

ISOLA BELLA ESTATES: EXTRAORDINARY FAMILY VALUES ARE ALL IN A DAY'S BUSINESS - By Garrett A. Foster – Sun Sentinel

Anasca Homes truly understands families and their needs. In building the family-friendly, gated community of Isola Bella Estates in West Lake Worth, the developer made sure it was located in an area with outstanding schools, near the best of everything and, most important, at prices today's families can afford.

Talk about family values! Of course, Anasca is a company rooted in the strength and stability of family. Angelo Scardina; his son, Charles Scardina; and son-in-law Ramsey Akel — the principals behind the Anasca name — have established the foundation for one of South Florida's most respected homebuilding organizations.

The Scardinias, who trace their tradition and craft back four generations to Italy, have never forgotten the lessons taught by their forefathers — quality, value, service and style that's classically their own. Add insight to that, and you have a recipe for success in any market.

With our entire economy facing uncertain times, it is more important than ever to do business with a company that truly understands market conditions — and passes on that knowledge and experience to its customers. “We're a family-owned business who has been around for over 30 years,” Akel says. “We know our customers and products extremely well. We're very hands-on in all aspects of the planning, developing and building process, including studying the real estate market.”

As proof of that level of involvement and knowledge, the powers-that-be at Anasca had the foresight to recognize when the market was being overbuilt and overpriced. As a result, they took precautions — namely doing whatever they could to keep speculators from purchasing in their communities — to make sure that those customers who were buying for their own use and enjoyment would never have to worry about the value of their investment with Anasca. “We were about 95 to 98 percent successful by including provisions to prevent speculation in our contracts,” says Akel.

No-haggle pricing

Now, Anasca execs are so certain that housing prices are going to start climbing back up — mainly due to the rising costs of dealing with vendors and subcontractors for all sorts of things, including concrete, copper and cabinets — they're urging anyone who can find a way to buy now to do so.

“You can't expect lower prices or nicer amenities if you wait,” says Akel. “From a buyer's perspective, you really need to purchase today.” Anasca has made that possible by creating attractive, rock-bottom pricing — with one other thing families and all buyers will appreciate: a straightforward approach to the purchasing process. “We truly understand the excitement and emotions that homebuyers experience,” Akel says, “which is why we've taken a no-hassle, no-negotiations-necessary approach to make things as easy as possible for people. The buyers we're getting now were too cautious to get caught

up in the craze. They're looking now, but they want to get the best buy. By setting prices, and making them the same for everyone without haggling, we're eliminating the chance of anyone learning their neighbor paid less for the same house than they did."

Take advantage now

"These prices won't last long, though," Akel says. "After all, where else can you purchase a single-family, estate home for \$500,000?" It's a valid point, especially in a market where smaller condos and townhomes often go for the same price. It's also why Anasca Homes is positioning themselves for a "rebirth" of sorts in which they will continue to demand the highest quality products and service from vendors and contractors in order to provide the best value for all homebuyers, including those closest to home. "It says a lot about us and the quality of our homes that so many of our own family members, friends and employees live in Anasca communities," Akel says. "They know we've been here for 30 years, and we still have a large interest in the area, which means we'll be here for our customers for years to come."