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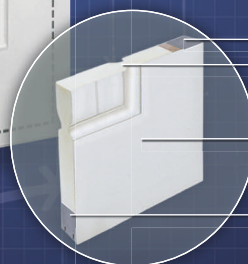
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Cover photo: The MYC Brochure won Best Brochure for a Community priced \$400,000 to \$650,000 in the 2009 National Sales and Marketing Award.

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City vs. Suburbs

We all talk about the increase in infill construction and a back-to-the-city lifestyle, but recent research suggests people in the 'burbs are happier.

The good news: Americans have wanderlust. The bad news: Nobody is moving. That's the lowdown from a recent research report by the Pew Research Center. Pew reports that nearly 50 percent of Americans say they would rather live in a different community than where they now live. On the flip side, fewer Americans moved between 2007 and 2008 (only 11.9 percent) than in any period since the government started tracking this.

I guess that all falls under the heading of Big Surprise. We all have a sense of the grass is greener on the other side, and for home builders the news that people aren't moving is hardly earth shattering.

But I did find a couple of results surprising. I have been working under the assumption that we were facing a strong back-to-the-city movement that was being driven by young people and aging baby boomers who wanted to be near shops, museums and restaurants. Not true, says Pew. Of the nearly half of the public who would rather live in a different type of community, most of them were city dwellers.

In fact, across the board, city dwellers were less enthusiastic about their environments than suburban, small town or rural denizens. The researchers looked at a number of factors associated with quality of life that include a good place to raise children; recreational or outdoor activities; cultural activities; opportunity to meet people and make friends; traffic; and crime. With the exception of cultural activities and the opportunity to meet friends, city dwellers ranked their environment worst or second worst in all the other categories.

The trump card? In rating the quality of their community in terms of raising children, city dwellers comparatively dumped on the city.

Ladies and gentlemen, we have a significant conflict. There is less available land, tighter water resources and less economic ability to develop infrastructure (stimulus bills notwithstanding), than we have ever seen. All of those make it more likely that we won't be develop-

ing suburban locations. They make it more responsible and smarter to develop closer-in locations.

The research does not say, I should stress, that people do not want to live in the city. It just says that people who live in other community types

Half of Americans would rather **live in a different** type of community.

feel better about them than those in the city.

Still, we must overcome a significant hurdle when we push to increase infill development, focus on mid-rise condos and work for a more compact living environment. We have to overcome more tepid demand. Is that possible?

A handwritten signature in black ink that reads "Paul Deffenbaugh".

Paul Deffenbaugh, *Editorial Director*
paul.deffenbaugh@reedbusiness.com

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Have you read Rodney Hall's blog?

Once a columnist in these pages of *Professional Builder*, Rodney Hall is now a big-time blogger on ProBuilder.com. His debut blogs on HR issues already have people talking. Haven't seen them yet? Go to ProBuilder.com, then click the blogs tab.

Photo gallery of the Best in American Living Award ceremony

Did you attend the Best in American Living Award ceremony — or wish you did? See the highlights our photographer captured throughout the night. Go to ProBuilder.com/bala.

Did you know the Annual Report on Housing's Giants is underway?

If you haven't filled out the survey, visit ProBuilder.com/giant400 by March 16. It might feel like you had a lousy year, but you might have climbed the rankings. When you're done completing the survey, be sure to check back May 1 to see who made the list and read Bill Lurz's in-depth online coverage.

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Tom Lewis, owner and CEO,
T.W. Lewis, left; Joe Gillian,
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Design Center Makeover



As the industry emerges from recession, the roll of design centers is changing.

By Paul Cardis, CEO, Avid Ratings

During the height of the housing boom, home builders invested heavily in elaborate design centers. Professionally staffed and featuring thousands of options, these centers were a competitive advantage. Design centers are a luxury now that homes sales have declined and inventories have risen. But they're still necessary. What changes should be made to maximize their value given the current market conditions?

Several factors are spurring change in design centers. First, visits to design centers are naturally way down. Sec-

(often within 30-60 days) are the only way to go, resulting in fewer options.

Indeed, spec homes will continue to account for most new home sales for some time. That's why it's imperative that home builders pay close attention to design trends and research.

Some observers liken what's happening in the home building industry to what occurred in the automobile industry years ago. It used to be possible to have a car built specifically for you, with only those added features and options you wanted; now cars come standard with

That's the challenge.

For years, despite its size, John Wieland Homes in Atlanta has been able to compete with custom builders largely because of smart designs and right choices available through its design center. In fact, its design center was a major factor in the company's being rated No. 1 in customer satisfaction and garnering an Avid Award in 2007. But even John Wieland has had to revamp its industry-renown design center to respond to market forces by focusing on options buyers really want. As Jeff Kingsfield, senior vice president of sales, explains, "We are focused on delivering what buyers really want, and high-end cabinets are where our buyers want to customize the most."

As John Wieland and other builders are learning, design centers are still important. However, their success won't be measured in how many options they make available but rather how many "right" ones they do. **PB**

Paul Cardis is CEO of Avid Ratings, a research and consulting firm specializing in customer satisfaction for the home building industry. You can reach him at paul.cardis@avidratings.com.

Automakers had to **determine what standard features, colors and styles** would please most buyers. The same thing is now being demanded of home builders.

ond, the new realities of the U.S. economy are driving down the sizes of new homes and number of amenities desired. And third, an increasing number of home buyers are looking to move quickly. Many home buyers are simply trying to reduce the risk of buying and want to sell their existing home first. This means quick closings

the most popular features, and any additional options are presented in packages.

To make this shift, automakers had to determine what standard features, colors and styles would please most buyers. The same thing is now being demanded of home builders. They need to pre-build what research tells them buyers want.

Cardis's Tips

TRIM CAREFULLY

It's OK to cut design options if the ones you keep are in high demand.

MAKE SMART CHOICES

Use industry research to know which design features are driving home sales. Conduct specific studies in your market or check out the Annual Design Driver Survey at www.avidratings.com.

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[FINANCES]

Working Out the Workouts

When it comes to workouts between banks and builders, sometimes there just is no way but to bite the bullet and bite it hard.

By Nick Bajzek, Products Editor

Builders need to re-evaluate their holdings, perform demand studies and go to their lenders with those revised numbers, says Patrick Duffy, a building industry blogger and consultant with MetroIntelligence Real Estate Advisors, a division of Beacon Economics. It just might be time for a workout with your bank.

"Banks are willing to take 20 to 30 cents on the dollar. In some cases the banks are just looking for the easy way out. ... It's up to the builder to convince the banks that with a little bit of time and mercy, the banks can get twice that



- Identify, weed out and eliminate all non-performing and redundant departments, projects, programs and people. This will show debt reduction on a written, scheduled basis.

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developments.

- Meet with the bank at regular intervals to review the progress of defined objectives.

- Initiate meetings with key strategic suppliers to negotiate extended payment terms, and develop an accounts payable triage system for all other non-vital suppliers

- Dissect the inventory situation to determine how many days of supply are on hand, what's moving, what's not moving, what can be returned to suppliers and what can be sold immediately to free-up cash. **PB**

For more on working out your workouts, visit www.housingzone.com

"My position is this: **get in front of the train.**" — Don Todrin

return," says Duffy.

Don Todrin, principal of Todrin and Associates, says swiftness is the key. "You have to do a pre-emptive workout. You have to downsize now. My position is this: get in front of the train," he says. Builders who might not have placed as much emphasis on bookkeeping and now must review numbers daily. "If you're going to be in business, then be in business or get out as fast as you can."

Lately, says Todrin, workouts have followed a similar restructuring and consolidating plan. He points to five tips for before and during discussions with banks.

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When Builders Go Virtual

Whether by personal choice or forced by the economy, some builders and developers are breaking down cubicle walls and taking their companies virtual – and they're loving it, too.

By Sara Zailskas, Assistant Managing Editor

Photo: Dana Romanoff/Getty Images

It's August 2008, and Tom and Caroline Hoyt don't know what to do. Their home building company, McStain Neighborhoods, is faltering like the rest of the industry, and they have to consider shuttering. Meanwhile, their beautiful, green headquarters — just a few years old — contributes to an operational budget of about \$1.2 million, an obvious drain on finances. Then one day Tom remembers an article he read about Jet Blue's customer service call center strategy, in which employees work from home and take calls when they're available, essentially working virtually. Could McStain go virtual, too?

By November, the company would abandon its Louisville, Colo., headquarters in lieu of a virtual company run by a much smaller staff working from its sales center, business partner's offices and, in some cases, staff's own homes. Technology and weekly meetings would keep them together. Everyone would learn new tasks on top of the jobs they had been doing.

The plunge into virtual territory was necessary, Caroline says, but she acknowledges the upside to the quick transition. "In some ways, it's almost better, because we could have worried it to death. The market just forced us to act as quickly as we needed. We just took a leap. We said, 'We're going virtual, and we'll figure it out on the fly.'"

The Hoyts reorganized quickly and on their own, but they aren't the first to go virtual. Peter Pflaum, a developer in the Twin Cities, Minn., area, went virtual after he sold Lundgren Bros. Construction in 1999. Sarah Peck of Progressive Hous-



MCSTAIN
NEIGHBORHOODS'
DESIGNER, Tami Noel,
is one of the employees
using the sales center
home's study as an
office when she's not
working in her own
home, on the road or in
a vendor's showroom.



ing Ventures, a niche builder that focuses on infill projects outside Philadelphia, founded her virtual company around 2003 after 15 successful years running traditionally operated builder Rouse Chamberlain Homes.

Pflaum wanted have as lean a business as possible with little overhead; Peck wanted a flexible schedule so she could be the parent to her kids she wanted while turning to specialize in urban smart growth development. The Hoyts just wanted their company to survive. All say they're more efficient, flexible and smarter because of going virtual — and they don't see themselves ever going back to the old way.

A new staff structure

Virtual companies' business is bound by technology instead

The Employee's Perspective

Co-founders Tom and Caroline Hoyt had to decide which 17 of McStain Neighborhoods' 120-member staff would stay on as they company went virtual. They kept the best, the people who "contributed the most and who we couldn't afford to lose," says Tom. Designer Tami Noel was one of those employees. Before the transition, Noel helped open the company's first home center, or design studio, which they were forced to move into the company's former headquarters a year ago before going virtual.

She's now the internal interior designer and helps stage homes (instead of outside firms' doing the job) and serves as the design consultant for McStain's "virtual design center." Noel meets buyers at the sales office and helps them decide how to lay their house out, which works well, she says, because the sales office is a McStain home — a real-life example. Then they travel to vendor showrooms for product selection, and she becomes the buyers' design consultant, too.

Noel spends a couple days in her home office two miles away at the sales center, and the rest of the time she travels between job sites and wherever else she's needed.

As the buyer's design selection process changed, Noel's responsibilities changed, too. She now also manages the purchase order system, making sure supplies are ordered and installed on time, and will soon learn more about how to handle invoices; she noticed they were piling up and offered to help.

"We're only 17 employees, so we all need to work together as a team, and we do," she says.

Her advice to anyone involved in a virtual company is simple: "You have to believe in the company you work for and make sure they succeed. And I think if everyone's on that same mission, I think you can."

of cubicle walls, and staff is as slim as possible. Pflaum and Peck are one-person operations, contracting roles outside their expertise and hiring part-time staff when needed for things like accounting or filing. Peck, whose specialty is directing the entitlement process for urban infill building, takes care of everything from sales to design to marketing — she even plans to learn Photoshop. "I essentially had to learn the whole construction world from scratch," she says, recalling it took a good year of absorbing the feedback of people she worked with. Gone were the trusted employees she leaned on before while she focused on a specialty.

McStain downsized staff from 120 to 17, hanging on to the most efficient, self-motivated and open-minded of the bunch. "The people we have are the ones who are saying, 'We'll make it work! We'll do what it takes.'" That includes employees like Tami Noel, McStain's designer who added finance to her responsibilities (see sidebar, "The Employee's Perspective"), complemented by subcontractors, many who have worked for the Hoyts for years. McStain's business structure is now horizontal now instead of vertical.

