

Builder Wise

MARCH 2007

Moving Outside

A natural-gas fireplace is the perfect touch for an outdoor living room. See page 6



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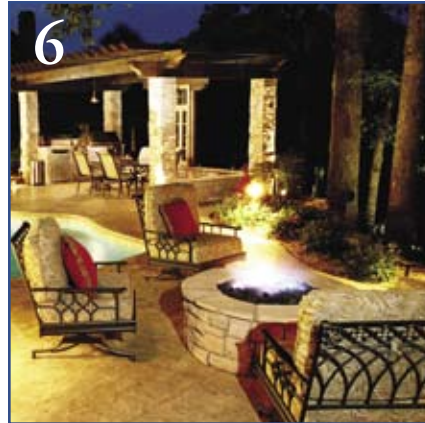
Florida City Gas

Virginia Natural Gas



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On the cover:

Photography by John Umberger.
Location: Lochstone Manor,
Milton, Ga., by Greg Amico of
Southern Home Properties

Contributors:

Jennifer Dixon, Wendy Huston,
Jack McGee, Dina Santorelli

Builder Wise

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PHOTO COURTESY OF CREATIVE TOUCH INTERIORS

Maximizing your design studio's influence.

BY WENDY HUSTON

With the rising expenses of operating a design studio, homebuilders are downsizing the space for showing buyers how they can customize their new homes. But cutting corners in square footage doesn't have to mean a less attractive or less effective design studio. The right branding, organization and product selection can yield large returns in upgrade options for even the smallest design centers.

Home buyers are highly influenced by what they see in the design centers. And with today's home buyers spending an average of six months shopping for a new home, they are educating themselves about your competition. "The smart builder will open their design studio to potential

home buyers to let them see what they offer," says Dora Duke, founding partner of Builders Design Studio, a Winter Park, Fla., company that creates marketing campaigns and brand recognition in design studios for homebuilders. "If there's a limited amount of options, the discerning buyer will look elsewhere." Kimberly Garwood, marketing manager for Traton Homes says of their new design center, "it offers our home buyers a truly extraordinary experience. Now, Traton homeowners have even more choices from which to personalize their new homes."

Building a brand

Making a good first impression, then, can go a long way toward creating a lasting impression. Homebuilders who focus strictly on creating a place to show off their home features without

ABOVE: Features such as high-end natural-gas appliances inspire your customers to include them in their own homes.

creating a recognizable brand are losing that first impression, according to Ernie Evans, senior account executive for Orlando, Fla.-based Creative Touch Interiors, a national consulting firm that provides design-center services, product and installation for the country's top production homebuilders. "There's a functionality that goes along with it," Evans says. "We try to make sure the first thing buyers see is a really recognizable brand." Whether through graphics, photographs, signage or signature décor, Evans says buyers should see a consistent motif in a builder's design studio. "You need something that tells who the builder is," he says. Brand recognition generates a continuity for the buyer that keeps them coming back, according to Duke, who recently created DR Horton's "Colors for Living" brand. "Buyers are more apt to buy from a brand they recognize," she says. "You want people to be entrenched in your brand."

Past brand recognition, Evans says, buyers should feel comfortable while navigating a design studio. The flow of the floor plan should seem natural. "It's important the buyers can walk through the house in harmony, that the samples are well-displayed, the work stations are comfortable for more than one buyer appointment, and that there are few distractions," he says.

Word choices

Creative verbiage from a homebuilders' well-trained consultant staff also can play an important role in making buyers feel comfortable, says Jane Meagher, president of Success Strategies, a New Jersey-based company that specializes in marketing and sales consulting services for residential homebuilders. She recommends emphasizing the concepts of personalization and choice rather than using the words "option" and "upgrade." "Explain that your buyers can choose from a wide array of 'included features' and 'available personal choices' to personalize their home and fulfill their needs," she says. Meagher recommends creating systems that make it easy for home buyers to understand, such as writing product lists in buyer-friendly terms with simple pricing. Use phrases like "designer staircase" rather than "add bullnose to stairs," for example, or "workstation" rather than "add counter."

