

# Family business has a personal touch



**LEN FINDLAY**

“What’s in a name,” they ask. Well, in the case of Tony Princi, quite a bit.

The managing director of Vestra Personal Builders could not use his own moniker when starting up his own company five years ago because his cousin, Tony Princi, had got there first.

So Vestra Personal Builders was born. Vestra means “yours” in Latin and, with his Italian heritage, it seemed right to Mr Princi (full name Antonio) when his wife, Audrey, suggested it. It seemed right because “yours” is what Vestra tries to give clients. The company builds only 15-20 homes a year and almost all are custom-built in conjunction with the owners’ desires and designs.

Mr Princi has been in the business for 15 years, starting in earthworks before progressing, finally gaining his building diploma and builder’s registration. Now he has a successful business that he really does not want to get much bigger.



Tony Princi has been in the business for 15 years, building homes from Spearwood to Joondalup.

“I am the first point of contact for our clients. I do not classify us as small; rather, I classify us as personal,” he explained.

“The most important thing in this business is communication.

That’s the key. Changes can be made to a home as we go along and that is why we build only 15-20 a year.”

He sees his homes as for the “second, third or fourth” time

homebuyers, people who know what they want, while first-homeowners tend to go with the big companies who specialise in that area.

That is not a knock at the spec

builders. “There is a place for us all,” he said, “otherwise the market would fall apart.”

The company builds from Spearwood to Joondalup and Mr Princi is proud that so many of his commissions are from recommendations. He is also proud of winning the 2009 HIA Awards, Excellence in Service — Small Builder and of being a finalist in the MBA 2010 Housing Excellence Awards for contract homes \$500,000-\$600,000.

And he is proud that he does it with a staff of three — himself, Audrey, an accountant who handles the business side of things using her commerce degree, and “our supervisor”. According to Mr Princi, the supervisor “has standards as high as my own and supervises all the work”.

Now that’s a nice bit of praise which his father, Dominic Princi, is happy to accept.

For inquiries contact Vestra Personal Builders on 9376 1853 or 0417 094 095.

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