Pflaum and Peck — the sole full-time employees of their development and building companies, respectively — work from home when they're not on site nor visiting with clients, while McStain employees work across the 50-mile radius the company serves. Accounting takes residence in the sales center's study, and about six other employees work in the basement. Their technology expert works from home and near where the company mainframe is stationed, and Caroline and Tom, like the rest of the staff in the field, roam. Their operating budget now is around \$325,000 — much more comfortable than \$1.2 million.

Because of the virtual company business staff model, owners can focus on the most important aspects of their business, they say, because they're not managing other people (or in the Hoyts' case, have fewer staff). Prior to going virtual, developer

VIRTUAL SERVICES, A LA CARTE

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SARAH PECK, like

the others mentioned in this story, discovered the plethora of services available to small companies that need someone to collect their mail; a person to answer the phone and take messages; and even a place to rent a conference room for an hour in the middle of the week. There are also plenty of business people — particularly stay-at-home mothers, Peck notes — who are looking for part-time work. A Google search for virtual administrative services in your area can turn up a few ideas, and for part-time work, Peck has a lot of success using Monster.com.



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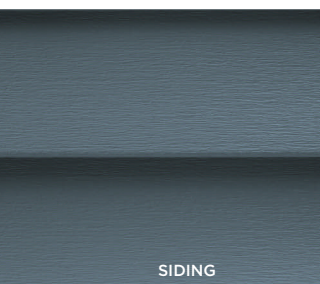
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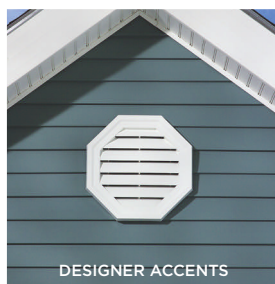
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Pflaum didn't have much time for the creative aspects of his business; he spent the majority of his time solving problems and issues among staff and projects. But the virtual structure "forces me to become really efficient," says Pflaum. "It allows me to spend my time of what I feel is most valuable."

Peck agrees, recalling the drive to get as many projects going as possible at Rouse Chamberlain: "I can take time to find the right projects instead of worrying about feeding the machine."

Keys to success

If you want to take your company virtual, you'll need to make sure you have these two keys to success, according to the sources we spoke to: technology and relationships.

BlackBerries, laptops and software will become your blood, so if you haven't been adapting, a virtual company is not for you ("I would crash and burn if I lost my laptop or PalmPilot!" says Peck). What helped McStain Neighborhoods, says Tom, is its push four years ago to convert to electronic filing systems. "You need to be well on the path of digitizing your business; you need to be technology-oriented," he says. McStain's tech expert is probably the most appreciated employee there these days, although Caroline — echoing Pflaum and Peck — stresses how important it is to troubleshoot on your own and just dive in.

Some of McStain's subcontractors had been hesitant to make the conversation to a paperless system but jumped on board when the company went virtual, realizing technology wasn't a choice — a cooperation that's essential, says Caroline. So much of the business world is digitized that Pflaum notes it shouldn't be that difficult to use some of the best technology. "When you're as lean as I am, you can afford to keep the best

WHO SHOULD GO VIRTUAL? KEY CHARACTERISTICS

Our virtual company experts said owners of virtual companies should be:

- Self-motivated
- In it for the business — not for glory or visibility
- Flexible and nimble
- Up to date on technology — and willing to learn as it evolves
- Optimistic

technology, the best engineering firms," he says, adding, "I can also pick the best people."

And those business partners you choose are critical. Pflaum credits his company's success in large part to Dave Newman of Bancor Group in Blaine, Minn. The two first met at a *Professional Builder* Benchmark conference in the '90s and later teamed up to develop a large site. They clicked, and Newman became Pflaum's main partner, feeding projects to Newman and his staff. Pflaum subcontracts everything but reminds us it isn't all that different from a traditionally structured developer.

Newman is thrilled with his first experience working with a virtual company: "The relationship works because there's a good level of mutual respect between us; it wouldn't work any other way." Newman has the expertise and

the back office operation, and Pflaum brings 30 years development experience in identifying sites and putting the deal together. "The fact that it's a virtual company," says Newman, "doesn't make any difference."

Advice from the experts

Use technology. Tap relationships for everything from getting business leads to using office space for meetings. Be as flexible as possible. And check your ego at the door, a sentiment all sources underscored. Going virtual — which will force you to learn aspects of the business you or your staff might never have guessed — is not for someone who can't handle critical feedback. Once you get situated, you'll likely never want to go back to the old way.

So far so good for McStain Neighborhoods.

Says Caroline: "We just felt like, if we can survive through this, if we can get through this, we will be the premier green builder in America — that's our plan and our intention — and we will have every opportunity we can imagine." **PB**

Unintended Benefits

Making the switch to virtual brought our sources some surprise consequences:

■ When Sarah Peck started her virtual company, Progressive Housing Ventures, she began focusing on the very complex specialty of the entitlement process, where long-term projects involve rezoning and political know-how. She can do that easily because she only takes on a few projects at a time and isn't managing staff.

■ Because staff work in a McStain Neighborhoods sales center, they interact with buyers, who have been surprisingly receptive. "We're all sales staff now," says co-founder Caroline Hoyt. And the sales center's parking lot, which now houses the staff's cars, always looks full.

Staff attitude changed, too. "We're much smaller and leaner, but the attitude is a lot better than when things were going

well. There's a lot less whining!" Caroline says.

The Hoyts also said going virtual forced them out into the field again, so they're observing what's going on at job sites more so than before.

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Listen to more of what Sarah Peck and Caroline Hoyt said about going virtual.



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Mary DeWalt, principal of Mary DeWalt Design Group in Austin, Texas, has numerous industry accolades, the most recent being the Bill Molster Award at this year's International Builders' Show.

She warns builders that now more than ever they need to merchandise their models. "Model homes are a crucial element in the overall marketing plan," says DeWalt. "The key is to work with merchandising professionals, not designers. They know how to work with shoe-string budgets." For the cost of tooth floss would be nice.

MODEL MERCHANDISER

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Photos: Mary DeWalt Design Group
and Robert McGee

INSIDE

It's cheaper to own! [page 25]

The Nationals: The top in sales and
marketing [page 27]

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[SALES & MARKETING]

It's Cheaper to Own!



Do the work for buyers by showing them how easy today's rates make affording a new home.

By John Rymer, New Home Knowledge

I have carried a mortgage payment rate-calculator card with me every day for the last 20 years. Printed payment calculators have become obsolete for years, but old habits are hard to break, and the card was handy.

Last month, however, I tossed the mortgage calculator card in the trash. Why? The interest rates listed only ranged from 5.5 percent to 10 percent, and with today's record low interest rates, the card was simply obsolete.

National Association of Realtors announced its December 2008 Housing Affordability Index level as be-

Just as telling is a new survey that shows that renting a home is actually costing 12 percent more than owning a similar-size home!

Opportunity awaits

So how do you translate the lower costs of homeownership into your sales presentation?

For first time homeowners, start by focusing on monthly mortgage payments rather than the purchase price of your homes. Smart new home sales professionals are displaying "monthly payment flyers" on the front door or prominently inside each spec

to sell, the benefits of great affordability are even larger. Make sure your customers understand the urgency that record-low interest rates mean in terms of affordability for potential buyers of their existing home. Convince customers that record affordability means now is the best time to list their home. Then take them through the exercise of how much more it will cost them to purchase their desired home if interest rates rose even 1 percent, and you'll find it's easier to get them to list their home at an attractive price.

Whether you're talking with a first-time or move-up buyer who's focusing on the mechanics of affordability, most buyers understand today's unique opportunity and will leave your sales office committed to acting on a new-home purchase decision. **PB**

John Rymer is the founder of New Home Knowledge, which offers sales training for new home builders and real-estate professionals. You can reach him at john@newhomeknowledge.com.

By showing customers **they can save \$250 per month** versus renting, the cost of postponing a home purchase is hard to defend.

ing 158.8, which exceeds the all-time historic high of 155 set in 1972.

This extraordinarily high level of affordability reflects the favorable impact that decreased housing prices and lower mortgage rates have had on housing affordability. With the recent stimulus packages, housing affordability will likely only improve.

home to show monthly out-of-pocket costs. Community price sheets should also include monthly principle and interest payments next to the purchase price of each model. By showing customers they can save \$250 per month versus renting, the cost of postponing a home purchase is hard to defend.

For customers with a home

Rymer's Rules

COMPARE MORTGAGE PAYMENTS TO RENT

In typical markets today, it now costs 12 percent less to own a home than to rent a similar size home.

TAKE ADVANTAGE OF RECORD-BREAKING HOUSING AFFORDABILITY

December's Housing Affordability Index level was 158.8, which exceeds the all-time historic high of 155 set in 1972. It's time for buyers to act.

DISPLAY MONTHLY PAYMENTS PROMINENTLY

Customers need to be reminded of how little their payments will be in today's market.



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AHEAD OF THE PACK

By Felicia Oliver, Senior Editor



ANATOMY OF A BUILDING.

What's outside. What's inside. What makes it tick.

Architectural Renderings by DesignStor.

Light coloured roofing reflects light and helps cool building.

Interiors that are designed to maximize living space.

Urban townhomes with private interior gardens complement the podium of NYC.

In an industry where marketing and advertising budgets are often the first to go in hard times, The National Sales and Marketing Award gold winners — sales and marketing professionals; home builders and associates; and sales and marketing councils — took the lemons they were thrown and made some lemon twists in regard to marketing programs that will bring their companies accolades, publicity and ultimately sales.

The creative fires still burn. This year zoo animals were used for branding; an online “matchmaking” service was created for home buyers; and one team reused a slick, urban agricultural structure (no, it’s not a barn!). Plus, Baltimore — a market you don’t normally see a lot from — netted major recognitions, too.

Silo Point, Baltimore / Best Attached Community of the Year/Best Urban Sales Office/Best Brochure for a Community Priced over \$1 million

A Diamond in an Old Grain Silo



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Developer Patrick Turner of Turner Development Group contacted the Archer Daniels Midland Co. repeatedly about his interest in buying an abandoned grain elevator the agricultural giant owned in the Locust Point community of Baltimore. When someone eventually returned Turner's call and heard the proposal, the response was something along the lines of, "You must be crazy or brilliant."

Turns out he was crazy — like a fox. The developer converted that old grain silo into Silo Point, an award-winning, much talked about Baltimore high-rise condo development. And people are buying up units.

"I don't know who would say this is a good market to be selling in," says Jane Ly-

ons, principal of Silo Point's agency, Lyons & Suchor Advertising, "but this has got to be the best selling project in Baltimore, if not a wider geographic area."

What did Turner see that no one else did? The location. Locust Point is a good, safe neighborhood with historical significance — it's said to be the place where Francis Scott Key saw the American Flag during the War of 1812, a moment that inspired him to write the Star Spangled Banner. Because it's on a peninsula of ports, there are great water views. And because of zoning, these views will remain intact.

"The residential units [at Silo Point] don't start until the third floor," explains Lyons. "The bottom level is going to be retail. Because of the height restrictions in

the neighborhood, your views will never be blocked, even if you live on the third floor."