Show off the options

Once buyers are knowledgeable about the builder and feel comfortable in the space, their minds will open to create beauty in their new homes. In the design studio, buyers should be "wowed" instantly, Evans says. "We try to make sure the design studio is functional as buyers walk through the center, and that it has items that will spark imagination right away," he says. A "wow" gourmet kitchen complete with professional-grade natural-gas products, for example, can make a big impact on savvy home buyers.



PHOTO COURTESY OF TRATON HOMES

The look of your design studio should equal the quality of your homes, like this one by Traton Homes.

Susan Beier, sales and marketing manager for Ryland Homes, tries to stay ahead of the competition by offering several inviting environments that feel like home, in different styles. "We offer several vignettes — for example more than one kitchen — so the customers can get a flavor of what style is theirs," she says. "We try to give them a good base for a visual to look at, rather than just a two-inch sample, so they feel comfortable in their choices."

While floor and cabinet selections throughout the home provide about 65 percent of a homebuilders' upgrade potential, appliances can account for about 15 percent. In upscale neighborhoods, buyers will be more apt to create gourmet kitchens with customized natural-gas appliances, which means higher sales in the design studio, Evans says.

Meagher says the design-studio kitchen is a good place to showcase controlled choices. Ryland Homes' design center features only natural-gas appliances. Beier says their customers prefer the efficiency and affordability of natural-gas products.

Meagher recommends creating pre-priced, themed packages such as "Chef's Kitchen," "Kitchen Convenience," etc. "Put your energy into staying on top of the trends, analyzing your option sales data, and then offering the right styles and finishes that will satisfy the majority of your buyers," she advises. The themed packages also can lead to customization in the rest of the home. A natural-gas-themed package, for example, might entice buyers to purchase a gas clothes dryer, fireplace or range in addition to kitchen appliances. "Most buyers who choose gas appliances typically choose gas for every appliance," Evans says. "So it would pay off to direct buyers toward a household appliance package."

Let home buyers know that natural-gas homes have a four percent higher resale value than electric homes, according to the National Association of Home Builders. Additionally, many gas appliances qualify for the energy tax credit under the Energy Bill. Providing this information to homebuyers, as well as a list of advantages of the products you offer, will increase the potential for buyers to spend money in your design studio. 🏠



Beyond Four Walls

Why outdoor living areas are the latest fascination for homebuyers.

BY JENNIFER DIXON

A grand fireplace creates a great focal point to an outdoor living room.

What will they think of next? It used to be natural-gas grills and swimming pools were backyard luxuries. Now keeping up with the Joneses requires a natural-gas fireplace or fire pit, a cabana, chic yet durable furniture, a weather-resistant TV, a pool table and a putting green. Affluent and mid-level homeowners expect more bells and whistles than they used to, so builders' model homes need to reflect that. And because adding outdoor living areas is more cost effective during construction, builders need to be prepared to guide buyers through the process — from running gas lines to suggesting furniture outlets. It's also a great way to increase the cost of the home, with minimal expense on the builder's end. In addition, homeowners can build these spaces into their initial mortgage, an added benefit of combining them with home construction.

Homeowners in, say, Virginia or New Jersey used to shy away from spending large sums on outdoor spaces because of the limited months they could use them — but no longer. "These areas are becoming much more prevalent in the northern climates. People in the North like to be comfortable, just like the South," says Shimek. "They may have more limited seasons, but there are products that can extend their seasons."

Those homeowners looking for extra living space definitely get more bang for their buck outside. "It's much less expensive per square foot to add outdoor living space, by a factor of about five to one, so it becomes an attractive space that people can use and enjoy," says Shimek. He adds that the value of an outdoor room is at the least recouped in the value of the appraisal.

