

10/78

FORMERLY **HOUSE & HOME**

A MCGRAW-HILL PUBLICATION (\$3 A COPY)

# housing



• CONSUMER STUDY

• **WHAT  
HOME SHOPPERS  
SEEK IN  
SIX MAJOR  
MARKETS**



**“With ordinary flooring, 20% of my units had callbacks. That’s why 100% of my units now have Armstrong Tredway®.”**

Harry Reed, President  
Harry Reed & Company  
Houston, Texas

“Our current project is Bayfront Towers—a condominium with 74 units. It’s also our second project in the Houston area to use Tredway exclusively.

“Tredway is the best floor we’ve found to install over uneven concrete. Because Tredway rides over minor bumps and ridges, the costly expense of extra subfloor sanding and preparation is reduced.



Conventional flooring can ridge or split



Tredway bridges minor subfloor irregularities

“My flooring contractor likes Tredway’s flexibility and ease of installation. A single band of adhesive around the perimeter of the room is all that’s needed.

“Tredway is one tough floor. That allows us to install it at an earlier stage of construction. This extra exposure to workmen increases the potential for damage and wear. But, in most cases,

all we have to do is wet-mop after the appliances are installed, and that’s it. When it does become necessary to repair a damaged floor, we don’t have to replace the whole thing. Patch repairs are made so perfectly, my flooring contractor has to point them out to me.

“When you add the numbers up right, I’m not spending any more for Tredway than I would for VA tile or regular flooring. And, I have virtually no callbacks.

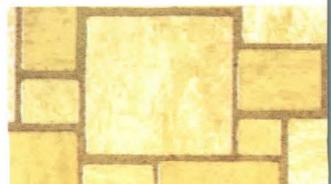
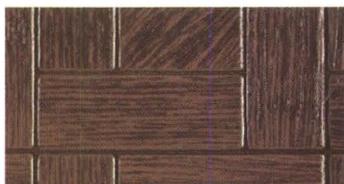
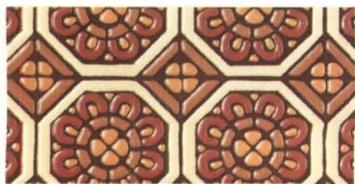
“Tredway is the best thing going. And it probably will be until Armstrong invents something better.”

To learn more about Tredway, contact your Armstrong Marketing Representative. Or write Armstrong, Dept. 88FHH, Lancaster, Pa. 17604.

FROM THE  INDOOR WORLD® OF  
**Armstrong**

Circle 5 on reader service card

Floor design copyright



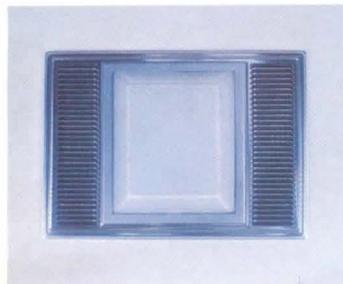
# ENERGY-CONSCIOUS HOMEBUYERS KEEP THERMOSTATS LOW.



**7:00** Outside temperature, 29°F. Thermostat set at 65°F.

**7:02** 65° is too chilly for comfortable bathing and dressing.

**7:03** No need to boost your central heating... warm the room not the house.



**7:04** NuTone Heaters quickly raise room temperature to a comfortable level.

**7:05** The rest of the house stays at an energy-conscious 65°F.

**7:06** In just minutes the NuTone Heater has warmed the room.

**7:19** Bathing and dressing can be done in complete comfort.



**7:24** Complete comfort from start to finish. House temperature, still 65°F.

**7:38** NuTone Heaters do save energy. That's a fact!

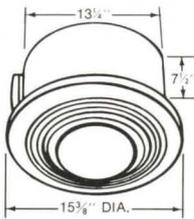
**7:40** NuTone Heaters... isn't it time you included this energy-saving sales feature?