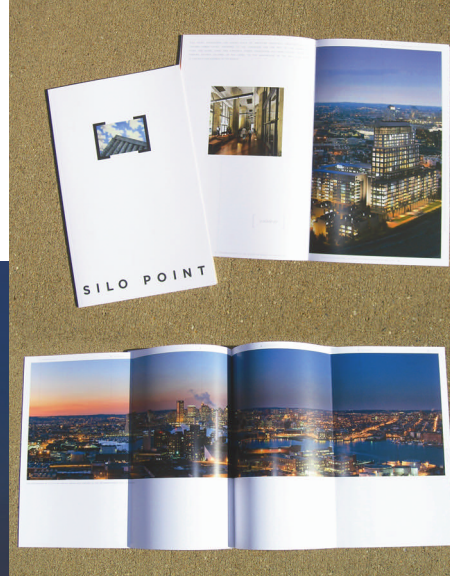
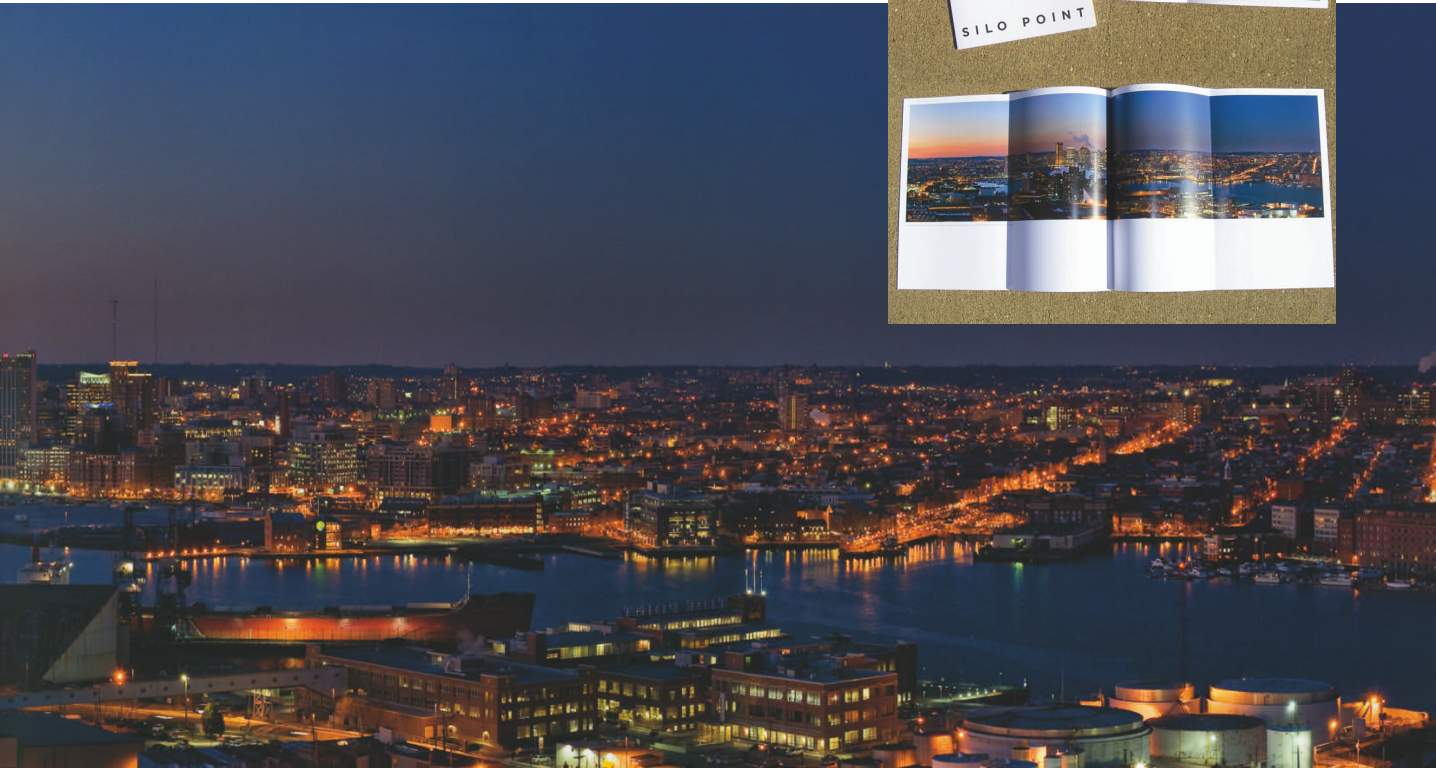
The sales center, which also won gold, is a 4,500-square-foot space with almost 30-foot high ceilings. Pipes and ducts are exposed, and key marketing messages are stenciled onto the raw concrete columns. The art gallery/museum atmosphere has a series of stations that convey information about Silo in digestible pieces and a variety of media including videos, sculptural displays, interactive kiosks and a 9-foot scale model of the building lit from the inside.

Silo's brochure even won gold, and several other marketing pieces won silvers.



"What they did with it is just amazing," said one Nationals judge of the Silo Point program. "They took advantage of its location; they created great interior spaces, great interior design, great exterior architecture and great signage. The marketing of it was fabulous."

"We have a lot of news stories, a lot of press and buzz about this project," says Lyons. "It's a skyline maker. It's become an iconic building on the horizon."



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Developer: Turner Development Company, Baltimore

Builder: Silo Point II, Baltimore

Architect: Parameter, Irvine, Calif.

Interior designer: Meridian Interiors, Costa Mesa, Calif.

Ad agency: Lyons & Sucher Advertising, Alexandria, Va.

Number of units: 228

Price range of units: \$260,000 to over \$4 million

Square footage of units: 1,100 to 5,000 square feet

Photos: Sales Office, Bob Creamer; Exterior rendering, Silo Point

Bridgeland, Cypress, Texas / Best Master Planned Community of the Year

Room to Grow



Photo: Tarick Foteh, T. Foteh Imagery, LLC, Houston

The goal for Bridgeland was simple but audacious: to become one of the preeminent master-planned communities in the nation. It's certain to be among the largest. When complete, the 11,000 acres of land on which Bridgeland sits will be home to an estimated 65,000 residents.

"Right now we are just targeting families with children," says Kriste Klepper, marketing director for developer GGP-Bridgeland. "Eventually we will have product that targets almost every demographic: singles, move-downs, even high-density product."

Prospective buyers will

find plans in a wide range of price ranges, styles and densities, from conventional neighborhoods beginning in the \$180,000s to custom home designs that cost more than \$1 million.

Bridgeland's land planners conducted an extensive environmental study designed to enhance and preserve the landscape. Roadways were constructed to consider sightlines so that meandering lakes and landscaped open space welcome drivers at every turn.

The community has well defined borders, but residents will never find long stretches of fencing with homes backing to busy thoroughfares. And power lines

Developer: GGP-Bridgeland, Cypress, Texas

Land planners: Glattig Jackson Kercher Anglin Lopez Rinehart, Orlando, Fla.; Vernon Henry & Associates, Houston

Builders: Darling Homes, David Power Homes, David Weekley Homes, Hallmark Desing Homes, Highland Homes, Masterpiece Homes, Meritage Homes, Partners in Building, Perry Homes, Ronny Carroll Custom Homes, Tommy Bailey Custom Homes, Trendmaker Homes, Village Builders and Wilshire Homes

Ad agency: MARC USA, Dallas; Tania Oshman Public Relations, Houston

Number of units: 21,000

Price range per unit: \$180,000 to \$1 million

Square footage of units: 2,000 to 5,000 square feet

have been buried to enhance the landscape and views of water for residents.

Bridgeland ranked in the Top 10 for closings for master-planned communities in the Houston area for the quarter ending Dec. 31, 2008,

according to Metrostudy. Last year, there were 300 sales; they're hoping for 250 this year.

"Once people drive in they love it," Klepper adds. "It's not ever a hard sell."



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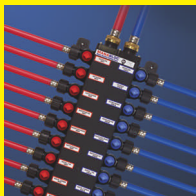
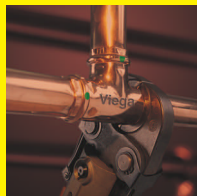
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The Trails at Brightwater, Huntington Beach, Calif. / Best Detached Community of the Year

Come on In



Photo: Chet Frohlich and John Bare/DesignLens.com

Brightwater was designed to epitomize coastal living through its architecture.

"We've often refer to it as Western Seaboard borrowing from Eastern Seaboard roots," says Dave Kosco, Bassenian/Lagoni Architects' director of design and lead designer for the community. "In the stucco-dominant context of Southern California, never did it seem so context-appropriate to place coastal influenced architecture."

Kosco says early Huntington Beach communities are riddled with Craftsman, Victorian, cottage and seaside vernaculars. "There are a menagerie of colors, materials and textures evident that

became the influence for Brightwater's direction."

Brightwater was a true labor of love for the developer.

"Entitlements took over 10 years," says Kosco. "What started as a much denser multifamily plan was ultimately reduced to approximately 350 single-family detached homes across four different product lines. The Trails represents the smallest in square footage and the highest in density."

It was a challenge to make The Trails' 1,700- to 1,850-square-foot homes on 45-foot by 65-foot lots feel like million dollar homes. But builder Hearthsides Homes wanted potential buyers to walk out of the residences and feel they were unlike



anything they'd ever seen.

"We put tremendous focus on private outdoor living space," says Kosco. "The Huntington Beach buyer is extremely discerning and very in touch with the outdoors. We designed extensive walls of glass and ten-

foot plate lines to reinforce the home's connectivity with the outdoors.

"To date, they have sold 14 of The Trails' homes averaging roughly one sale per month," Kosco adds. "In today's environment, that's not bad for a million dollar product."

Builder/developer: Hearthsides Homes, Irvine, Calif.

Architect: Bassenian/Lagoni, Newport Beach, Calif.

Land planner: Forma Design, Costa Mesa, Calif.

Number of units: 62

Price of units: \$899,000 to \$1,099,000

Square footage of units: 1,700 to 1,953

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Ritz-Carlton Residences Inner Harbor, Baltimore / Best Design for an Attached Community/
Best Landscape Design

Living at the Ritz



Photo: Fred Forbes Photogroupe

34

When you hear the name Ritz-Carlton you probably think five-star hotel, not luxury condominium. But that's set to change. The Residences of Ritz-Carlton offer the services and amenities patrons have come to expect, but with the bonus of ownership. Plans are under way for Residences in cities like Los Angeles, Chicago, Miami and Toronto. But the first to open is in Baltimore.

"We are unique," says Gabe Pasquale, marketing director for developer Rex-Corp Realty. "This specific property was [Ritz-Carlton's] first exclusive residence-only, non-hotel condominium."

The Ritz-Carlton Residences at Inner Harbor are positioned to offer a high level of service and lifestyle to lure affluent young professionals and empty nesters back into the city.



"We have a larger square footage per unit than would be typically found for sale in the Inner Harbor to distinguish ourselves," Pasquale says. "We have homes that are in excess of 3,000 square feet — mid-rise mansions."

The use of historic red brick reflect what Pasquale describes as the Capital architectural style — what you see in the historic buildings of Washington, D.C., and throughout Baltimore.

Landscaping for the community also scored gold.

"In addition to absolutely

spectacular landscaped, finely manicured outdoor spaces, it's impacting when you have green spaces with water as a backdrop," says Paquale.

Pasquale says 113 homes have been sold to date. The first residents moved in this past September.

He's not saying this target buyer profile is recession proof, but he says that "some of the residents haven't sold their primary homes. They weren't willing to take the hit on their house. They say, 'I want to move on to my lifestyle. It will sell eventually.'"

Builder: RXR Realty, Uniondale, N.Y.

Architect: Nichols, Brosch, Sandoval & Associates, Coral Gables, Fla.; Mark Thomas & Associates, Baltimore

Landscape designer: Stone Hill Design Associates, Baltimore

Ad agency: Weinberg Harris & Associates, Baltimore

Number of units: 191

Price range per unit: \$898,000 to \$5 million

Square footage of unit: 2,500



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Miraval Plan 313 at Stapleton Court Homes, Denver / Best Single Family Detached Home
Priced \$400,000 to \$650,000

Small Space, Unmatched Design

All 2,800 square foot homes are not equal. One may be valued at \$150,000 while another goes for \$500,000 — it all depends on your buyer profile and how you design and interpret that space for them.

For Miraval Plan 313, the target market was the move-down buyer.

“The objective was to make sense out of moving down in size or taking a home that was smaller than you might have anticipated but nicer than you ever dreamed,” says

David Steinke, marketing director for Infinity Home Collections. “We minimized room counts and capitalized on room quality.