Gather round the hearth

"When we think of outdoor living areas, there are three basic elements — something to sit on, cook on and keep you warm to extend the season," says Leslie Wheeler, director of communications for the Hearth, Patio & Barbecue Association (HPBA). Hearth products encompass more than just traditional fire pits and fireplaces. "You can have from A to Z," she says. A current favorite is combining fire and water, with fire in the middle of the pit and water surrounding it or vice versa. Wheeler has also seen dining tables with fire pits in the middle — not exactly your traditional centerpiece.

"Just as with indoor fireplaces, natural-gas fireplaces have become the preferred outdoor product," says Dan Shimek, president of Fire Stone Home Products. "They're environmentally friendly, easy to operate and clean burning." Builder Greg Amico of Southern Home Properties prefers natural gas as well.

Accessory Ideas to Share with Buyers

Outdoor Rugs, www.rugs.com

Permanently Installed Outdoor TV, www.sunbritetv.com

Outdoor Pool Table, www.outdoorpooltables.com

Patio Heaters, www.coolheatinc.com

“It’s very reliable, and certainly a lot better than trying to light a fire with paper or starter fluid,” he says. “It’s also very economical and gives a very consistent flame.”

Fireplaces and fire pits can be built into the space with a custom design that reflects that of the home. Consider entertainment wants before choosing the size of a fireplace (and also the outdoor living area’s size in general) — a bigger one if the home’s size invites large crowds, and something more intimate for a smaller residence.

Of course, pre-made fire-pit models can also fit right in. Fire Stone recently introduced the Crystal Fire, a gas campfire built into a round granite cocktail table. The fire actually blazes through tempered tumbled glass. Chad Lovett, owner of Beyond the Backdoor, suggests placing copper bowls with fire features on either side of a hot tub. Lovett adds that fire pits are the most inexpensive way to go — they sell for \$2,000 and up, while fireplaces start at \$6,500.

A big draw for using natural gas for a fireplace or pit is its ease — you just turn the fire on and off, and then there’s “the smell factor.” “You don’t have to worry about soot or ashes, and you don’t smell like a campfire, and that’s a big selling feature,” says Lovett. “Our customers can go out with a bottle of wine after a shower and not smell like smoke.”

The arrangement

The setup of outdoor rooms is key. “Make the outdoor area a focal point from the inside,” says Lovett, who likes entrances with hallways where people see out back. “People should naturally be drawn outside — it adds to the idea of a relaxing atmosphere.” Having the outdoor area seem like part of the interior makes the home feel larger overall.

To define the space, place the area and its main attractions — the fireplace or fire pit — under a pergola or some type of overhead shelter. As additions to the area, gas lights are great for nighttime ambience, as are natural-gas lanterns. For additional warmth, add patio heaters. Then all the homeowner has to do (or you, for your model home)

RIGHT: Depending on the style, fire pits can create different looks. To go more formal, consider a cocktail table with a fire pit at its center. For a casual feel, consider a pit with a campfire look.



PHOTO COURTESY OF JOHN SOUTHERN PHOTOGRAPHY

Fire pits can be used as a focal point or to add general room atmosphere.

is place seating around the fire, creating a warm conversation area. The experts recommend all-weather wicker furniture for its good looks and durability. “It’s really upscale, lovely stuff,”

says Wheeler. And you can place a rug (synthetic is best for outdoors) next to the hearth or below your table and chairs. “Just as a fireplace is a focal point in the living room, that’s conveyed outdoors,” says Wheeler. “A fire is for the ambience and the coziness, and once you put seating around it, it becomes the center of an area.” Adds Amico: “These are the features that make a house a home, and they really add to the livability and ambience of the place.”

Reaching out

Make sure you keep brochures and photos of outdoor amenities in your model homes, and be prepared to discuss options with potential buyers. Just having the information on display is great exposure and can plant a seed in buyers’ minds, even if they weren’t initially planning on an outdoor room.

