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# People

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TALK OF OUR TOWN

## Two Beach businessmen tell Joan Rivers how they got so rich

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**Joan Rivers'** new six-episode reality show *How'd You Get So Rich?* spotlights two South Florida multimillionaires -- **Robert Zarco**, a trial attorney who specializes in franchise law, and telecom entrepreneur **Peter Loftin**, owner of Casa Casuarina, the former **Gianni Versace** mansion.

Zarco, 51, makes the premiere episode, which airs at 10 p.m. Aug. 5 on TV Land. Rivers pays a visit to his home on Miami Beach's North Bay Road. In the driveway: a Bentley (\$247,000); Aston Martin (\$186,500) and 1922 Buick (\$250,000). Zarco shares the waterfront estate with wife **Veronica**, explaining they have a "blended" marriage with five children -- his three, her two. "Like a rich Brady Bunch," Rivers quips. He points out a \$40,000 chandelier bought in Venice, and a hand-painted mural -- with images of him and Veronica -- on the ceiling over the main staircase that cost \$50,000. Veronica shows Rivers her 200-pair collection of designer shoes -- "my pride and joy," she says. Zarco has three boats, including a four-bedroom yacht worth \$3.5 million.

Zarco, whose dad juggled three jobs to make ends meet when the family emigrated from Cuba, began working at age 7, mowing lawns after school and on weekends. He helped pay for his undergraduate studies at Harvard as a Dorm Crew employee. "I cleaned toilets and cleaned sinks," he says, donning rubber gloves to give Rivers a hands-on demonstration in one of his 15 bathrooms.

He started his law firm with "no money to my name" and made his \$50 million-plus fortune by representing the "underdog," he says.

Zarco, on a 24-day, 11-country European vacation with Veronica, tells The Herald why he agreed to do the show: "I am an example of a rags-to-riches story. I hope it will motivate others to work hard, commit themselves to whatever industry or business they choose. By always doing the right thing and not cheating or hurting others, you can become an American success."

In the second episode, which airs at 10 p.m. Aug. 12, Loftin takes Rivers on a tour of his \$19 million mansion, with 10 ornate suites and a \$500,000 mosaic swimming pool. "Not a bad bachelor pad, huh?" jokes Loftin, 51. Rivers, 76, who has no problem making obnoxious remarks, responds: "You get to live like a king in a house that was built by a queen."

Loftin tells Rivers he dropped out of North Carolina State University and sold cordless telephones at night, door to door, in "wealthier" neighborhoods. He later founded the long distance telephone company BTI, then sold it for \$138 million. He also has a \$32 million residence in North Carolina.

The Zarcos and Loftin will attend a premiere party at Rivers' Manhattan apartment, on East 62nd Street off Fifth Avenue, on Aug. 3. Loftin will bring his pal **Jill Martin**, a New York TV personality and former WFOR-CBS 4 sports reporter.

FYI, Rivers' penthouse is on the market -- for \$25 million.

## INSIDE TV 10

WPLG-ABC 10's **Charles Perez**, fighting a demotion from weeknight co-anchor to weekend anchor and reporter, has asked the station to return him to his weeknight spot -- or buy out his contract, up in 2011.



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