

HOTSELLERS
 SOLD OUT! FAST-MOVING COMMUNITIES ■ EDITED BY KATHLEEN STANLEY

**Builder Magazine's
 Hot Sellers List**
 - BUILDER MAGAZINE



▲ Near Sellout
 Kenwood Village, Vero Beach, Fla.

WHY IT WORKED: Located in the heart of Vero Beach, Fla., Kenwood Village offers both full-time residents and visiting snowbirds a wide choice of floor plans, a long list of standard amenities, and prices that can't be beat.

- One year into a projected two-year absorption, Kenwood Village is just five units away from a total sellout. Price sheets have been reprinted six times in an effort to give the pace.
- Nine floor plans offer buyers everything from a basic two-bedroom, two-bath (693-square-foot plan (\$158,900, shown) to a sprawling four-bedroom, two-bath, 2,703-square-foot design (\$320,900).
- Vacation-style amenities include nature preserves, heated pool, and a private dock.
- Structural design meets Florida's new 2002 code and features engineered roof trusses with hurricane straps and direct-mount steel hurricane shutters.
- Standard interior features include pantry closet, Bricks alarm system, and rounded interior wall corners.



PROJECT CREDITS
 Project: Kenwood Village, Vero Beach, Fla. Sales started June 2001. Sales through August 2003: 434. Units planned: 500. Price: \$100,900 to \$308,900. Start date: 1/02 to Vero Beach. Architect: Scott, MacKenzie, Fisher and Associates, Boca Raton, Fla.; Landscape architect: Don Roberts, Vero Beach. Interior designer: Interiors, Orlando, Fla.

GOT A HOT SELLER?
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LUXURY SHOW HOME REVEALS HOW TODAY'S FAMILIES WANT TO LIVE, SEE PAGE 96

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 BUILDER Celebrates 25 Years Covering the Home Building Industry

Builder

THE MAGAZINE OF THE NATIONAL ASSOCIATION OF HOME BUILDERS

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Top 100 Fastest Growing Home Builders -2003

- BUILDER MAGAZINE

FAST TRACK

Rank	Company/Address	% Sales Increase 2002-2003	2002 Home Revenue	% Change in New Starts 2000-2002	2002 Shipments (What They Built)	New Starts	No. of Employees
70	Michael Crowe Development P.O. Box 302420, Concord, CA 94520	21.6%	\$20	25%	65 EL, ML	1870	80
70	Marathon Homes 4333 Weaver Pkwy., Wauwatosa, WI 53095	21.6%	\$240	20%	1,250 EL, ML	1952	200
72	Byrne Homes 7353 N. Sun Houston Pkwy W., Houston, TX 77064	21.2%	\$247	22%	1,004 FL, MFG, LUX	1994	279
73	Southcoast Homes of Palm County 2300 E. Sigmond Dr., Suite 102, Lakeland, FL 33802	20.9%	\$99	39%	80 FL, SEC	1994	27
74	Tadler Homes 2220 W. Big Beaver, Troy, MI 48064	20.8%	\$40	49%	10 EL, ML	1985	30
<p>NEXT LEVEL: This Michigan company was an American Best Builder honor in 1987, but 2002 was by far a banner year for Tadler Homes as well. Revenue is expected to double the 2002 total, and new inventory, Tadler is now partly owned by Institutional Housing Partners, a Dallas-area firm that's invested more than \$4 million to add value to construction budgets, when it targets new, more- and empty-estate buyers.</p>							
75	Tadler Homes 314 W. Resler Rd., Morris, IN 47024	20.4%	\$250	22%	800 EL, ML	1980	102
76	TR Constructors 3274 Ontario, Suite 402, Chicago, IL 60643	20.3%	\$29	20%	80 EL, ML, LUX	1988	27
77	W&W Homes 1873 Corporate Way, West Palm Beach, FL 33417	20.2%	\$12	42%	30 ML, AA, SEC	1983	27
<p>W&W HIGHLIGHT: The year-builders, a W&W job is an afterthought that of W&W Homes, where the latest addition of its job (over 400,000 sq ft) features more green, a basement development library, and over-changing plans that show which jobs are available, which have been sold, and which have secondary homes available for sale. The company is a national leader in the W&W, which focuses (systems) also purchase long-distance. "We have people working around the clock without losing anything," says president Bill Franklin, who ensures that job growth and inventory are always constant.</p>							
77	Standard Pacific Corp. 6226 Alton Pkwy., Irvine, CA 92618	20.2%	\$2,200	62%	5,200 ML, LUX, AA	1994	1,250
80	Grand Homes 8250 N. Central Express, Suite 902, Dallas, TX 75201	19.8%	\$80	22%	570 FL, ML, SEC	1988	34
81	Thompson Homes 891 S. Decker St., West Chester, PA 19382	19.8%	\$30	19%	36 LUX, SEC	1979	26
82	E.L. Homes of Florida 142 University Dr., Coral Springs, FL 33067	19.5%	\$404	22%	1,205 EL, ML, LUX, AA	1979	320
83	Ferrell Homes 4640 Hwy 162/Land Dr., Suite 100, Alpharetta, GA 30004	19.0%	\$38	42%	25 EL, ML	1989	28
84	The Nestler Cos. 208 E. 4500 E., Suite 200, Murray, UT 84007	17.0%	\$43	22%	287 FL, ML	1994	8
85	The Villages of Lake County 832 Main St., The Villages, FL 32909	17.0%	\$40	27%	2,200 AA	1994	2,200
86	WJ Communities 2420 Woodland Center Dr., Bunko Springs, FL 34134	12.0%	\$1,200	-7%	1,000 ML, LUX, AA, SEC	1940	3,000

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EL = Entry-level
 ML = Mid-range
 LUX = Luxury
 AA = Active
 SEC = Secondary





GHO Homes

West Palm Beach, Fla.