Most of Lovett’s clients purchase homes at \$500,000 and up, but he does see some action in the \$250,000 category. Says Lovett: “Seven years ago, we felt like we had to beat builders over the head with this stuff. Now it’s standard.” 🏠

**Be sure to check out outdoor kitchens, a great complement to outdoor living areas, in our next issue.*

For more info, check out these Web sites:

Hearth, Patio & Barbecue Association, www.hpba.org

Fire Stone Home Products, www.firestonehp.com

Beyond the Backdoor, www.beyondthebackdoor.com

Heat & Glo,
www.heatnglo.com



Buyer's Delight

Pulte Homes is committed to building lifelong relationships with customers.

BY JACK McGEE



The first home Bill Pulte built more than 55 years ago, a bungalow in southeastern Michigan, stands today as testimony to his commitment to excellence and innovation. “My philosophy from day one has been to build the best house for the money, in the right location, and delight the customer by exceeding their expectations with the entire home buying experience,” Pulte states. “Fifty years later, the same vision and mission guide the company.”

Pulte Homes has come a long way since it built that Michigan bungalow. Today the company is one of the nation's largest and most diversified homebuilders. Over the years, Pulte has built more than 450,000 homes and is a FORTUNE 200 company with operations in 53 markets and 27 states.

In 2005, Pulte Homes received the most awards in the J.D. Power and Associates New Home-Builder Customer Satisfaction StudySM, marking the sixth-straight year Pulte achieved this distinction among America's largest homebuilding companies. Pulte operations were highest-ranked in 16 markets and were among the top three in 22 of 27 markets in which it qualified.

“We want to be the leading builder in all the markets we serve,” says Alicia MacPhee, president, Georgia North Division. “Most importantly, we want to be the best building company in the eyes of our employees, their families, all of our subcontractors and suppliers, as well as Realtors and, of course, our buyers — that's the main thing.”

Pulte's stated mission is to create homeowners for life. “You do that by providing homes for every stage of life, from the first-time homeowner with a growing family to second moving-ups to downsizing empty nesters. We intend to create communities, not just subdivisions or neighborhoods,” MacPhee notes.

Consumer research

Customer delight is at the heart of the company's approach and informs every aspect of its operations. MacPhee says that consumer research is a critical factor in this strategy. “Most people say the building industry is not an exact science. But the way we do it is very methodical. We invest heavily in consumer research. We have our consumers targeted into consumer groups.

We make sure we are where they want to live. Understanding those customer segments flows through everything we do.”

The process starts at the ground level with land acquisition. “Our acquisition people know what submarkets we want to be in and what consumer groups we want to serve there,” MacPhee explains. “They then go out and try to find that rather than acquiring land that is available in such and such a place. We know, even though we may have to pay more for the dirt, we will be in places people really want to live. That has made us very successful in the metro Atlanta area.”

Pulte’s approach to customer satisfaction is multi-faceted, beginning before the purchase is made and continuing after move-in. “We try to make sure we offer the best location, but we also provide the best warranty and customer service,” says MacPhee. “We view every closing as the beginning of a relationship for us, and that’s the way we treat it.”

To ensure buyers are satisfied as they progress through the entire home-buying process, Pulte arranges a series of meetings with customers along the way. Before the first footings are poured, buyers talk with a Pulte professional about their needs and expectations. Once construction begins, buyers inspect the work at key points during the building phase.

Customer-care program

To help ensure the lasting results it strives for, Pulte has developed the industry’s first multi-step customer-care program. The 7-Step Construction Process provides a comprehensive look at key phases of the purchase and construction process, beginning with a pre-construction meeting. Then, before the drywall goes up, buyers get an opportunity to examine all the structural components, from the plumbing and electrical system to the heating and air-conditioning systems.

Next, a quality-assurance comprehensive quality inspection is conducted by Pulte. The pre-closing orientation provides a thorough introduction to everything homeowners need to know about their new home. Finally, Pulte conducts 30-day, 3-month and 11-month follow-ups to check in with homeowners to make sure everything is in order.



