



*FOR IMMEDIATE RELEASE*

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Mike Vitte Construction, a longtime Naples-based luxury construction company, has been rebranded to Covelli Construction. New owner Chris Covelli and Managing Partner Ed Kellerman acquired the business in May 2021 from Mike Vitte.

Founded over 20 years ago, the company is known for producing some of the most luxurious condominium and home renovations in Naples. More recently, the company has added custom and spec home builds to their portfolio, beginning a 4,800 square foot home at 239 Broad Ave South earlier this year, with other home builds currently underway in Old Naples and Royal Harbor.



*New home being built at 239 Broad Ave South*

Upon takeover, the new owners took on an extensive full-gut renovation of Penthouse 402 at the beach front Le Parc building, which was overseen by Kellerman, the company's Managing Partner. The company gained access to the 6,000 square foot unit in May 2021 and gutted the unit down to the studs. They were able to secure a Certificate of Occupancy just seven months later in November 2021. The result was a condo that sold for \$14,600,000, which set a price-per-square-foot record for a condominium sale in Naples.



*The fully renovated Penthouse 402 condominium at the Le Parc Building*

The new owners retained a talented group of employees and made several business enhancements upon takeover. In addition to implementing a construction management software and hiring a number of key management positions, the company moved into an 11,200 square foot warehouse on J and C Blvd, which will serve as headquarters and eventual showroom. All of which Covelli says positioned a reputable company for sustained growth in a demanding market:

“Mike built a really impressive company with a business model that produced some of the most luxurious remodels in the area, which were typically completed in one season” Covelli said, “Upon takeover, we didn’t want to change the DNA of Mike Vitte Construction. We knew by adding some key qualified personnel and investing in some back office infrastructure, we could grow the business and take advantage of some exciting opportunities”.

Part of the warehouse will be dedicated to a carpentry shop that will allow the company to build custom cabinetry, closets, staircases, and built-ins, “Going into the acquisition, we realized that we had one of the most talented carpenters in Naples on our staff, so it was an easy decision to vertically integrate by formalizing a custom cabinetry and millwork shop” Covelli added.



*Addition built in the Pine Ridge neighborhood*

More recently, the company acquired the 11,700 square foot Penthouse 20 at the Seasons Building in late September through a partnership with a long time client. Covelli says they have already fully gutted the unit and will finish the project by the end of 2023, “Our hope is that this project will further cement Covelli Construction as one of the top luxury builders in Naples. Words can’t describe how excited we are to turn this iconic unit into one of the most luxurious and sought after penthouses in Southwest, Florida”. For more information, visit [www.covelli-construction.com](http://www.covelli-construction.com) or call 239-404-8300.