Yet Plan 313 manages to include a large morning room, a butler’s pantry, a formal dining room and a private study.

“We paid special attention to the rooms that matter, and we provided the finishes that were expected in much higher priced homes, custom homes, at a production price point.

Photo: Jeffrey Aron, Aron Photography



Builder: Infinity Home Collections, Denver

Architect: Woodley Architectural Group, Highlands Ranch, Colo.

Interior design: HRI Design, Littleton, Colo.

Number of units: 100

Price range of units: \$624,000

Square footage of units: 2,846



Photo: Eric Hernandez, Look Photography

Port 121 at Seabridge, Unit J, Oxnard, Calif./
Best Interior Merchandising of a Model Priced
\$400,000 to \$650,000

Nautical and Nice

The nautical theme is captured through the design, colors and architectural details of Unit J model at Port 121 along the scenic Seabridge Marina. These elements work well together in establishing a sense of place.

“The color scheme — the beautiful turquoise, chocolates, whites and linen — was driven by the beautiful hues and blues of the water in the community,” says Kimberly Sandoval, senior associate with CDC Designs and lead

designer on the project. “We had the dark espresso woods to keep it rich and very warm and inviting.”

The high volume ceilings, paneling detail on the walls, and floor to second floor ceiling drapery all create a certain “wow factor.” Sandoval says traffic has been good and the model has been well received.

“The interior merchandising really worked well with that unique architecture,” she says.

Builder/architect: D.R. Horton, California

Architect: McLarand Vasquez Emsiek & Partners International, Irvine, Calif.

Interior designer: CDC Designs, Costa Mesa, Calif.

Merchandising cost per square foot: Undisclosed

Price of units: \$445,990 and up

Square footage of model: 1,700



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Five Lanterns at Pinehills, Residence One, Plymouth, Mass., and The Ridge at Cintarosa, Scottsdale, Ariz. TIED / Best Interior Merchandising of a Model Priced over \$1 million

West Coast Style Takes a Trip East

The East and West coasts each have an architectural and design style that works well for their respective markets. Sometimes the two styles can combine to create something new and exciting.

"We attempted to bring the best of East and West into our design of the interiors and the outdoor living spaces," says Yolanda Landrum, vice president and creative director of Color Design Art, the merchandiser of Five Lanterns Plan I. It's evident with the front courtyard, back deck and gazebo.

These homes have informal great room configura-

tions, so Landrum took the interiors in a casual direction and anchored it with a rustic scrubbed oak floor on the main level. The color scheme is calming — pumpkin, taupe and cream — creating a great environment in which to enjoy the beauty of its surroundings.

"They keep in mind that we had a New England sensibility," says The Green Company Vice President, Marketing Director Dominique Sampson of CDA, a firm they've worked with many times before. "They totally get it. They understand and visualize the person who will be living in the home."



Rustic Retreat Says, 'You've arrived'

The Ridge at Cintarosa was designed to be a private retreat for the luxury resort clientele.

"Through the interiors, we wanted to make home owners and potential clients feel that they have arrived and that they never wanted to leave," says Mary D. Miranda, a principal with HRI Design.

The territorial ranch architecture has hand-hewn beams and trusses, natural stone, rustic wood plank

and antique terra-cotta stone floors. Custom-forged iron pendants, warm leathers and antique reproduction furnishings are complimented with the textures and palette of the surrounding landscape.

"They wanted us to create a contemporary version of the rustic ranch," says Miranda, "and combine a sense of elegance with a very timeless quality of what one would expect when one come to a western retreat like this."



Builder: The Green Company, Plymouth, Mass..

Architect: Scheurer Architects, Newport Beach, Calif.

Interior designer: Color Design Art, Culver City, Calif.

Merchandising cost per square foot: \$46.89

Price of unit: \$1,950,000

Square footage of unit: 3,753

Photo: Brian Vanden Brink, Rockport, Maine

Builder: Dessert Mountain Properties, Scottsdale, Ariz.

Architect: DTJ Design, Boulder

Interior designer: HRI Design, Littleton, Colo.

Merchandising cost per square foot: \$55

Price of unit: \$4,850,000

Square footage of unit: 5,473

Photo: Mark Boisclair, Phoenix

Kodiak® Building Products from Deceuninck®



Engineered for strength and enduring beauty, Kodiak building products offer durable, eco-friendly solutions.

- **Kodiak composite decking & railing**, one of the most eco-friendly composite materials on the market, is available in four popular colors and features a natural, wood-grain finish that provides a warm, barefoot-friendly surface, free of dangerous nail pops or splinters.
- **Kodiak composite siding** features Twinson®, an innovative material that combines recycled wood fiber with Deceuninck's proprietary PVC compound. Already the number one composite siding product in Europe, it is now available in the U.S. in six attractive fade-resistant colors. Kodiak siding does not require painting or staining to maintain its appearance and is impervious to water, mold and insect damage.
- **Kodiak fencing, decking and railing featuring SunShield®** offer superior performance in all types of weather, backed by a Limited Lifetime warranty against rotting, rusting, cracking, warping, pitting, corroding, peeling, blistering or color failure.

The curb appeal homeowners desire. The ease of installation and outstanding performance your projects demand. The solutions you need to build a better business – supported by a company with 70 years of industry experience and a commitment to better living.

For more information, visit www.kodiakbuildingproducts.com, call 1.877.563.4251 or e-mail info@decna.biz.

**Innovating solutions for
the environments of your life.™**

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For FREE info go to <http://pb.hotims.com/23720-18>

deceuninck®

Celebrate by Del Webb, Fredericksburg, Va. / Best Brochure for a Community priced under \$400,000/
Best Marketing Campaign for a Green Built Community

A Recyclable, Renewable Green Campaign



The decision to inject green into Del Webb's Celebrate community and its marketing program was logical and — pardon the pun — organic.

"We are located right next to a pristine Virginia river, the Rappahannock," says Shawn Evans, marketing director for Del Webb. "We are one of the largest applications of low-impact development in the state of Virginia. So we made the decision to adopt the NAHB Green Building program. The entire home will be green certified and energy compliant."

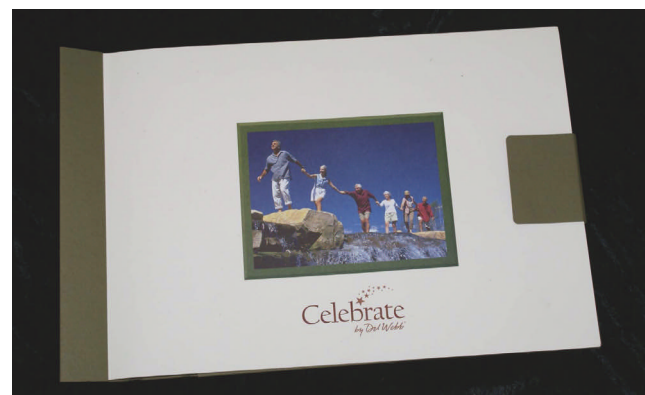
The community brochure conveys the lifestyle of a resident at Celebrate — fishing in the Rappahannock, breakfast at the coffee bar in the clubhouse, a round of

golf afterward.

But the not-so-obvious green message is revealed through the recycled paper and soybean ink used to produce the community brochure.

"It all kind of blends together, the brochure and the green marketing," says Evans. "We've really tried to integrate green into every aspect of the community."

Displays and collateral material in the sales pavilion also use recycled materials; even cups used at the coffee bar break down and compost within 30 days. A looped DVD video explaining various aspects of green plays at the community's onsite built-green performance center. Collateral materials focus on the "I promise" theme — "I promise to protect our envi-



ronment," "I promise to get active," and so on.

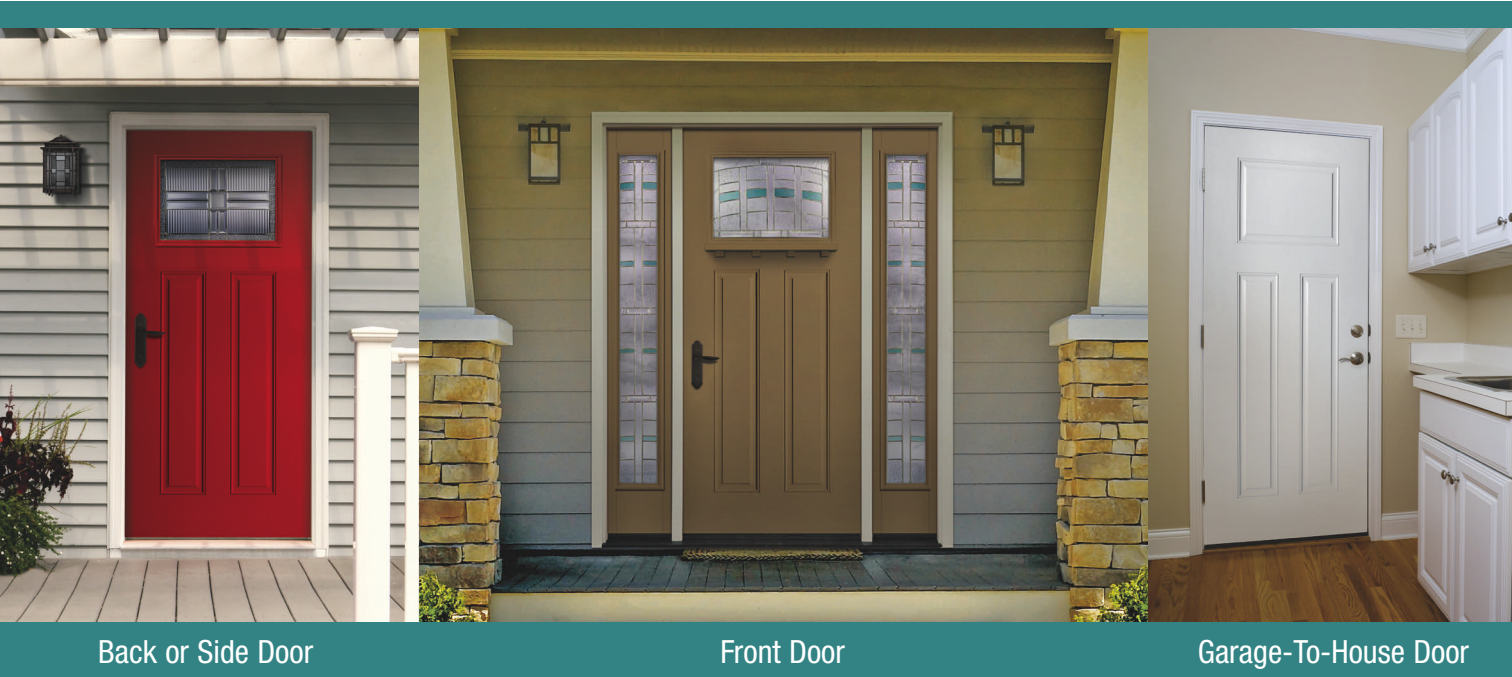
"Green generally has been very well received by the active adult," says Evans. "They are looking to leave a legacy for their grandchildren, to leave the world a better place for their families."

"We have seen incremental sales as a result of our green building and the green components of the commu-

Builder: Del Webb, Fairfax, Va.
Ad agency: Hammer Communications, Washington, D.C.

nity," adds Evans. "We have people who have told us, 'We are buying because you are green. This is very important to us.'"

Make Every Door A Front Door



Back or Side Door

Front Door

Garage-To-House Door



Introducing the new Smooth-Star® craftsman door from Therma-Tru® – a classic style at an exceptional value that makes a great entrance whether it's used on the front, back or side of a house. Available in a variety of distinctive glass designs, there's also a solid panel door option that makes a great choice for the garage-to-house entry. Also available with the Tru-Defense® door system for greater protection against air and water leaks. It's the Smooth transition to enhancing all of a home's entryways.

