in Missouri and grew up in Arkansas and Texas, his father was born in Bethlehem, raised in Honduras and immigrated to the United States during the 1960s.

“We bring a different eye to building. We were typical American kids with similar but not so typical backgrounds because we had a lot of exposure to other cultures, too,” Michael Taubin, president, noted.

While Taubin oversees the daily operations, his partners serve on the board of directors and have continued in their careers, preferring to keep a low profile in Bella Torre Homes. “My staff and I run day-to-day operations,

but we make all major decisions at board meetings,” Taubin stated.

Although Bella Torre Homes will build anything the homebuyer desires, all of its homes have been two and three stories, which lend themselves to a grand staircase, according to Taubin. The builders usually put the staircases front and center in their homes. Most of their homes feature open and airy living areas, ideal for a homebuyer who loves to entertain.

“We’re willing to spend extra money to make our homes grand, emphasizing areas such as the kitchens, master

“...Simply put, we want our homes to be showpieces.”



baths, living areas and staircases. We also like to include a lot of windows that provide unique and alluring views for our homeowners to appreciate. Simply put, we want our homes to be showpieces,” Taubin stated.

Also front and center is the company’s focus on honesty, integrity, quality and accountability from top to bottom within its organization. “We focus on extra attention to detail and take great pride in not having to return to our homes for warranty work. Consequently, we receive great referrals from our clients!” Taubin exclaimed. While the company is only three years old, it uses



subcontractors who are masters of their trades. For example, its foundation subcontractor has 35 years of experience, its framing contractor has 43 years of experiences and its trim carpenter has worked on more than 1,500 homes.

At this time Bella Torre Homes erects eight to 12 homes a year. It typically takes eight months for the company to construct one of its custom homes, which normally range in size from 3,500 to 6,500 sq ft and in price from \$850,000 to \$1.6 million. Although that size and price range has been Bella Torre Home's "bread and butter" since it started, the company can build smaller and larger homes, whatever its clients desire.

Its typical client is a family who is building its first luxury home, but part of Bella Torre Homes' marketing strategy is to invite people from all walks of life to see its products, even though some of those visitors may be years away from building.

As Taubin said, "Word-of-mouth marketing is very effective for our company. Even though some of the people who visit and tour our homes may be years away from building for themselves, or they may not need to

build a home the size or price of the one they are touring, they will see the quality of our work and will remember our company when they or someone they know is ready to build."

Bella Torre Homes would like to participate in next year's Parade of Homes, which it has missed the last few years because it can't keep its homes empty long enough. Its homebuyers are too eager to move in before the home shows come along!

The company plans to double its production in 2016 and beyond. Bella Torre Homes employs seven people, three full-time and four part-time. "We are growing, constantly looking for new talent, while making sure we don't sacrifice quality," Taubin commented.

"We've proven to ourselves and to the market that we can build a quality home for a reasonable price. We've perfected our formula, talked to our subcontractors, and we all plan to grow together as a team."

Bella Torre Homes focuses its building in the central part of Houston, the area the three partners know best because that's where they grew up. The area's style of homes and



zoning also happen to match the partners' tastes, Taubin said.

Their similar tastes likely were honed by years of friendship. The three partners met at age 14 during their freshman year of high school, went to college together and stayed close friends. Their friendship eventually blossomed into a business partnership.

Now in their mid-30s, they find their new company to be very satisfying. "We just love it. It's great to see a project come to fruition, to see the smile on the homeowners' faces when they sign on the dotted line, are handed the keys and walk into their finished homes for the first time. We love knowing that together we built something beautiful for our clients," Taubin said.

When they considered a company name, they had a few conversations, created several lists of potential names, whittled those down and then asked for feedback from their family and friends. They chose Bella Torre Homes because "bella" means "beautiful" in Italian and "torre" stands for "tower," as in a castle. To the partners the name evokes a "truer" meaning of building homes, where people can return home to be the king and queen of their castle. "Who doesn't want to pull up to your own castle?" Taubin asked.

"We'll drive by one of our houses and say 'We built that home' and know that it'll be there for a long time. We really like building something that makes our clients happy and appreciative. This is a fun business. We just love it!" Taubin added.

Bella Torre might mean "beautiful tower," but for these three men Bella Torre translates into "beautiful life." The partners agree that their homes can help create a beautiful life for its homebuyers. "Bella Torre Homes is strongly committed to providing you with the highest quality home that you will be proud to call your own!"

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You may contact Bella Torre Homes at 2723 Sackett St., Houston, TX 77098 or by calling 713-570-6197 or by visiting its website, www.bellatorrehomes.com.