“It’s all about our mission to deliver homeowner delight,” says MacPhee. “This is not just something we talk about. We walk the walk every day.” The strategy is successful based on the evidence that almost 45 percent of Pulte’s customers come via repeat sales and referrals.

After buyers move in, they can continue to find help and information about living in their new home on Pulte’s Web site. An online Home Care Kit provides access to information about living in and maintaining their home. A Home Care Guide provides helpful hints and simple fixes to keep the home looking and working like new. There is even a handy list of seasonal preventive maintenance tasks homeowners can perform.

Preference for natural gas

Equipping its homes with natural gas is another way Pulte keeps their homeowners happy according to MacPhee. “We know that natural gas is a popular choice for our home buyers,” she says. And that’s especially true for cooking. “When you’re cooking [with natural gas] you know it’s on, and when it’s off it’s off — it’s very evident.” She also points out it is a clean and efficient way of preparing meals. “And if there is a power failure we know that our customers will still have natural-gas appliances available.”

Many of Pulte’s customers prefer the convenience of natural gas to alternative sources of energy MacPhee points out. “We get feedback from people about the ability to heat up a room very quickly with natural gas. They know they can diversify their utilities, but we’ve seen a strong preference for natural gas.”

MacPhee is proud that Bill Pulte’s original vision still guides the organization today, and she feels it has been key to the company’s continuing success over the past five decades. “Bill Pulte’s philosophy, and Bill himself, are such a strong part of our organization. He’s all about homeowner delight and never ceasing to amaze the customer by making sure our homes have the wow factor they may not even expect. Those have been key factors for us and our ongoing success.” 🏠

AGL Congratulates the Greater Atlanta HBA Award Winners

HBA presented these awards to individuals who have made an impact on the HBA and the industry, including exceptional leadership and service.



Presidential Award
Harold Cunliffe



Lewis Cenger Award
Carl Riden



Builder of the Year
Dan O'Dwyer,
O'Dwyer Homes



Associate of the Year
Frank O. Brown, Jr.



Chapter President
of the Year
Sean Doughtie



Chapter President
of the Year
Steve Goodsell

Greater Atlanta SMC Wins Gold for Best Sales & Marketing Council of the Year

Atlanta Sales and Marketing Council (SMC) won the GOLD award at the Nationals for Best Sales & Marketing Council (250-500 members) for the 2005-2006 year. This award was presented by the National Association of Home Builders (NAHB) during the International Builders Show honors Sales & Marketing Councils for outstanding organization, programs, education, community involvement, promotion and membership development.

"The Greater Atlanta Home Builders Association congratulates our largest council on this huge award. The Atlanta SMC has set many records in the past few years and continues to grow and exceed expectations," says David Ellis, executive vice-president of the Greater Atlanta Home Builders Association.

Jeff Anderson, chairman of SMC (2006-2007), comments, "We are elated with this honor. A special thanks to everyone who worked to make this possible, especially the 2005-2006 board and past chairman Peggy Slappey. Additionally, special thanks goes to communications chair Carol Flammer of Flammer Relations for writing the entry, Tiffani Hollis with Rearview Advertising for designing the piece and

Tom O'Rourke with Greater Atlanta HBA for his overall direction and council services. This win is a perfect example of the synergy and team work that make our SMC the best in the nation."

Among the highlights of the 2005-2006 year:

- Membership grew by 57 percent.
- The Council presented 11 programs with a good mix of education and professional networking.
- Attendance at monthly meetings substantially increased.
- Education continued to be one of the keys to the success, with new MIRMS and additional CSP classes.
- Community Service: a hugely successful auction raised \$45,000 for three charities, a 66 percent increase over the previous year.

Established in 1981, SMC is a 400-plus member

council comprised of sales and marketing professionals in the homebuilding industry. The SMC is currently the largest and most viable council in the Greater Atlanta Home Builders Association. It is committed to education, programs, membership, awards and charity. For more information on SMC, visit www.atlantasmc.com or call 770-938-9900.



