

Built for Modern Living

Award-winning custom home builder Silver Rock Development Inc. finds the intersection of design excellence, cost-effective construction, and client satisfaction.

STORY BY TOM MACKIN



■ Silver Rock Development Inc. — a rising star among Southern California's most sought-after custom home builders — collaborates with clients to create their dream homes. Ethan Mezrahi, co-founder and president of the family-owned business, works with each client to design a home that caters to their desires and lifestyle while harmonizing with the land.

"Many custom homebuyers want to build from the ground up. We follow their vision as best we can," Mezrahi says. "While we do present feedback and suggestions based on our extensive experience, we design not just for lifestyle but also for the feeling of coming home."

The company's collaborative spirit extends beyond clients. "We've worked with many of our trade partners and subcontractors for years and have strong relationships with companies throughout the Coachella Valley," Mezrahi says. "Our background in building tract homes gives us an edge — we know how to build efficiently and cost-effectively without compromising quality."

A luxury single-family home at Stone Eagle Golf Club showcases Silver Rock's craftsmanship and design vision.

Silver Rock was able to meet Stone Eagle's strict architectural and landscape requirements while still creating something

distinctively their own. "We were able to check every box from a design and planning standpoint, but also bring a sense of uniqueness to the home," Mezrahi says. "One of the standout features is a 24-foot wall of sliding glass that opens the great room to the outdoors."

Silver Rock also advances popular design elements across projects. Similar to the Stone Eagle Golf Club build, a new custom single-family home in the exclusive Cypress Pointe enclave in Rancho Mirage is set to include an abundance of natural light, an open floor plan with expansive entertainment areas, a state-of-the-art kitchen, and a luxurious pool.

COURTESY SILVER ROCK DEVELOPMENT (4)



Silver Rock Development Inc. co-founder Ethan Mezrahi (below left) directs designs such as this inviting home at Stone Eagle Golf Club.



On both of those projects, Silver Rock worked with Bassenian Lagoni, a renowned architecture firm based in Newport Beach, California. "We trust their work and respect their ability to design stunning homes," Mezrahi says.

With a focus on custom homes, Silver Rock remains nimble in its approach to project management. "We're a small company, and that allows us to spend a lot of time on every aspect of each project," Mezrahi says. "We check every detail and make sure that our work is done both correctly and cost-effectively."

Silver Rock Development has garnered recognition for its quality work, winning



"Best Home Builder" honors from *The Desert Sun* for the past five years in a row.

"We're proud of that honor and believe the quality of our work speaks for itself," Mezrahi says. "We are very interested in working with new customers to fulfill their custom home dreams."

For additional information, visit srd.homes.

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