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Studio 93 Inc's newly built 4,500-square-foot custom home in Oakville, just west of Toronto, has the feel of a five-star hotel

THE NEW APPROACH TO LUXURY HOMES

As customers advocate for maximizing value, Studio 93 Inc is bringing a creative approach to the international market for luxury custom-home design and builds

In any transaction, there is comfort in knowing you received full value for your money. And in life's biggest transaction — real estate — this is more important than ever, which means the timing may just be right for the new brand in the luxury custom-home marketplace, Toronto-based Studio 93 Inc.

Principals Hussein Amer and Steve Shak, both veterans of the luxury real estate business, are bringing to market a new concept for high-end custom-built and -designed homes. The Studio 93 Inc brand's value proposition is to design and

build luxury custom homes with efficient and cost-effective budgets, resulting in a \$5-million product appearing and feeling much more valuable.

"We've identified a niche market for multimillion-dollar homes for homeowners who want the feel and experience of, for example, a \$50-million home," says Shak. "Many people who have the resources to build a high-end custom home may approach a superstar designer who simply does not operate in their price range. Studio 93 Inc is inspired by those multimillion-dollar homes, and, with our experience, we know

what these clients are looking for and what we can achieve from a design and quality point of view to execute within their budget."

By observing the high-end custom home market, the positioning strategy for Studio 93 Inc was to focus on distinctive world-class design, married with the finest in quality and finishes in order to create a fusion of both form and function in a beautiful home.

"Our brand is represented by the luxury experience," says Amer. "We can create a distinctive 'aha' moment with every single unique

PHOTOS COURTESY OF STUDIO 93 INC



The Studio 93 Inc brand is represented by the luxury experience, bringing a distinctive "aha" moment to every project it builds



Co-principals Amer (above) and Steve Shak design and build luxury custom homes with efficient and cost-effective budgets

PHOTO BY JESSE MILINS



Studio 93 Inc's strategy is to focus on distinctive world-class design, married with the finest in quality and finishes, resulting in the creation of a beautiful home

“OUR BRAND IS REPRESENTED BY THE LUXURY EXPERIENCE,” SAYS AMER. “WE CAN CREATE A DISTINCTIVE ‘AH HA’ MOMENT WITH EVERY SINGLE UNIQUE PROJECT, THROUGH DESIGN-FLOW PLANNING AND EVERY SINGLE LAYER OF THE PROJECT

— Hussein Amer

project through design-flow planning and every single layer of the project. That’s how we achieve the luxury experience. We can create the value to make a home appear a lot more valuable than it cost to build. You feel you’re in a \$20-million home from a design and finishes point of view, but, in reality, it costs much less. Flow and understanding true luxury are what clients will receive from Studio 93 Inc.”

An example of the Studio 93 Inc difference can be found in a newly built 4,500-square-foot custom home in Oakville, Ont., just west of Toronto. The four-bedroom home is more like a high-end five-star hotel, backing onto a private oasis of perpetual green space.

studio93inc.com
@Studio93inc