

# DESIGN + DECOR

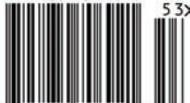
THE FLORIDA EDITION



## A LOVE LETTER TO FLORIDA

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FALL 2025

**ANTHONY PATERRA**  
**SCOTT CLERE**  
PATERRA CUSTOM HOMES



# BUILDING TRUST, BEAM BY BEAM

WRITTEN BY DANIELLE PORTER





Designed for ease and authenticity, this lanai with an integral picture window screen blends the natural texture of limestone with waterline tiles and picturesque views. The result is a retreat where poolside relaxation meets the rhythm of Florida's light and landscape.



**A**sk Anthony Paterra and Scott Clere what sets Paterra Custom Homes apart from other builders, and the answer isn't size or scale. "We don't want to be the biggest," says Anthony. "We want to be the best." As president and vice president respectively, the pair have built their reputation on relentless quality control, open communication and an unwavering commitment to their clients. Every project begins and ends with involvement. Anthony often builds the relationship that brings in the job, but he doesn't just hand it off—he stays with it. Scott joins early and stays engaged, too. Together they provide continuity that clients notice and trust. "We're there from the first meeting with the designer through the last detail on-site," Scott explains. "And even after completion, we review our own work to make sure we met the vision."

That vision is always rooted in materials and craftsmanship. A mason by trade, Anthony has a natural affinity for stone and wood, preferring finishes that carry depth and permanence over composites or imitations. In one recent project, the team sourced reclaimed barnwood beams, hand selecting each piece for the ceilings. The result, Scott says, had "a weight and authenticity you could never get from foam or man-made products." For them, natural materials don't just look better, they create a tactile sense of soul. The rhythm, light and climate in Florida encourage expansive windows, open layouts and seamless transitions between indoor and outdoor living. Yet every home is treated distinctly. "We've seen trends come and go—arches, vaults, patterns that resurface after decades," Scott reflects. "But the common thread is timelessness. We listen closely to clients, match them with the right designer, and make sure their homes reflect their lifestyle rather than just a trend."

That approach has earned a level of trust that few builders achieve. Some clients call daily for input, while even designers simply ask, "What does Tony think?" and have confidence in the answer. And when adjustments are needed, no request is too big. One client, newly arrived from Martha's Vineyard, decided she disliked an installed bathroom wall. Anthony's response: "We'll take it down and redo it." The firm's willingness to get it right, paired with constant communication, is why referrals often come before projects are even finished.

For Anthony and Scott, Florida will always remain a destination for luxury living. Sunshine, golf and waterfront living fuel demand, while the state's quality of life ensures that homes here are more than showpieces—they're retreats. Paterra's role, as Anthony and Scott see it, is to honor that promise with integrity, craftsmanship and a process that never loses sight of the client. ♦

**Resources:** **Architect:** Paterra Custom Homes; Anthony Paterra, President, & Scott Clere, Vice President; Naples, FL; 239-331-7816; paterracustomhomes.com. **Photographers:** Lori Hamilton and Venjhamin Reyes.