2007 International Builders' Show

Orlando, Florida

While attending the 67th annual International Builders' Show, AGL builders and developers enjoy a night at Jimmy Buffet's Margaritaville.



Calise Outdoor Kitchens Countertop Fire Pit



Calise Outdoor Kitchens offers a range of products for creating a unique outdoor space. Not only does it offer traditional fire pits, it also offers a fire pit built into a countertop or table. Bar stools can be placed around the counter to create an inviting atmosphere for outdoor gatherings. The fire acts as a centerpiece, available for warming, roasting marshmallows or simply as a conversation piece.

For more information on countertop fire pits, visit www.outdoorkitchenconcepts.com.

The 411

Visit these Web sites for useful information for yourself and your customers.



www.buygasappliances.com

Visit this site for the newest natural-gas products available, such as grills, water heaters, lights, appliances and more. If you're unsure what product you need, just call or e-mail questions to the site's natural-gas experts.



www.homefair.com

Home buyers can do research on their communities of interest, calculate moving costs, mortgages and more on this comprehensive moving site.



www.homebuilders.com

Get your name out there even more. Post your company's profile so home buyers can easily find and contact you. You can also find vendors, marketing consultants and marketing tools.



www.nahbrc.org

Check out this site for delving deeper into the work of the National Association of Home Builders (NAHB). This site references the NAHB Research Center, which works to advance housing technology and enhance housing affordability. The center conducts research and projects on multiple topics including green building and energy efficiency.

The Del Mar Grill by Magma

The Del Mar grill is a great option when you need to save some space, especially in places such as a condo patio. It was originally designed for use on luxury yachts — to hold up in harsh salt-water environments. Now it is made available to complement any outdoor décor and is made of 100 percent mirror-polished 18-9 stainless steel. Its one knob on a hide-away control panel adjusts, lights and turns off the grill. The grill comes completely assembled. All you need to do is hook up the natural-gas line.

For more information, visit www.magmaproducts.com.



New Orleans Outdoor Gas Lanterns



Outdoor gas lanterns have a way of adding a relaxing atmosphere to an outdoor area, whether it is an outdoor room or simply a front porch. The first gas lanterns appeared in England in the late 1900s when Queen Victoria unveiled a statue of Prince Albert. These lanterns were built of sheet metal and tin, held together with a soldered lead technique. While the technique is still the preferred method of constructing these lanterns, most are made of more expensive metals such as copper. Getting more light from the flame has been another improvement made over the years.