**To learn more about Therma-Tru doors, visit us at:
www.thermatru.com**

THERMA TRU®
DOORS

For FREE info go to <http://pb.hotims.com/23720-19>

Giraffe Condos, Toronto / Best Overall Ad Campaign/Best Signage

Craning Its Neck Above the Competition



It's tall, angular and graceful. You can find it in a zoo or in the popular Bloor Dundas neighborhood of Toronto. It's the Giraffe, but the one in Toronto is several stories taller than the zoo dweller and eats less.

"It's a fun, quirky name that reflects the personality we wanted to give this building for the people we were going to buy," says Daniella Andrews, senior account director for ad agency LA Inc.

LA Inc. helped its client, TAS Design/Build, find a brand personality for this project that is relevant to the target market, the neighbor-

hood and the architecture.

The objective of both the signage and the overall advertising campaign was to drive pre-registration and change perceptions about the neighborhood, motivating those who already live there to consider moving up to Giraffe and those who don't to see the area with fresh eyes as a new and exciting place to be.

"This area doesn't have a lot of new condos," says Andrews. "It's an area in Toronto — Bloor Dundas — where there tends to be a lot of older rental buildings. So we're really paving the way there with brand new condominium development."



Builder: TAS DesignBuild
Ad agency/PR firm: LA Inc.,
Toronto



Real Security Knows What's Out Of Sight Is Rarely Out Of Mind.



You can't always be home. But you can be in control with the new Schlage® LiNK – the lock that lets you know who's there, even when you're not. Kids get home from school. You get a text message. Did the sitter lock the door? Double-check on your computer or cell. You can even unlock your door remotely or create and delete codes for others to use – great for that 8-hour window the repairman seems to need. The Schlage LiNK – perfect for your peace of mind.

Real Security Sets You Free.™



link.schlage.com

1010 Midtown, Atlanta / Best Color Ad/ Best Series of Related Print Ads

Throwing Condo Advertising a Curve



Exotic. Sensual.
CURVED.
Step into a new lifestyle.

This season, glass and steel are stepping off the catwalk and into Atlanta's hottest new highrise. It's 1010 Midtown, on Peachtree at 12th. These signature residences are just an elevator ride away from ground-floor access to a dynamic mix of flagship retail, restaurants, and entertainment. This tower introduces a new curve to Atlanta's sense of style, in the city's most dazzling new district.

1010 MIDTOWN
Life on the curve.

Sales Gallery opens September 2007
Pre-register for the Priority Buyer List at:
1010midtown.com

12TH MIDTOWN

All information is believed to be accurate but is not warranted. Information is subject to change without notice.

Builder: Daniel Corp., Atlanta
Ad agency/PR firm: Miles Strategic DNA, Denver

When 1010 Midtown hit the market in Atlanta, there were 10 other buildings in the area all competing for the same buyer.

"For almost every single ad, the main graphic was a picture of the building," says David Miles of Miles Strategic DNA (formerly Miles-brand).

Miles knew his client would have to do something different. They came up with the positioning, "Life on the Curve," because the condominium is located in Midtown — right on the curve of Peachtree Street. Life on the Curve was also meant to represent what living downtown in an urban, "hip" area, means to people: culture, nightclubs, restaurants and retail.

"We blended a reflection of the building into graphics that represent the different lifestyle elements," says Miles. "You have a pair of black leather boots representing retail. You have a piano representing the arts."

Miles says the martini ad, which won for Best Color Ad, seems to be the ad people liked like most. He says the entire series of related print ads, which also won gold, has captivated the entire market.

"Magazines that we were not running the ad call up and ask for the art," he says. "They ran the ads for free. We were able to hit about a 20 percent sales rate at the opening. If you go to Atlanta today, everybody knows 1010 through this campaign."



*Do you take it shaken, stirred,
or **CURVED?***

A curved monument of glass and steel is about to shake and stir the norm. It's 1010 Midtown, on Peachtree at 12th. These signature residences tower 35 floors above ground-floor access to a dynamic mix of flagship retail, restaurants, and entertainment. Mix it all together, and you've got the most intoxicating address in Atlanta. How do you take it?

1010 MIDTOWN
Life on the curve.

Move in Fall 2008
From the \$220s to over \$1 million
Sales Gallery Now Open | Corner of 12th & Crescent
404.815.4522 | 1010midtown.com

12TH MIDTOWN



TimberTech

FenceScape®

SURROUND

your customers in carefree style with FenceScape

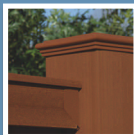
A fence is the most visible extension of a home. And with FenceScape your customers don't have to sacrifice style to get quality. FenceScape composite fencing is beautiful, low maintenance and provides the same design versatility and workability as traditional wood. Customized gates and styles such as privacy, picket, shadowbox and other unique installations are easily achieved.

Developed by TimberTech, the company that brought you the highest quality, most innovative composite decking and railing solutions on the market, FenceScape is backed by a name you can trust. So make every fence a good neighbor fence and give your customers the benefit of TimberTech's famous brand promise: Less Work. More Life®.



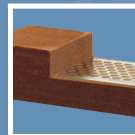
Fence Boards

Maximum design flexibility with boards sold individually in various widths and lengths



Fence Posts

Post covers and self-supporting posts available, with matching post caps



Steel Reinforced Rail

Prevents sag experienced over time with temperature changes and long-term load

FENCESCAPE.COM

Less Work. More Life.®

800-307-7780

For FREE info go to <http://pb.hotims.com/23720-21>



Simonini Builders Corporate Brochure / Best Corporate Brochure

Compelling Copy, Beautiful Photography: The Whole Package

Because the residents in your home are all important, our team members hold regular meetings to review construction materials and projects that can enhance structural integrity. We are committed to the continual improvement of all that you cannot see, and we invest considerably in practices that protect your home. Throughout our industry, we are known for using outstanding systems. Other builders regularly follow our lead, and we are happy to be recognized for raising the bar on the best construction practices.



While we are proud of the honors our company has received, we especially value our reputation for two reasons: the intrinsic value 'Simonini Builders built' adds to your home and because being known as one of the nation's premier builders puts us in a position to work with only the best. Many of our staff have come to Simonini Builders because they recognize that the processes we put in place will enable them to do their finest work unencumbered by tasks which our Support Team is equipped to handle.

Everyone who brings their expertise to a Simonini home is proud to be a part of creating your masterpiece.

All gladly follow the precise guidelines and requirements we stipulate. Knowing we will accept nothing short of the best for you and your home.



Simonini saw an opportunity to pull together some great photography of its homes into a promotional, coffee table-type book that could be used as a gift or a high-end marketing piece for its custom building division. To come up with copy, the company did an internal brand audit, speaking to clients, employees and salespeople to get a grasp on the true personality of the company.

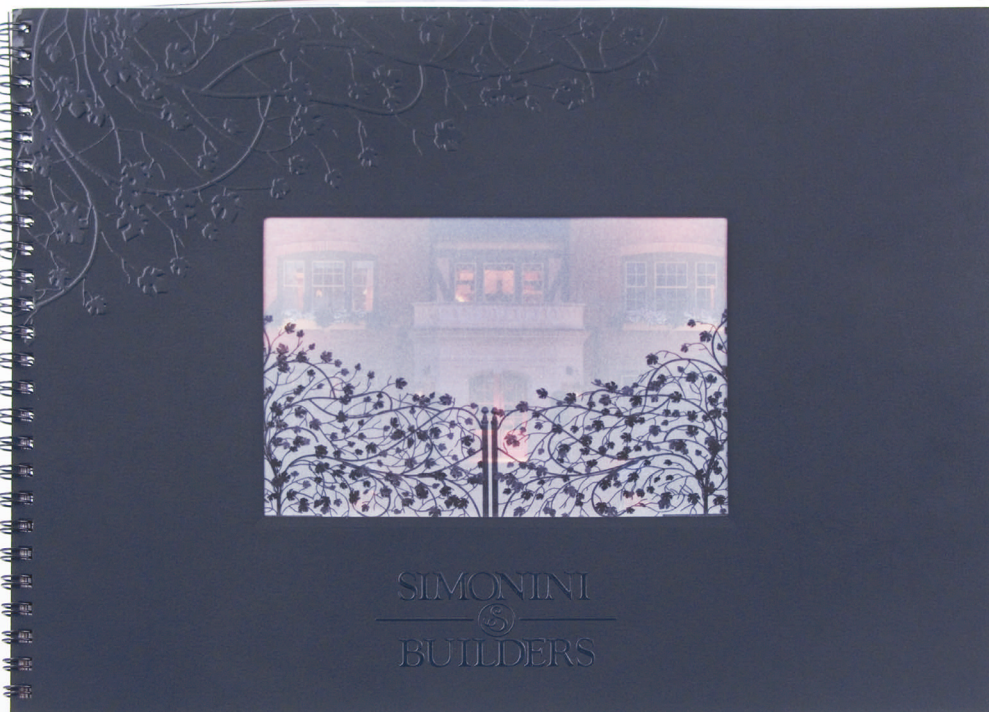
"When we got it all written, we said, 'This is great stuff,'" says Scott Teal, Simonini's marketing director. "We don't want to limit the number of people who get their hands on this kind of information. So we decided to expand it to a less expensive but still eye-catching and professionally created piece."

The brochure was hand-delivered to existing clients

and key real-estate agents who have worked with Simonini product in the past. It's now mailed out with a handwritten note to model home visitors and

prospective clients.

"We currently use it as a follow-up piece," says Teal, "It's just another means to keep the conversation going."



Builder: Simonini Builders, Charlotte, N.C.
Ad agency/PR firm: AF Prince Associates, Matthews, N.C.
Cost per piece: \$14.60



Add some extra punch to your homes.

In this economy you need a trusted partner in your corner. Wayne-Dalton has developed the Builder Solutions System making it easy for you to add value and win market appeal.



Curb Appeal. Beautifully designed and carefully crafted, our garage doors add style to any home. With the widest selection of door styles, colors, materials and features in the industry, your design options are virtually unlimited.

And, Wayne-Dalton doors are more than skin deep. We offer a wide variety of insulated energy-efficient options, a broad range of safety features, and windload-rated and impact resistant models to ensure that your customers will enjoy their doors for years to come.



Openers. We offer two advanced garage door openers. Our ceiling mounted *prodrive*® opener is available in either a belt or chain rail. Our patented wall-mounted *idrive PRO*® eliminates the belt, chain, screw drive, and track that clutter a garage door ceiling. And, if you select our exclusive Z-Wave® technology option, the openers work wirelessly with our complete range of Home Controls products.

Technology. The fact is, home controls are among the most sought-after options in a new home, but have traditionally been too expensive for the mainstream homeowner. Not any more. Wayne-Dalton's exclusive, affordable Z-Wave enabled garage door openers and Home Controls allow homeowners to control their home access, safety, lighting and HVAC systems with the push of one button. Homeowners are lining up to buy these cost effective, convenient solutions.



Storm Protection. Building code-restricted homes in the Southern Gulf Region? Take a good look at our Fabric Shield System. Safe and extremely quick to install, impact resistant, and water and wind resistant, these space age panels will give your homeowners the serious protection they need. And unlike other systems, our translucent panels let in natural light providing a more pleasant environment – before and after the storm.



U.S. Green Building Council (USGBC) member.

www.Wayne-Dalton.com



For FREE info go to <http://pb.hotims.com/23720-22>

To build this collection, we went to the best suggestion box of all. Your job site.



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The New Marvin Ultimate Casement Window

Meet the Ultimate Casement Collection, a revolutionary new line that combines the craftsmanship and innovation you've come to expect from Marvin. Inspired by your suggestions, we developed larger sizes and matched them with the industry's most innovative hardware for unrivaled performance. All that combined with easy installation and a wash mode that allows homeowners to clean their windows from inside makes this new collection truly ultimate.

Visit marvincasement.com or call 1-800-241-9450 for a free Ultimate Casement Collection brochure.



