
Amazing Spaces, 2008 International Builders Show
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Christenbury Clubhouse, Charlotte, NC
Clubhouses effectively serve as “Connecting” spaces



Live Oak IV Model, Sarasota, FL
Tranquil spa-themed rooms evoke your buyer’s “Take Care of Me” emotion



Birkdale Model, Orlando, FL
Grand entries show off an “Individual Style” flare



California Model, Greensboro, NC
Kids rooms make great “Questing” spaces and are very memorable!



Founded in 1975, Kay Green Design, Inc. has become one of the nation’s most respected design firms, performing merchandising services for builders and developers throughout the United States.



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Taking Care of Me

- Your merchandiser should create spaces that appeal to the senses of Rest and Relaxation. Homebuyers want a space for rejuvenation to escape from their work life (and sometimes their kids!)
 - Exercising spaces
 - Spa retreats
 - Personal offices

Connecting

- Consumers are looking to make connections in their communities and with their own friends and family. "Connection" spaces should be both functional and appealing
 - Coffee Bars
 - Outdoor entertainment spaces
 - Kitchens that have plenty of seating
 - Family rooms and dining rooms that accommodate a large number of guests

Questing

- Stimulate your buyers' sense of adventure by showing exotic and inspiring spaces
 - Outdoor Living Spaces
 - Travel-themed rooms
 - Game and Activity Rooms
 - Movie Theatres
 - Kids Rooms - Make their dreams come true...

Individual Styles

- Options ~ Options ~ Options
- People love having the capability to customize their homes, from choosing the cabinetry to the tile floors. Make these options available with interchangeable packages to help create the feeling of "Individuality"
 - Flooring
 - Cabinets
 - Fixtures
 - Tile and Wood (mix them together)
 - Lighting

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