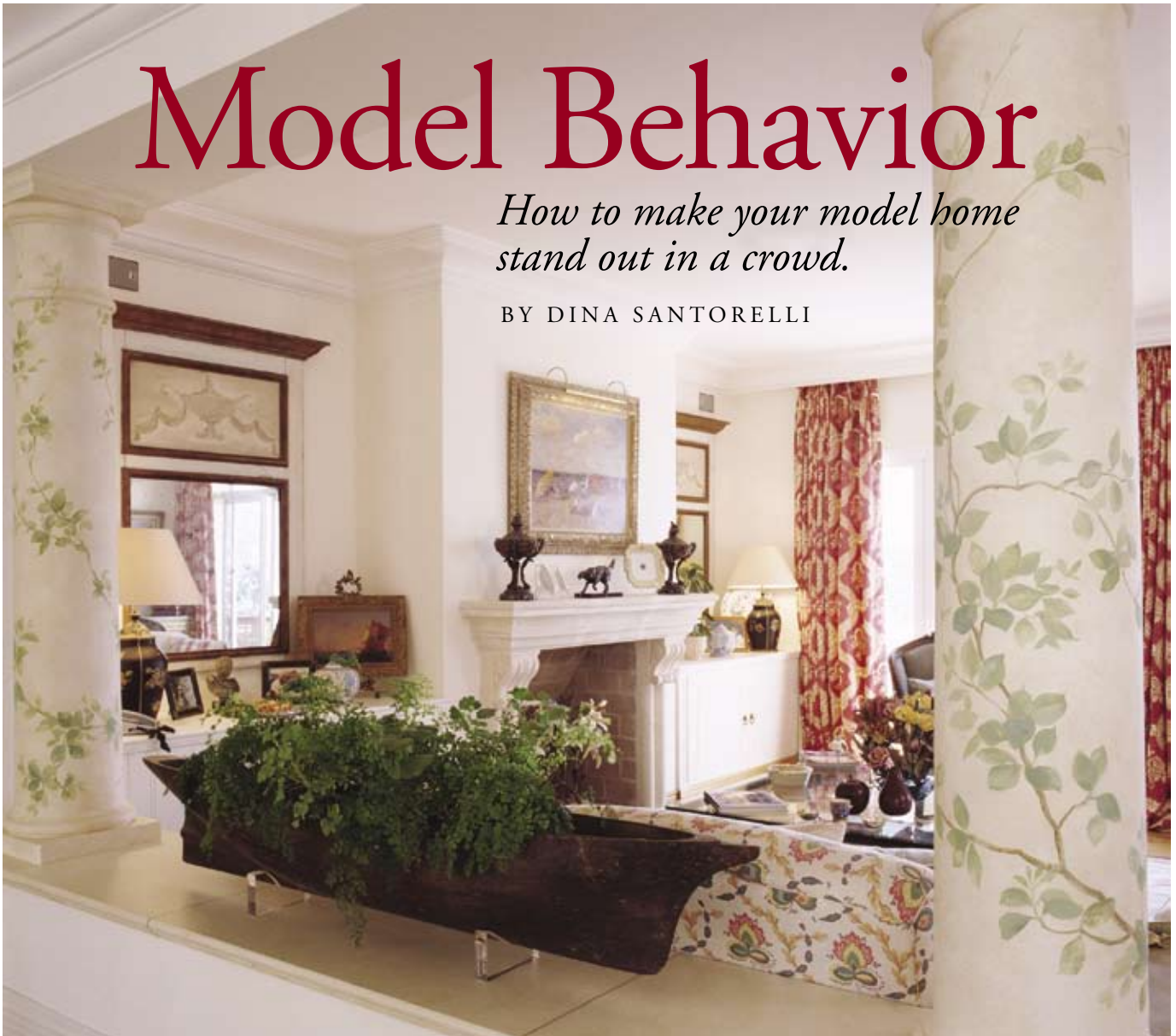
Calling upon the look of New Orleans homes and the French Quarter, New Orleans Outdoor Gas Lanterns creates lanterns with timeless looks and high quality. They are designed to blend Old World and French Country style. Because they are made of solid copper and finished with a bronze patina surface, they are able to withstand the elements.

For more information on New Orleans Outdoor Gas Lanterns, visit www.residential-landscape-lighting-design.com.

Model Behavior

How to make your model home stand out in a crowd.

BY DINA SANTORELLI



Use your model home as a place to inspire and inform your customers.

Few crystal balls can provide insight into what matters most to home buyers. Therefore, your model home not only serves as a representation of your community or development's offerings, but as your chance to learn about each potential customer's psyche — what they like and what they don't like. What follows are tips to help your model home lure prospective buyers and keep them.

Show off upgrades, but wisely.

It's no secret that home buyers like to be wowed with a slew of amenities and high-end upgrades, but builders have to walk a fine line between educating the customer without overwhelming. Often builders

pull out all the stops. They may even hire the best interior decorators to enhance model homes with the priciest gadgetry available or try to reflect the most popular designs identified by people moving into the community. All of that is good, but also encourage salespeople to gauge customers' reactions to various aspirational motivators — whether a natural-gas tankless water heater, high-efficiency appliances, a garden tub or a natural-gas cooktop with down-draft vent and sealed burners. Also be sure that customers understand all the fancy terminology and that salespeople provide additional assistance where needed.

Know thy neighborhood.