MARVIN 
Windows and Doors
Built around you.®

For FREE info go to <http://pb.hotims.com/23720-23>

[THE 2009 NATIONAL SALES AND MARKETING AWARD
GOLD WINNERS]

MYC Condos, Toronto / Best Brochure for a Community priced
\$400,000 to \$650,000

All the New York-Slick That's Fit to Mimic



The glossy magazine style of the MYC brochure certainly gets your attention, but the signature font associated with a well-known newspaper south of the border of this 25-story Toronto condo project gets you downright curious.

"With MYC, we were selling a fantastic neighborhood just north of the city core," says Jennifer Morren, account execu-

tive with LA Inc. "It's right across from the subway. There's a park and tons of restaurants. In the marketing material, we conveyed the idea of that cool, kind of New York style."

The MYC brochure looks like a magazine and even has a table of contents, articles and a list of contributing editors. It's also chock full of reading material relevant to potential buyers. There are features about the architect, the building

design, the neighborhood, condo buying advice (from the developer's marketing manager) and the builder's history.

"It was definitely successful," says Morren. "We had great feedback."

Builder/developer: Cresford
Developments, Toronto
Ad agency/PR firm: LA Inc.,
Toronto

The New Ultimate Casement Collection

The difference is C.L.E.A.R.

COUNTLESS DESIGN OPTIONS

- 9 casing profiles
- 19 clad colors
- 5 simulated divided lite size choices
- Tall bottom rail option

LARGE SIZES- ULTIMATE PERFORMANCE

- Meets commercial DP50
- Operating sizes up to 40" x 92"

EASE OF INSTALLATION

- Removable jamb covers
- Pre-drilled jamb holes

ANY APPLICATION

- 4 ⁹/₁₆" full frame or 2 ³/₁₆" narrow jamb
- New construction, remodel, replacement

REVOLUTIONARY WASH MODE

- Window rotates 140°, allowing exterior to face in for cleaning

Visit marvincasement.com
for a free brochure.



MARVIN®
Windows and Doors

Built around you.®

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For FREE info go to <http://pb.hotims.com/23720-24>

Love Your Walls.
They'll Make You
Look Good.



Renewable
Resource

Using **ICYNENE LD-R-50™**, the next generation of Icynene's spray foam insulation, helps keep homeowners happy. That's because **ICYNENE LD-R-50™** air-seals walls to help minimize drafts and reduce energy costs by up to 50%. Plus, it helps provide greater control of indoor air quality and airborne noises. The best part – it does all of this with a renewable-based formulation derived from castor plants. And that means you can protect the environment and build a great reputation with homeowners while growing your business at the same time.

For even more reasons to love your walls, please visit
Icynene.com/insulateright.aspx, or contact your local Icynene
Licensed Dealer.

ICYNENE LD-R-50™

For FREE info go to <http://pb.hotims.com/23720-25>

Shappell Matchmaker Campaign / Best Internet Marketing Campaign

Home Builder, Home Builder, Make Me a Match

For those on the verge of giving up, there's hope. Prospects can find their perfect match online. And results are practically guaranteed — an online home-buying experience with a builder that's fun, is engaging and will get people talking.

At shappellmatchmaker.com, buyers can take a brief quiz conducted by "Dr. M. Maker" and his four "licensed and bonded matchmakers" representing the four buyer profiles Shappell Homes is targeting: the first-time buyer, newlyweds, the move-up buyer and the empty nester. With smoking jacket and tongue-in-cheek humor, the "doctor"

asks users questions such as, "Where do you go to relax?" and "What do you need to feel centered?" to come up with the real answer: the Shappell community that is the perfect match for them.

"We wanted it to be humorous, especially at this time," says Linda Gunn, president of Gunn Jerkens Marketing and Advertising, "something that would make people chuckle, laugh or smile."

The interactive video is funny and well-written. The online component was supported with print, radio, sales office displays and buttons.

"[The campaign] has been very helpful in differentiating them as a builder," says Gunn.



E-Blasts

To help build excitement for the MatchMaker interactive website, e-blasts were distributed with the intent to pique interest and encourage forwarding to friends. The e-blasts linked to a specially prepared teaser video in which Dr. M. Maker invites the viewer to experience the landing page, tying into the personal interaction that distinguishes the campaign.

Builder/developer: Shappell Homes, Milpitas, Calif.

Ad agency: Gunn/Jerkens Marketing and Advertising, Long Beach, Calif.

Advertising budget: \$60,000



'1' Hotel, Mammoth Lakes, Calif. / Best On the Boards Ad Campaign

A Mammoth Ad for '1' green hotel

On the Board categories are a new addition to the Nationals this year, providing opportunities for proposed by not completed work to get its due and a positive push toward completion.

"I Hotel is the first fractional LEED-certified condo/hotel product. It brings together "green sustainable condo hotel practices with luxury amenities," says Tucker Stine, account supervisor at Greenhaus, which came up with the ad concept.

Mammoth has always been a nice place to ski but never had the five-star resort quality of Aspen or a Telluride.

The goal was to attract people who have been coming to Mammoth, particularly Gen Xers now affluent enough to experience Mammoth at a completely different level.

The ads have sparse copy and stunning visuals. "It's the great outdoors coupled with the new luxury amenity that we're bringing," says Stein. "Plus 1 is the luxury amenities. And the name of the hotel is "1."

Builder: Playground/Starwood Capital Group, San Francisco

Ad agency: Greenhaus, San Diego (at the time)

THE POWER OF YELLOW.®



Put yourself on the map. We're coming to 25 markets nationwide with Pella® Pro Expo events that include window and door educational seminars, product and installation demonstrations, and valuable in-market information. Learn more about how **The Power Of Yellow** can help you pinpoint strategies for success in 2009.

Register for Pella Pro Expo events by visiting eventsbypella.com or calling 888-79-PELLA.



VIEWED TO BE THE BEST.®

Gold Winners Not Featured:

Best Rookie Sales Person of the Year*

Cheryl Bryne, The Marketing Directors, New York, N.Y.

Best Sales Person of the Year*

Richard Sackmann, The Marketing Directors, New York, N.Y.

Best Sales Team of the Year *

The Parkside Village Sales Team, In2ition Marketing Insights, Mississauga, Ontario, Canada AND The Heritage Sales Team, Coldwell Banker Howard Perry and Walston Builder Services

Best Sales Manager of the Year*

Martin Brady, The Marketing Directors, New York, N.Y.

Marketing Director of the Year*

Kelly Kenton Fink, Bowen Family Homes, Duluth, Ga.

Sales and Marketing Council of the Year (TIE)

Sales & Marketing Council of Los Angeles and Ventura AND

Triangle Sales & Marketing Council of North Carolina

Best Logo

Market Wharf Condominiums, Toronto

Builder: Context Developments,

Toronto

Ad Agency/PR Firm: LA Inc., Toronto

Best Brochure for a Community

Priced \$400,000 to \$650,000

Riverfront Park, Denver

Builder: East West Partners

Ad Agency/PR Firm: Cultivator

Advertising & Design, Denver

Best Brochure for a Master-

Planned Community

Steiner Ranch, Austin, Texas

Builder/Developer: Taylor Morrison

Communities, Austin, Texas

Ad Agency/PR Firm: Em Group,

Houston

Best Direct Mail

Builder: History Maker Homes, Fort

Worth, Texas

Ad Agency/PR Firm: Miles Structural

DNA (formerly Milesbrand), Denver

Best Radio Commercial

BackCountry, "The Call"

Builder: Shea Homes Colorado

Ad Agency/PR Firm: Miles Structural

DNA (formerly Milesbrand), Denver

Best Television Commercial

Hearthstone Homes, "Your Story"

Builder: Hearthstone Homes, Omaha,

Neb.

Ad Agency: Miles Structural DNA

(formerly Milesbrand), Denver

Best Special Promotion

Del Webb Corporate

Builder: Del Webb Southern California

Ad Agency/PR Firm: Susan Shook

Associates, LLC, Newport Beach, Calif.

Best Marketing Promotion for

Vendor or Supplier

JWilliams Staffing — STARS Program

Associate: JWilliams Staffing, Irvine,

Calif.

Best Web Site for a Community

— Suburban

SummerGrove, Newnan, Ga., www.summergrove.com

Builder: Pathway Communities, Atlanta

Ad Agency/PR Firm: McRae

Communications, Atlanta

Best Web Site for a Community

— Urban

Rollin Street Flats, Seattle, www.rollinstreet.com

Builder: Vulcan Real Estate, Seattle

Ad Agency/PR Firm: DEI Creative,

Seattle

Best Web Site for a Builder

Builder: Kaine Homes, Huntingtown,

Md., www.kainehomes.com

Ad Agency/PR Firm: NDG

Communications, La Plata, Md.

Best Web Site for an Associate

Associate: IOMEDIA, New York, www.io-media.com

Ad Agency/PR Firm: IOMEDIA, New

York

Best Suburban Sales Office

Sorrento, Dublin, Calif.

Continued on page 57

2009 Judges

Mary DeWalt

Mary DeWalt Design Group
Austin, Texas

Rudy Kadlub

Costa Pacific Communities
Portland

Ray Osborne

New Home Marketing Network
Laguna Hills, Calif.

Kandance R. Hardy

NAHB — NSMC Project Specialist
Washington, D.C.

Al Doyle

Fusion Partners
Seattle

Gaye Orr

Coldwell Banker Advantage New
Homes
Raleigh, N.C.

Carol Smith

Praxis Real Estate Advisors, LLC
Atlanta

Peter M. Mayer

Judging Chairman
Peter M. Mayer Productions

Quincy Johnson

Boca Raton, Fla.



THE JUDGES (LEFT TO RIGHT):

Al Doyle, Rudy Kadlub, Mary DeWalt, Carol Smith, Ray Osborne, Gaye Orr, Quincy Johnson and Kandance Hardy

SONY®



HomeShare™ HD

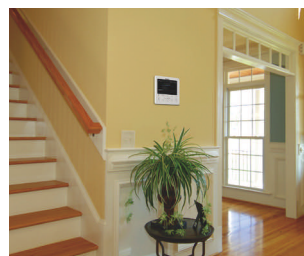


In touch with all your music.

Introducing the affordable multi-room entertainment and intercom system that allows you to access your iPod® player anywhere.

Meet HomeShare. A very big idea in the comfort of your home. High definition video in any room. Access an iPod® player or satellite radio from any keypad. Intercom to call the kids down without raising a voice. A camera to see who's at the front door. Extend your home theater to watch the rest of the Blu-ray™ movie in bed. Whether installed in one room or throughout the home, HomeShare expands easily to distribute home entertainment.

HomeShare HD. Tuned in to your home entertainment.



www.sony.com/HomeShare/pb



High Definition. It's in our DNA.

For FREE info go to <http://pb.hotims.com/23720-27>



EPISODE HIGHLIGHT:

**CARL & STU FIND INTEGRITY
WINDOWS ARE PERFECT FOR MANY
JOBS, INCLUDING REMODELS.**

The 
CARL & STU
Show

*Watch Carl & Stu discuss the commercial, remodeling and new construction applications of Integrity® windows and doors and get an entire season of new videos at **INTEGRITYWINDOWS.COM/SHOW***

 **Integrity®**
from MARVIN
Windows and Doors
Built to Perform

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For FREE info go to <http://pb.hotims.com/23720-28>

Builder/Architect: Toll Brothers,
San Ramon, Calif.

Sales Office Designer/

Fabricator: Marketshare

Best Sales or Information Center

Del Webb Sun City Mesquite, N.V.

Builder: Del Webb, Las Vegas (CQ)

Or Southern California

Architect: SHJ Studio, Phoenix

Interior Designer: Design

Perspectives, Aurora, Colo./ Susan
Shook Associates, Newport Beach,
Calif.

Ad Agency/PR Firm: Susan

Shook Associates, Newport Beach,
Calif.

Best Design Center

Summerhill Design Center, Santa
Clara, Calif.

Builder: Summerhill Homes, Palo
Alto, Calif.

Sales Office Designer/

Fabricator: Marketshare, Inc.,
Milpitas, Calif.

**Best Landscape Design for a
Detached Community**

Bella Fiore, Lake Las Vegas, N.V.

