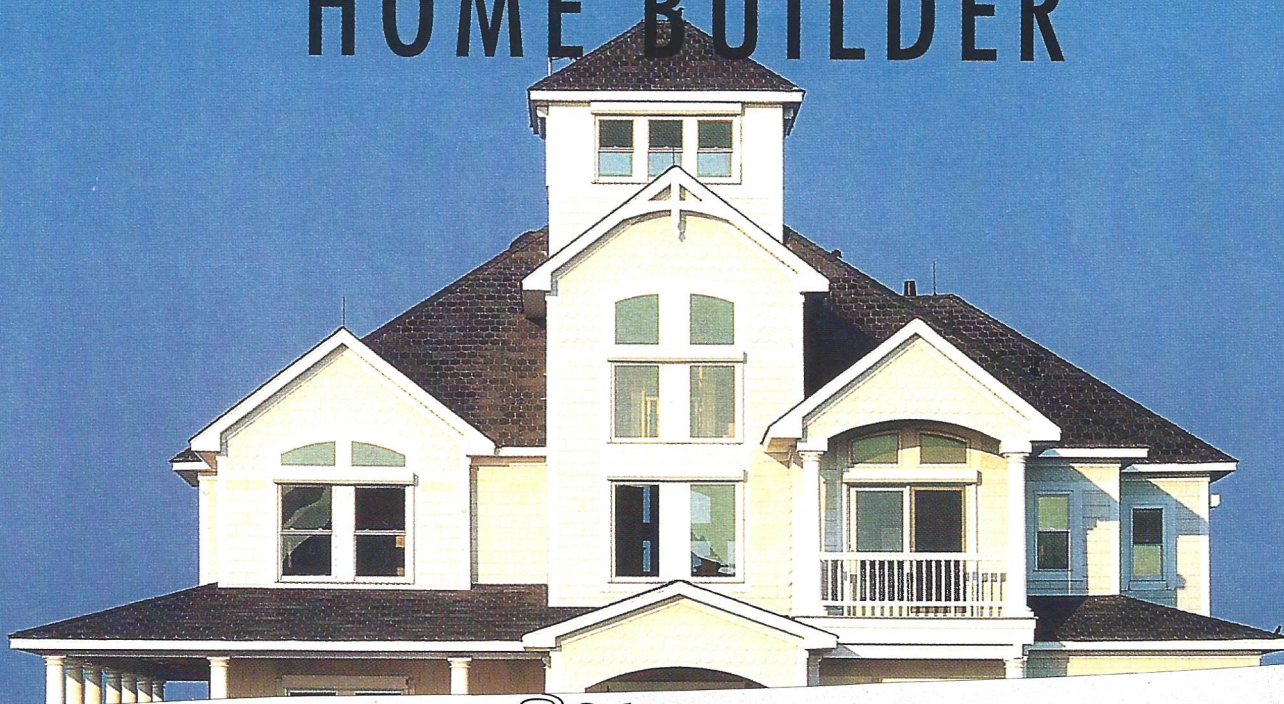



08|2002

LUXURY HOME BUILDER



 **Cahners**
RESIDENTIAL GROUP

Meghan Haynes
Assistant Editor

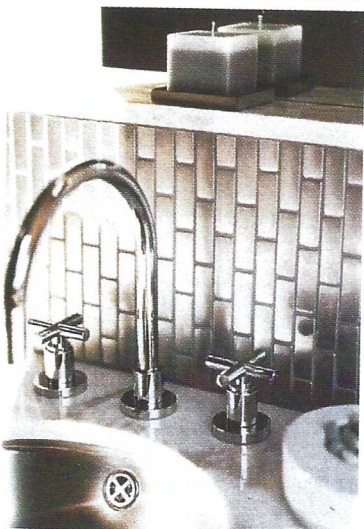
*Professional Builder
Luxury Home Builder*

630 288-8187
Fax 630 288-8145
Mmhaynes@cahners.com

Dear Holly -
Thank you for your
help in pulling this
story together, especially
w/the art.

Please enjoy this issue
as a "thank you" to you,
and feel free to add
me to your media list(s).

the details



With the introduction of its Metallismo line, Walker Zanger has made the stainless steel look even more in vogue. Billed as the first metal mosaic tile collection available in the United States, the Metallismo line features various sizes, shapes and patterns — including squares, mini-bricks, ovals, dots, rhomboids, elongated octagons, herringbone and basketweave — that are available in three finishes (brushed stainless steel, dotted stainless steel and brass). Tiles are backed with rubber to prevent metal conductivity, and the mosaics are mesh-mounted for easy installation. The Metallismo line can be integrated with Walker Zanger's other stone, ceramic tile and glass products for a truly unique and vibrant mosaic. Visit www.walkerzanger.com or call 877/611-0199.

more basic marketing initiatives such as brochures, mailings, signage, print ads and television spots, the program also features "meet the builder" days, cocktail parties, home tours, and builder profiles and virtual home tours on the Superstition Mountain Web site (www.superstitionmountain.com).

Builders also receive a private Featured Builder room in the sales and information center, and builders who buy three home sites and have a least one site under construction are given use-right privileges, sans membership deposit or dues, at Superstition Mountain Golf and Country Club and its two Jack Nicklaus-designed golf courses, a huge perk when it comes to entertaining investors and business partners.

Joe Strong, president of Sonoran Concepts Custom Homes Inc. in Scottsdale, Ariz., has built in Superstition Mountain since it broke ground in 1998. During the past three years, his company has worked almost exclusively in Superstition Mountain, having built 12 homes to date with another currently in design. He has continued to build in the development because of the ease and efficacy of the Featured Builder Program.

"Compared to production builders, we don't spend gobs of money on marketing, nor do we need to," says Strong. "In a community like this, the customer is picking

the builder, whereas in a production community, they're picking the house. In a program like this, we get a higher amount of visibility and we can differentiate ourselves from

Turn Garages Into a Selling Point

Nascent Storage Systems is helping custom home builders make the garage as unique and aesthetically appealing as the rest of the homes they build. Offering a suite of customizable cabinets and work centers in two product divisions — the Custom Line, designed for heavy-duty, heavy-weight storage, and the lighter Builder Line for "casual hobbyists" — Nascent systems transform the

to detail and professionalism customers see when they walk into our homes doesn't stop at the garage."

Glowka points to the quality of finishing and materials, the ease of retrieving items, and the ability to leave more uncluttered and flex space within the home as the systems' best features. He says the product garnered a lot of interest and helped add value to the showcase home,



garage into an attractive space.

"A lot of the time when you have houses that exceed \$500,000, the garage tends to be the ugliest part," says Todd Glowka, vice president of Canyon Creek Homes in Austin, Texas, which recently used Nascent systems in its spring home showcase. "They're three- and four-car garages with a lot of space that can be well-utilized while providing beauty and functionality. Now the same attention

which sold for \$800,000. In the future, Canyon Creek will offer installation of Nascent systems to customers at contract signing and might build the systems into unsold spec homes as an additional selling point.

Nascent has alliances with four custom home builders and is working on agreements with two others.

Visit www.nascentcorp.com or call 512/266-6755 for product and partnership information.