Take the time to go out and understand the

strengths and weaknesses of the neighborhood in which your community is nestled — not just you, but your entire team. Those who haven't been to the site will look at the neighborhood with a fresh perspective and may be inspired with new ideas for tapping into the local flavor.

Offer a personal touch.

Martha Stewart offers a personal letter to prospective home buyers who tour her Cary, N.C., Twin Lakes development, for which she's teamed up with KB Home. She explains in the letter how the homes feature her favorite details as well as things from her own homes. You don't have to be an established celebrity to know a good thing, or marketing idea, when you see one, so print up your own letters with your name and photo and detail the bells and whistles you felt were important to implement in the design of the model home. Also, don't be afraid to actively solicit testimonials from happy customers. Buyers like to know what other buyers think.

Hire the right salespeople.

Your salespeople are not only your customers' tour guides, they're often your company's first point of contact, and buyers will judge their overall satisfaction with their model-home tour by your salespeople's performance. So while friendly is nice, overly friendly can be intimidating. Savvy buyers know that salespeople want to sell, that's a given, but train your team to learn about the customer and personalize his or her sales pitch accordingly. Additionally, since touring model homes has become a popular pastime for many, it's important for salespeople to be able to weed out serious buyers from the weekenders looking for free coffee and cookies.

Be ready to answer questions.

Model-home tours should not only tout available amenities and upgrades, but answer important questions: If we like your floor plans but want some changes, what is possible and how much would it cost? Who would be our contact person during construction and how often could we visit the site? Salespeople also should be able to address any community or municipality queries.

Create a model family for your model home.

Sure, you've heard of staging, but one developer took it a step further. According to a recent report in *The New York Times*, in

a new development just outside of Los Angeles planned by Centex Homes, actors were paid to fill the roles of "family" as guests toured a large model home. Yes, "mom" offered fresh-baked cookies, while "the kids" excitedly ushered guests into their bedrooms. The production, called "Homelife," was developed by Roddan Paolucci Roddan, a firm in Palos Verdes Estates that specializes in high-end residential developments and master-planned communities. The production was reportedly used to create something more memorable to keep customers from touring other developments before making decisions.

Think outside the box.

While the model-home tour provides the steak of your home sale, there should also be plenty of sizzle for buyers. Hold seminars about moving and finances on a regular basis or even events such as Halloween parties, community barbecues or breakfast with Santa. These will bring buyers out into your model homes during traditionally slow viewing days and offer plenty of feel-good opportunities.

Use the Web.

It has been reported that 84 percent of all prospective buyers say they go online before actually heading out into the marketplace, so be sure you have a Web presence. Have showroom hours, location and directions clearly posted on your Web site (as well as your brochures and other literature). Also keep in mind that more and more home buyers have become accustomed to taking virtual tours of properties before doing the real thing.

Tap into industry trends.

New homes have changed dramatically over the years and have evolved to levels of comfort and sophistication that were virtually unimaginable even a generation ago. What's more, according to a new study by the National Association of Home Builders, the pace of change in new homes will be much faster over the next 10 years than in recent years. Natural gas, for instance, will play a huge part in tomorrow's home; in its Annual Energy Outlook 2004, the Energy Information Administration estimates that natural-gas demand in the U.S. could be 31.41 trillion cubic feet (tcf) by the year 2025 — an increase of 38 percent over 2002 demand levels of 22.8 tcf. Knowing industry trends as well as consumers' expectations will help you better serve them in the future with homes and products that meet their changing needs. 🏠

H O M E

Nothing makes a home more inviting than natural gas.

Homebuyers are sold on the energy efficiency and reliability of natural gas furnaces, water heaters, dryers and cooktops. And, because natural gas homes command a 4% premium over similar electric homes, you also reap the benefits of natural gas.

Fuel your profits – build with natural gas.



Atlanta Gas Light
Chattanooga Gas
Elizabethtown Gas
Elkton Gas
Florida City Gas
Virginia Natural Gas