

Bright Ideas to Build On
Southeast Builders Conference, Orlando FL
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Bold Finishes

- Using bold accent paints is a powerful and affordable way to create an impact
- Even our vendors are being daring with color: sinks and appliances
- Themed rooms with mural paintings appropriate for the buyer target-market
- Use faux painters to make wood columns look like marble
- Treat a vaulted entry space with dramatic window treatments that draw the buyer's eye to the volume of the space.

Fabulous Floors

- Kahrs has an entire line of wood floors that are more affordable – the Linneah line comes in Teak, Walnut, Maple, and even Brazilian Cherry.
- Wood mixed with tile is a very elegant look and a major trend right now!!!

Ceilings: The fifth wall

- Boxed beams are an affordable way to get the look of solid oak beams on a ceiling.
- To hold down costs, replace stain grade wood on box beams with chocolate-painted wood with a gloss to get a similar effect
- Plan ahead so your can lighting will be properly spaced in ceiling details

More Ideas

- Oversized laundry rooms are really popular, especially since 80% of the home buying decisions are made by women. They can be displayed as multi-purpose – as a crafts area or a pet supplies storage space, for example.
- Show unique use of space:
 - Merchandise a 1-car garage (that was separate from the home's 2-car garage) for a car enthusiast with car posters, a tool chest and car magazines.
 - Show a den as a spa room instead for the buyers with a busy schedule.
- Use built-ins under the stairs to create a unique seating and storage space that buyers can remember the home by.

Technology

- Plan for a stop and drop charging station in the home - for the cell phones, cameras, iPods and computers. Some furniture pieces even provide a great tool for organizing all the gadgets
- Flat screen TVs are a must! You can use cabinetry as an entertainment unit. It's more expensive that a piece of furniture but more affordable than built-ins.

Final Tip: Lots of great ideas can be found in the luxury multi-million dollar homes, and then these ideas trickle down into all housing markets. Go to the show homes to find million dollar ideas and modify them to fit within your community.

Reynolds Plantation, Greensboro, GA
Plan ahead for lower cost: Box beams with appropriately spaced can lighting add a million-dollar “look” affordably.



Hamilton model, Orlando, FL
Demonstrate your target market’s lifestyle with unique themed spaces that will “wow” the buyers



Birkdale model, Reunion, FL
Bold wall colors coupled with attractive trim and molding provide for a luxurious look. Good backgrounds are key!

Amelia model, San Fernandina Beach, FL
This mirrored dining room can be affordably replicated with sheets of mirror with applied 1”x6” molding and trim.