Technology remains a hard sell with some buyers

For a little more than two years, GHO Homes has offered structured wiring packages as standard equipment in homes above \$200,000, and as an option in its lower-priced

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Top Builder of "Smart Homes"

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homes. The West Palm Beach, Fla., builder counts roughly 80 percent of its customers as empty-nesters, who are either retired or in semi-retirement. With the exception of alarm systems, selling technology to this demographic has proven tough. Only about 30 percent of all homes built by GHO in the past year had home networks.

"My opinion is that the average customer [in this group] just doesn't understand the benefits of home networks or other technologies," says Bill Handler, president. GHO works relies on Brinks, a long-time player in the home security market, to handle all of its low-voltage sales and installations and to sell the technology to its customers. "The Brinks rep contacts everyone who is buying from us," says Handler. Not surprisingly, Handler says that younger families buy at a rate higher than the company's bread-and-butter empty-nester clientele. "Where there are two or three computers and a couple of kids, this absolutely makes sense," he says. "But our customers who have only one computer don't really see the benefit to putting in a home network."

Despite the trouble selling technology packages to all [older] buyers, GHO is not about to abandon the program. "I think in my market we got ahead of what people really wanted," says Handler. "I see it pushed heavily for where we are going in the industry, but I don't think our market has followed through."

Of the systems GHO does have installed, Handler says the most popular feature is the prewiring for satellite tele-vision. Local competitors also aren't having much luck selling home networks, as far as Handler can tell, so there is no particular competitive pressure to continue.

Nonetheless, continue they will. "We're going to stick with it," Handler says. "I don't like to change decisions that I don't think are flawed. I don't think this one is flawed, I just don't think people have caught up with it yet." **THE**

Chris Anderson is a writer based in Portland, Maine.

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OFFICIAL PUBLICATION OF NAHB's 

...where technology comes home

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NEWS p. 12

- Builders don't know how to explain technology to buyers
- Bush Sr. will kick off NAHB
- GE's Inmett to open TechHOMEexpo
- Buyers choosing music over TV

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August 2003

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101 Best Companies TO Work For

Top 101 Companies To Work For
 - PROFESSIONAL BUILDER MAGAZINE

101 BEST COMPANIES TO WORK FOR

Company (Location)	Years in Business	Number of Employees 2002	Job Sharing	Quarterly Bonuses	401(k)	Telecommuting	Flex Work Hours	Tuition Reimburse ment
• Great Homes LLC (Richard Hill, Ga.)	15	52						
• Fenner Remodeling Inc. (Wilmington, Mass.)	15	20						
• TFL Perry Builders Inc. (Highland, Mass.)	27	12		X	X	X	X	
• Hooked Basement Co. (Denver)	3.9	41			X			
• Nordman Homes (Stanton, Calif.)	20	40		X				
• Garden State Builders (Roselle, N.J.)	50	109		X	X			
• Gelman Custom Builder (Harleysville, Pa.)	13	108		X	X	X	X	
• Genesis Designer Homes (Sunsumet, Ga.)	4	27	X	X	X			
• GHO Development Corp. (West Palm Beach, Fla.)	22	8	X	X	X	X	X	
• Grand Homes (Dallas)	21	28	X	X	X	X	X	
• Casper Homes (Elkton City, Md.)	17	191		X	X	X	X	
• Geico Remodeling Inc. (Marathon, Va.)	17	94		X	X			
• Callaway Homes (Naples, Fla.)	5	27	X	X	X			
• Starred Remodeling Inc. (Mountain View, Calif.)	18	50	X	X	X	X	X	
• History Maker Homes (Fort Worth, Texas)	13	64		X	X			
• Holiday Builders (Melbourne, Fla.)	23	294		X	X	X	X	
• Homes by Williamscraft Inc. (Marietta, Ga.)	33	91		X		X		
• Hubert Whitlock Builders Inc. (Charlotte, N.C.)	46	23		X		X		
• Neal Homes of Norman L.P. (Norman, Okla.)	14	110		X		X		
• A. Homanian Enterprises Inc. (West Bank, N.J.)	44	47		X				
• Kensington Homes (Naperville, Ill.)	10	30		X		X		
• K&B Development Co. (Phoenix)	66	685	X	X		X		
• Kliefhans Homes & Remodeling Inc. (Columbia, Md.)	25	12	X	X		X		
• Lee Small Builders (Bristol)	17	22	X	X		X		
• Mark IV Builders Inc. (Bertrand, Me.)	63	16		X		X		
• McBride & Son Enterprises Inc. (Cheverfield, Md.)	25	79		X	X	X	X	
• McCall Construction Inc. (Tucson, Ariz.)	55	1,100		X	X	X	X	
• McCollum & Associates Inc. (Dallas)	15	14		X	X	X	X	
• McGuire, Hearn & Tarr Inc. (Marathon Station, Va.)	11	7		X	X	X	X	
• MDC Holdings Inc. (Denver)	21	12	X	X	X	X	X	
• Total		1,342						

● Builder ● Remodeler ● Architect ● RA ● SA ● BR
 Companies that are both builders and remodelers were classified according to which makes up the larger percentage of their business.
 Companies listed as BR attribute 50% of their business to each area.

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