

Princiotta Group

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Tony Greco knows a thing or two about dreams — and success. So when Canada’s leading fitness specialist and celebrity trainer wanted the perfect, one-of-a-kind dream home for his family, he called Joe Princiotta. As CEO of Princiotta Custom Built Homes, Joe’s a second-generation custom builder who creates dream homes of the happily-ever-after kind. This high-profile client is certainly thrilled. “His passion and enthusiasm in building a home are incredible,” says Tony. “He sees what you’re visualizing. He puts his heart and soul into it.”

Joe worked closely with the Grecos to craft a unique, distinctive living space. The design incorporates beams from the 1800s that predate Napoleon. Early settlers used them to build local churches and axe marks are evident in the wood. “You really appreciate the sweat equity of our heritage,” Tony says. He calls the end result “fantastic” and describes dealing with Princiotta as “a great experience. Joe’s willing to listen to everything you have to say.”

“As a company we have years of experience providing personalized service, right from design to the finished product,” Joe explains. “Whatever people want, we’ll do.” Under his direction, Princiotta has built some of the most impressive executive homes in the region. Three grand prize lottery dream homes — two for the Ottawa Hospital Foundation and one for the Ottawa Regional Cancer Foundation — are the deluxe craftsmanship of Princiotta.

Founded by Joe’s father, Tony, Princiotta Custom Built Homes has been crafting exceptional homes for more than four decades. Today, there’s a third-generation member of the dream home team: Joe’s son, Tony, 25, works at his side, along with cousins Carmelo and Peter Natoli.

Just five to 10 custom houses are built per year, each one created to fulfill clients’ wishes for a perfect home. All are designed, planned and constructed to stringent standards. Joe mentions an empty-nest couple whose priorities were modest space but the utmost quality. “It’s their last home, so they wanted it to be amazing,” he notes. That’s why they chose Princiotta.

Covering the full canvas of styles and sizes, from 2,000 to 10,000 square feet, the Princiotta portfolio runs the gamut from a masterpiece Arts and Crafts bungalow in Manotick’s prestigious South Pointe estate community to a contemporary stunner — perfect for entertaining — in sought-after Westboro. Meticulous, environmentally-aware sighting, advanced energy efficiency, top quality finishes, luxury and panache are Princiotta basics.

The rest? Elegant, Victorian architecture, an indoor lap pool, a 4000-square-foot trophy room, a spa including sauna and massage room or a 25-foot atrium? That’s up to the clients’ imaginations. Princiotta Group is happy to oblige.



Joe Princiotta and Tony Greco with blueprints

John Major Photography