Builder: Pardee Homes, Los
Angeles

Architect: Bassenian/Lagoni
Architects, Newport Beach, Calif.

Landscape Architect: SJA, San
Juan Capistrano, Calif.

**Best Interior Merchandising of a
Model Priced \$400,000**

Portico at Edenglen Plan 1, Ontario,
Calif.

Builder: Brookfield Homes
Southland, Costa Mesa, Calif.

Interior Merchandising: Studio
Design Group, Costa Mesa, Calif.

**Best Interior Merchandising
of a Model Priced \$650,000
– \$999,999**

Sky Vue Lofts – Smart Corner
Residential Tower, San Diego

Builder: CJUF Smart Corner, San
Diego

Architect: AVR Studio

Interior Designer: Artisan Design
Group, San Diego

**Best Attached Home Plan
Priced Under \$250,000**

Southwind-The Manchester,
Arlington, Texas

Builder: Kimball Hill Homes, Dallas

Architect: Bloodgood, Sharp &
Buster, West Des Moines, Iowa

Best Single Family Detached

Home Priced \$225,001

– \$399,999

Madison Place – Tuscan Castle
Plan 2

Builder: The McCaffrey Group,
Fresno, Calif.

Architect: Kevin L. Crook Architect,
Irvine, Calif.

**Best Single Family Detached
Home Priced \$650,000**

– \$850,000

BackCountry – Raindance 5012,
Highlands Ranch, Colo.

Builder: Shea Homes Colorado,
Highlands Ranch, Colo.

Architect: Woodley Architectural
Group, Highlands Ranch, Colo.

**Best Single Family Detached
Home Priced \$850,000 – \$1.5
million**

Toscana at Corda Bella, Denver

Builder: Sattler Homes,
Greenwood Village, Colo.

Architect: Knudson Gloss
Architects, Boulder, Colo.

**Best Single Family Detached
Home Priced Over \$1.5 million**

Five Lanterns at The Pinehills,
Residence One, Plymouth, Mass.

Builder: The Green Co., Newton
Centre, Mass.

Architect: Scheurer Architects,
Newport Beach, Calif.

Best Custom Home

Wings in the Woods, Castle Pines
Village, Colo.

Builder: Renaissance Homes,
Parker, Colo.

Architect: Woodley Architectural
Group, Highlands Ranch, Colo.

Best Attached Home Plan

Portico at Edenglen, Plan 2, Ontario,
Calif.

Builder: Brookfield Homes
Southland, Costa Mesa, Calif.

Architect: Kip Klayton Architects,
Irvine, Calif. ; Robert Hidey

Architects, Irvine, Calif.

Best Virtual Reality Experience

Trump Soho, New York

Builder/Developer: Trump

Organization, New York

Ad Agency/PR Firm/Web Site

Designer: IOMEDIA, New York

**Best Interactive Point of Sale
Experience**

Allure Waikiki, Honolulu

Builder: Fifield Companies, Irvine,
Calif.

Ad Agency/PR Firm/Web Site

Designer: Joyce Timpson &

Associates, Honolulu

Interactive Designer: Focus 360,
Laguna Niguel, Calif.

Best On the Boards Logo

Redstone, Amarillo, Texas

Builder: Panhandle Land
Investments, Lubbock, Texas

Ad Agency/PR Firm: Anderson
Hanson and Blanton, Addison,
Texas

**Best On the Boards Clubhouse
or Sales Pavilion**

Sundial House, Highlands Ranch,
Colo.

Builder: Shea Homes Colorado,
Highlands Ranch, Colo.

Architect: Woodley Architectural
Group, Highlands Ranch, Colo.

**Best On the Boards Single
Family Detached Home – TIE**
Modern Polynesian, Maitland, Fla.

Builder/Architect: Phil Kean
Designs, Winter Park, Fla. AND
12 Troon Residence, Newport
Beach, Calif.

Builder: The Troon House LLC

Architect: Scheurer Architects

**Best On the Boards Master-
Planned Community**

Hawkstone, Liberty Lake, Wash.

Builder/Developer: White Water
Creek Inc., Haden, Id.

Architect: Iverson Architects,
Newport Beach, Calif.; WH Pacific,
Bothell, Wash.

* Will be featured in the mid-March
issue of Housing Giants/** Will be
featured in May Custom Builder



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SHARED VISION

At a Duany Plater-Zyberk & Co. design charrette for a site in Saudi Arabia, Abdulkareem Moh'd-Al-Tawili (standing) of Al Oula Development Co. confers with Marina Khoury (right) and Xavier Iglesias of DPZ. Charettes collect input of everyone involved in a project, from superintendents to sales – even buyers.



Photo: Ahmed Ismail/Al Oula

INSIDE

Bigelow's brand of green in Texas
[page 60]

[BEST ADDRESS]

TEXAS GREEN

Aurora, Ill.-based Bigelow Homes hits Texas with an affordable, energy-efficient home that pioneers HVAC in conditioned interior space.

By Bill Lurz, Senior Editor

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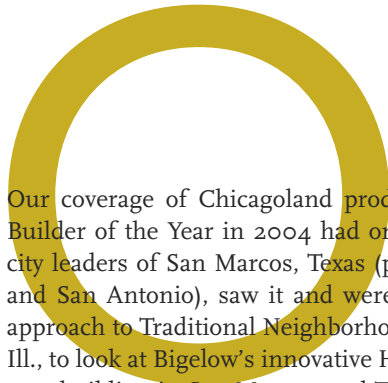


THE BLANCO RIVER RANCH HOME AT FRAMING shows ductwork in the soffit above, with three register openings facing into the room. Note how the soffit is separated from the attic with oriented strand board (OSB), installed prior to the ducts as part of house's air envelope, which keeps ducts in conditioned space.



THE MODEL ROW STREETSCAPE shows the ranch bungalow (left to right), story-and-a-half Craftsman bungalow and Medina on right. One of 40 Pulte homes in Blanco River Village is in the distance.

Photos: Peter Tata Photography



Our coverage of Chicagoland production builder Bigelow Homes as Builder of the Year in 2004 had one impact no one saw coming. The city leaders of San Marcos, Texas (population 46,000, between Austin and San Antonio), saw it and were impressed enough by the unique approach to Traditional Neighborhood Design to make a trip to Aurora, Ill., to look at Bigelow's innovative HomeTown development. Bigelow is now building in San Marcos, and Texans have a chance to buy into the firm's approach to green land development, affordable energy-efficient homes and nurturing child safety features.

Bigelow's first Texas community, Blanco River Village, is a TND project Michigan-based giant Pulte Homes sold to Bigelow early last year after building 40 houses. Three new Bigelow models opened last September. One of them — the three-story, 2,410-square-foot Medina plan base priced at \$174,793 but \$212,793 as modeled — is our Best Address this month. It's a blend of early 20th century Texas architecture, pioneering energy efficiency and a whimsical space that wows kids.

Land buy makes pricing affordable

Bigelow had an earlier land deal in San Marcos, but it fell apart. "We're glad," says Perry Bigelow, "because what we have now is much better."

The 42 acres, entitled as a TND and already under construction, came on the market early last year when Pulte decided to pull out of San Marcos. "They looked at it as a distant part of the Austin market," Bigelow says, "and Pulte decided to pull in their horns." But Bigelow sees San Marcos differently.

"A small market of its own," Bigelow calls the college town (Texas State University). "We put the deal together late last winter and were able to acquire 140 single-family lots in various stages of development for dimes on the dollar."

Then, Bigelow was able to reconfigure the land plan to incorporate its concept for some detached homes on what the firm calls "living courts," where rear-loaded houses face each other along a green pedestrian lane rather than a street. The higher density product bumped the total units up to 195 — 91 single-family detached and 104 detached condo courtyard homes.

"That increased density got our serviced lot costs down to where we can price homes very attractively," says Perry Bigelow. The denser development is also greener because there are fewer paved roads.

The base prices of Bigelow's eight single-family plans — 1,380 to 3,050 square feet — run from \$141,222 to \$197,264. New models for the smaller courtyard homes, targeted for entry buyers, will open soon at prices ranging from \$101,381 to \$120,617 for 1,200 to 1,600 square feet.

The shining star

Bigelow has already sold 14 homes at Blanco River Village, a better sales pace than in Aurora, Ill., where the firm is mired in the Chicago crash. And the star of the new model row is the three-story Medina, which has a finished attic that holds a secret surprise to make every kid





LIGHT SHELF: ANOTHER BIGELOW BREAKTHROUGH

PERRY BIGELOW is proud of his latest innovation — the light shelf — shown here inside a wall of windows in the Medina's family room. "Everybody that sees it thinks it's the cat's meow," he chortles.

The shelf, which extends two feet on both sides, shades the large, lower windows from direct sunlight. Meanwhile, the light reflects off the shelf on both sides of the windows up to the interior ceiling, where it is diffused throughout the room. The interior shelf helps scale down the room and provides an interesting architectural element.

"The most important aspect of this is the outside shelf," Bigelow says. "It allows us to have much larger windows without compromising energy performance. Here, we have a whole wall of windows, which is unheard of in a Texas house. The light shelf keeps the heat out of the room and still lets the light in."

Even through the bottom windows, Bigelow says, a lot of outside light comes in, but without solar gain. And the light reflected off the shelf and ceiling floods the room. "But the shelf keeps ultraviolet rays out of the room, so furnishings are safe from fading," Bigelow says.

Except for the model homes, the houses at Blanco River Village all face north and south, which makes the light shelf even more valuable.

INTERIOR MERCHANDISER TAMI SWINGLER of Five Star Interiors in Austin, Texas, used what she calls the "Pottery Barn look" in the Medina model to balance traditional and contemporary elements. Notice the interior light shelf on window wall.

THE THREE-STORY MEDINA MODEL at Blanco River Village in San Marcos, Texas, replicates “national style” homes built early in the 20th century from kits sold by Sears Roebuck and Montgomery Ward catalogs.



want the bedroom way up there.

Bigelow's in-house architects designed the home under the tutelage of Perry Bigelow, who can take on such tasks now that son Jamie leads the company as president. “The Medina is a ‘national style’ home,” Perry says, “derived from the early 20th century homes distributed all over the country by catalog retailers, including Sears Roebuck and Montgomery Ward. The porches are something we added, but otherwise, it’s a true national-style home.”

Bigelow and his designers studied San Marcos. “[It’s] the right way to design a TND community: with indigenous architecture,” Bigelow says. The other model homes at Blanco River are a ranch bungalow and Craftsman bungalow. All have detached rear garages.

The Medina floor plan is certainly more open than any early 20th century home would be, with the largest chunk of the first floor devoted to the big kitchen, breakfast nook and family room across the back of the house and behind smaller living and dining rooms at the front. The second floor is conventional, with a large owner’s retreat, two secondary bedrooms, a second full bathroom and laundry enclave.

However, it’s on the third floor that the Medina captivates young families. “The house is really two stories plus an attic,” says Perry Bigelow. “But we decided to tuck a fourth bedroom and game room up in the attic, with walls hiding the roof sloping down on the sides.”

And behind one of those walls is a secret space for kids. The “kid’s cave” is a triangular-shaped hideaway, too small for adults but a treat for young children.

“It’s just a whimsical little space, but kids love it,” says Bigelow.

SLOW TRAFFIC KEEPS KIDS SAFE

IN BIGELOW’S HOMETOWN COMMUNITIES, all traffic is slowed to no more than five miles per hour. It’s a goal to create neighborhoods where children are free to run in packs, with no fear of speeding cars. This was one of the elements that attracted San Marcos’ city elders, and it will be part of Blanco River Village even though Bigelow did not develop the community from scratch.

“The existing homeowners asked us to traffic-calm their streets as well,” says Perry Bigelow. “We presented our ideas to the homeowners’ association and said, ‘This is what we’d like to do because that’s how we build, but we are the new guys here, so if you don’t want it, we’re fine with that.’ The vote was 90 percent in favor of traffic calming.”

