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**DREAMSCAPE**

# Dreamscape

# Homes

## Dreamscape Homes Owner Living His Own Dream

Bob Quartoroli's custom Dreamscape home building and remodeling enterprises are well named as this entrepreneur has been realizing dreams – his own and others – since 1984. That's when, at age 20, he made true his dream of getting his real estate license.

The unlikely inspiration for what he made his career came from an episode of the old network television series, *My Three Sons*, in which the oldest brother, Mike, gets his license. "In the course of 30 minutes he's driving around in a beautiful T-bird and has the most beautiful girl in college by his side, Quartoroli said. "That always stuck in my head."

Quartoroli so often made known his intrigue with real estate, that a veteran in the field, the late Judi Anding, offered to pay for his education in return for him working for her. Anding, a commercial broker and Randall School of Real Estate instructor, became his mentor.

"She taught me it required a lot of hard work. Back then, generating business meant you really had to hit the pavement, make a lot of calls, talk to a lot of people. Because there was no internet, we couldn't do these wide swath marketing campaigns we do now with the click of a button. I remember hitting the phones to call prospects, following up, taking notes. If somebody would use that same approach with today's tools, they would absolutely kill it."

It didn't take long for Bob to find his groove.



### ▶▶ partner spotlight

Written by **Leo Adam Biga**  
Photos by **Paula Moser**

"I specialized early on in investment properties. Then I moved into new construction. I worked for larger custom builders for quite a long time and I got to understand the business really well. It got to the point I could handle all the responsibilities of the builder, so I decided I might as well do

this myself. That's how I got into the building business."

He formed Dreamscape Homes in 2006.

"I had thought about it for years and just hadn't pulled the trigger. I figured if I could sell at least one house a



Left to right: Nicholas Pacheco, Amanda Pacheco, Bob Quartoroli, Brenda Quartoroli, Becky Haver, Rob Manderfeld

month, I could probably make it work, and I did.”

He joined NP Dodge Real Estate two years later.

Even though he began his own business during the market’s downturn,

his numbers kept going up. He has a simple explanation why.

“If you’re putting a good product out there at a fair price, and you have good communication with people, and they trust you, it’s not that hard. It’s just a matter of doing what you’re supposed to do. If there are three builders relatively close

in price, the homeowner’s always going to pick who they’re more comfortable with.

It really comes down to relationships. Either you trust the people you’re working with or you don’t.

"I've learned if you're dealing with a customer who's strictly price-driven, chances are it's not going to be the greatest experience. To them, the relationship is unimportant – it's all about the dollars. I try to avoid those situations."

He views his business team as family. Indeed, some team members are, in fact, family. His daughter Amanda Pacheco is an agent with NP Dodge and handles sales and marketing for Dreamscape. Her husband Nick Pacheco is a jack of all trades in the field. Amanda's brother, Evan Quartoroli, manages several real estate properties owned by his father.

"I have the utmost trust in my team. Most of my subcontractors have been with me since close to the beginning," Bob said. "Some have been involved with every single one of my houses. I like the continuity, I like the consistency."

When he launched Dreamscape Homes and Remodeling in 2014, he partnered with an old colleague, Rob Manderfeld, whom he hired away from McKean's Floor to Ceiling, which does all of Dreamscape's finishes.

Offering remodel services, Bob said, "was common sense and self-preservation as a hedge against new construction slowdown." The remodel market is consistently strong since homeowners are always looking to add value to their property.

Through all this growth, Bob's wife Brenda has been by his side. She's a breast cancer survivor. Together, the couple inaugurated House of Hope, in which Dreamscape builds a home and donates its sell proceeds to individuals or organizations battling cancer.

Away from work, the couple enjoys traveling, including family vacations. In 2019, the Quartorolis visited Iceland. The couple are planning a cross-country New Zealand trek for their 30th wedding anniversary.

Bob has plans for Amanda and Nick to take over the business one day. But at age 55 he's far from retirement. There's too much to learn and do.

"In order for me to keep it fresh, I'm constantly looking at new ways of doing things and new floor plans," he said.

"I make a point of going to the international building show every other year. My goal is to find one or two new things I can implement into my houses. We've come back every single time with ideas that we've utilized."

Technology has changed his business but not his role.

"Open houses and models used to be the most important thing for a builder because that's how you showed your product. Anymore, when buyers come to the house, they've already seen my product and other builders' products online and have made their cut. What's interesting is that even though they have all this information, they still want to be reassured their decision is the proper one, and that's still our job."

In formulating how to set Dreamscape apart from competitors, he said, "I noticed various floor plans tend to sell better than others and you never see certain features in the price range I contemplated building in.

My thought was to select a floor plan that checks all the boxes and incorporate these features people want but typically can't afford. I had confidence

going in, these houses would sell and, sure enough, they did."

That preferred plan is "a very functional three-bedroom ranch with very open concepts and virtually no wasted space," he said, adding, "All the rooms tend to be bigger than comparable square footage ranches. I've done five-six variations of it and they've all sold well.

"The price point (\$200 to \$800 thousand) I picked is based upon what I have the most experience with and what I feel I can be the best at. I think a big mistake some builders make is they try to be a builder to everyone. I know who I am. Certain projects I won't go after because I'm not that comfortable and if I'm not, chances are it may not be a good experience."

Dreamscape's model is currently in Aspen Creek in Gretna. He said the Gretna and Elkhorn corridors are "extremely popular" with buyers.

Meanwhile, he's bringing online a new floor plan he's fallen in love with that he hopes catches on with buyers.

This winner of a Small Business Institute award and member of the Better Business Honor Roll is still driven.

"I'm passionate about what I do. To me, it's helping people achieve their dreams. Particularly with these homes we build – owners get so involved in the process. If you do it right, you're going to put a smile on people's faces. That's what it's about for me."



## BOB QUARTOROLI

(402)-680-0886

[bobqdreamscape@gmail.com](mailto:bobqdreamscape@gmail.com)

[dreamscapehome.net](http://dreamscapehome.net)