PROJECT PROFILE

Development: Blanco River Village

Location: San Marcos, Texas

Product: Single-family homes, detached condominiums

Scope: 195 units on 42 acres

Models open: September 2008

Sales: 14

Best Address Home: Medina model

Square footage: 2,410

Price: \$174,793 (base), \$212,793 (as modeled)

Hard cost (materials and labor only): \$42 per square foot

PRODUCTS USED

Paint: PPG

Drywall: USG, American Gypsum, Goldbond

Insulation (Batt and Blown): Owens Corning

AC/Furnace: Goodman

Brick: ACME

Garage Door: Wayne-Dalton

Roofing Shingles: CertainTeed

Window Frames: Builders First Source

Window Glazing: Cardinal Glass

Interior Doors: Masonite

Exterior Doors: Thermo-Tru

Exterior Trim: James Hardie

Siding: MaxiPlank

Fixtures: Progress

Sub-Meter: Integrated Metering Systems

Electrical Panel: GE

Faucets: Moen

Kitchen Sink: Kingsford

Tub/Shower: Sterling

Pedestal Sink: St. Thomas

Water Closets: St. Thomas

W/H: Rheem

Water Distribution: Pex-Viega



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Powerhouse of energy savings

What doesn't show when you walk the model is the Medina's striking HVAC systems breakthrough. The Blanco River Village homes depart from Texas convention by keeping the entire system contained in air conditioned space. "It's something we've done in Chicago for 20 years," Bigelow notes. "When we got to Texas and saw the spaghetti of air conditioning ducts in attics, where summer temperatures reach more than 140 degrees, we were horrified."

"If we were going to build affordable housing that's also energy-efficient, we had to find a better way," Bigelow says. "In Chicago, we put ducting between the first and second floors, but that won't work in a primarily air conditioned climate. The ducts on the second floor have to be up high, so conditioned air blows across the ceiling to create a convective loop."

Bigelow's solution: conceal the ducts in soffits that run overhead but keep it inside the envelope of conditioned space. "With this system, we have about one-third as much ductwork as a conventional Texas home," Bigelow says. "The first HVAC contractor to bid our work didn't understand and gave us bad pricing. Once we got the models built, our HVAC costs came down dramatically. And because the ducting is all in conditioned space, it only needs to be R-4 rather than R-6 or R-8. Our air handler is within the envelope, so we don't have to worry about the ducts being especially tight."

The Blanco River houses carry a guarantee

'IT'S A FIRST'

JOE LSTIBUREK, president of Massachusetts-based Building Science Corp., is one of the world's foremost building scientists and a consultant to many of America's largest public home builders. He backs Perry Bigelow's assertion that Blanco River Village is the first production-built housing development in Texas with HVAC ductwork in air conditioned space.

"There are lots of custom homes that have it," Lstiburek says. "Builders have sprayed foam on the underside of the (roof) deck to turn attics into conditioned space, but that technology is out of the reach of first-time home buyers."

Bigelow's solution isn't, Lstiburek says. "It's Perry being Perry — simple and elegant — a clever solution to a significant problem. For some reason, ideas like this don't seem to travel well across state lines."

that cooling costs will not exceed \$400 a year for smaller houses or \$600 for the larger ones like the Medina. "We're sub-metering the condenser, so we know how much energy is used for cooling," Bigelow says.

Reaching out

Jamie Bigelow is working hard to add city workers, school teachers and university professors to the sales ledger. "I can't believe how much cooperation I'm getting from the City of San Marcos," he says. "They want people to live in their town, and they're bending over backward to help us sell houses. They are putting our advertising fliers in the payroll envelopes of city employees because we are offering city workers a five percent sales price discount."

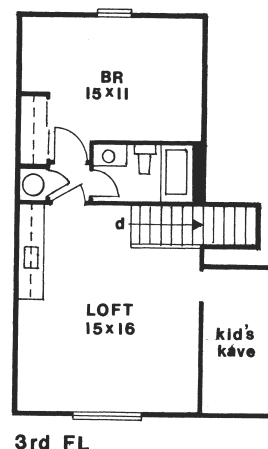
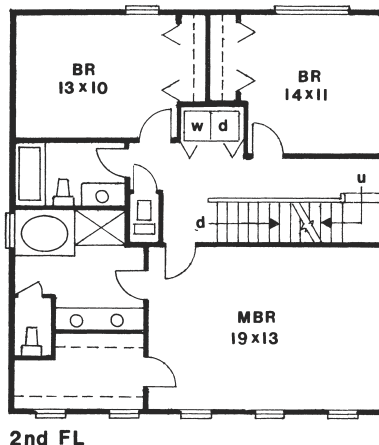
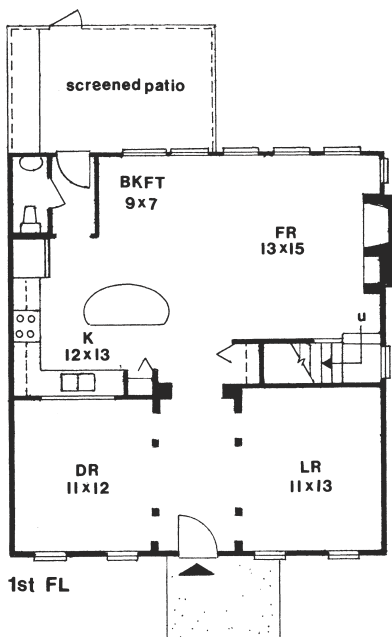
The city is also offering a \$5,000 grant to any Texas State professors who purchase a home in San Marcos, and when they send that offer to the pros, the city will include a Bigelow sales flier in the envelope. It offers to match the San Marcos grant.

Our guess is that Bigelow is going to do better in Texas than in Chicagoland. That's good news for a company that closed only 83 houses for \$18 million in revenue in 2008.

Bigelow builds the Medina for a modest \$42 a square foot in hard costs (materials and labor only). **PB**



THE SECOND-FLOOR BEDROOM shows soffit above the door, which hides the air conditioning duct. Note the register that throws conditioned air across the ceiling.



THE MEDINA FLOOR PLAN is fairly conventional until the "kid's kave," which tucks behind the wall of a game room, under the sloped attic roof. It's a hit with anyone small enough to walk in.

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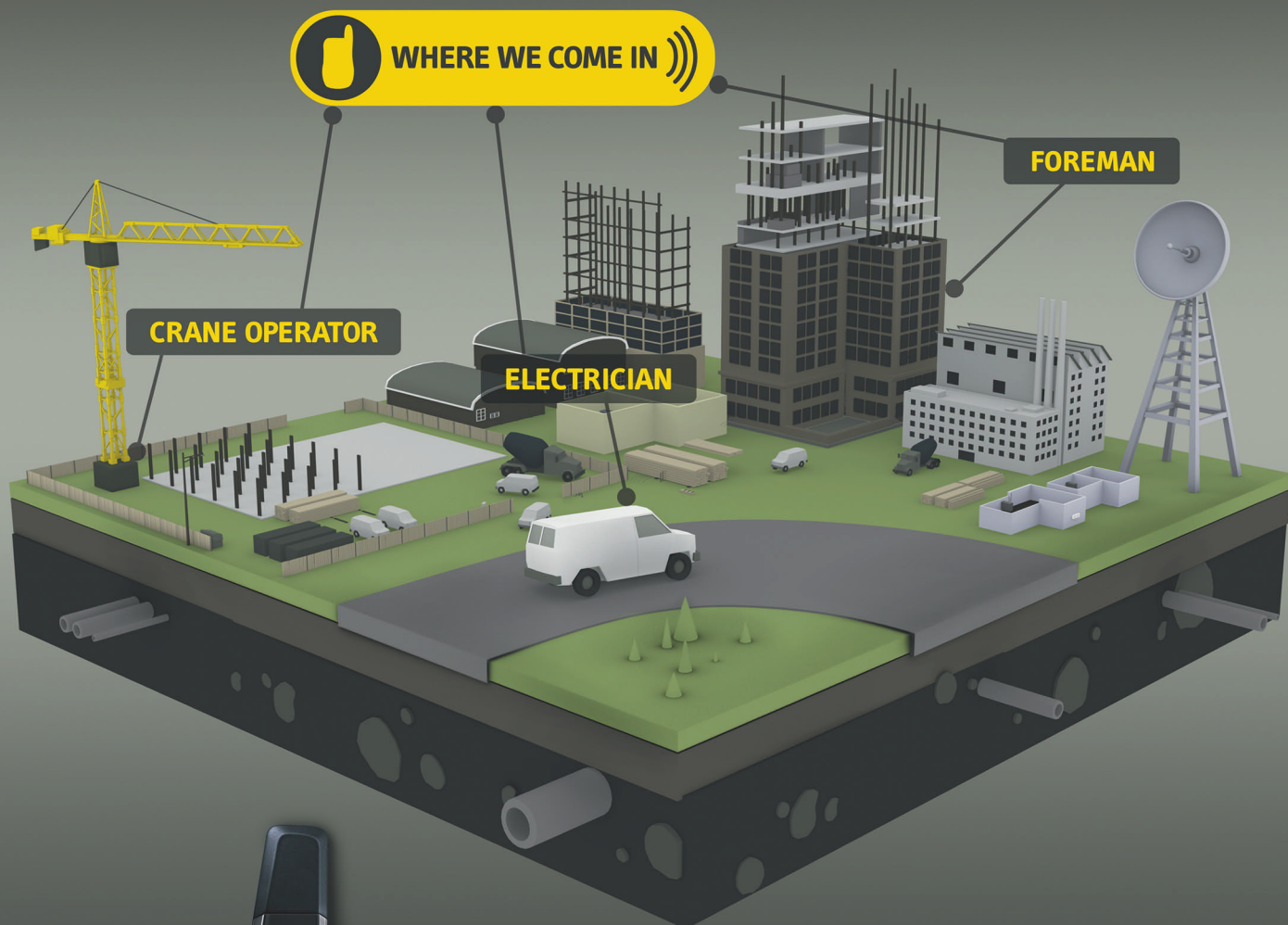
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Photo: Moen

INSIDE

Let in the light [page 71]

Deck and patio products to walk on [page 75]

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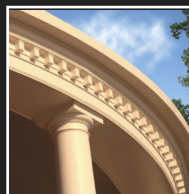
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Mortgage applications reached an eight-year low after a 24 percent week-over-week decrease was reported by the Mortgage Bankers' Association.



\$275 billion

President Obama's new housing rescue plan commits up to \$275 billion to help curtail the mortgage foreclosure crisis and stabilize the housing market. The plan could help as many as 9 million homeowners who are facing foreclosure to stay in their homes.

618% BusinessWeek and Gadberry Group identified communities across the U.S. that have **experienced the largest growth from 2000 to 2008.**

Summerlin South, Nev., is at the top with a 618 percent increase. Oswego, Ill., rounds out the list at No. 10 with a 98 percent increase.

\$1,000,000,000,000 With all the talk about economic packages to restart the economy, has anyone registered what \$1 trillion means? All the loans and bailouts that the government is spitting out about \$9.7 trillion. According to CNN.com, **1 trillion stacked dollars would reach nearly 68,000 miles**, or one-third of the way to the moon. A professor interviewed by CNN.com computes you couldn't spend \$1 trillion if you spent \$1 million a day since the day of Jesus' birth.

30% More than 30 percent of 33 U.S. home builders generating more than \$10 million in **revenue are in danger of filing for bankruptcy**, reports Reuters. Eventually cutting costs won't be enough to survive.

29 In the 29 markets that ZipRealty covers, the company reported an **average of 2.5 percent decline in the inventory** of existing homes for sale in January 2009, reports The Wall Street Journal. Compared with January 2008, it is down 13 percent.

76% K. Hovnanian's CEO got a 20 percent **raise and bonus** despite a 76 percent drop in company value, Bloomberg reports. But, other CEOs have, too.



68% According to Winans International Real Estate Index, new home prices in the U.S. are down 23 percent since March 2007. **The worst decline occurred** between 1929 to 1932, at 68 percent.

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