## CUSTOMER-CONSCIOUS BUILDERS KEEP ENERGY-CONSCIOUS HOMEBUYERS COMFORTABLE... WITH NUTONE HEATERS.

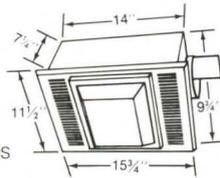
# NUTONE HEATERS MAKE ENERGY SAVING SENSE

...auxiliary heaters to fit any room size...any application...fan forced or radiant.

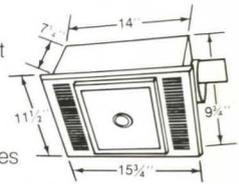
**Model:** 9093N  
Heat-A-Ventlite  
**Type:** Fan Forced Heat  
**Finish:** Aluminum  
**Total Watts:** 1710  
**BTU:** 5118  
**Air Delivery:** 70 CFM  
**Sound Level:** 3.5 Sones  
This fixture combines Heat, Ventilation and Light.



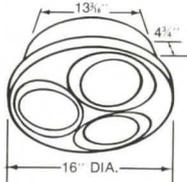
**Model:** 9665N  
Heat-A-Ventlite  
**Type:** Fan Forced  
**Finish:** Aluminum  
**Total Watts:** 1720  
**BTU:** 5118  
**Air Delivery:** 70 CFM  
**Sound Level:** 5.0 Sones  
This fixture combines Heat, Ventilation and Light.



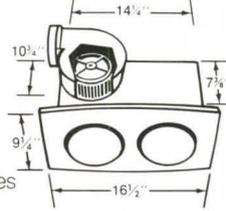
**Model:** 9605N  
Heat-A-Vent  
**Type:** Fan Forced Heat  
**Finish:** Aluminum  
**Total Watts:** 1620  
**BTU:** 5118  
**Air Delivery:** 70 CFM  
**Sound Level:** 5.0 Sones  
This fixture combines Heat and Ventilation.



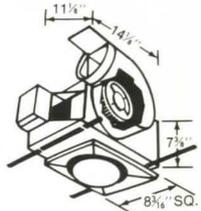
**Model:** 9430  
Three-Bulb Heat-A-Lamp  
**Type:** Radiant Heat  
**Finish:** Aluminum  
**Total Watts:** 765  
**BTU:** 2559



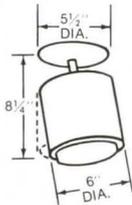
**Model:** 9425  
Two-Bulb Heat-A-Vent  
**Type:** Radiant Heat  
**Finish:** Aluminum  
**Total Watts:** 545  
**BTU:** 1706  
**Air Delivery:** 50 CFM  
**Sound Level:** 2.5 Sones  
This fixture combines Heat and Ventilation.



**Model:** 9415  
One-Bulb Heat-A-Vent  
**Type:** Radiant Heat  
**Finish:** Aluminum  
**Total Watts:** 280  
**BTU:** 853  
**Air Delivery:** 50 CFM  
**Sound Level:** 3.0 Sones  
This fixture combines Heat and Ventilation.



**Model:** H910  
Surface-Mounted One-Bulb Heat-A-Lamp  
**Type:** Radiant Heat  
**Finish:** Aluminum  
**Total Watts:** 250  
**BTU:** 853



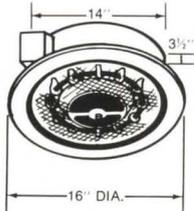
**Model:** 9275  
Heat-A-Vent  
**Finish:** Aluminum  
**Type:** Radiant Heat  
**Total Watts:** 1285  
**BTU:** 4265  
**Air Delivery:** 40 CFM  
**Sound Level:** 5.0 Sones  
This fixture combines Heat and Ventilation.



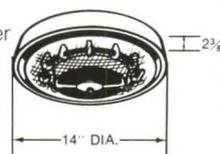
**Model:** 9276  
Heat-A-Ventlite  
**Type:** Radiant Heat  
**Finish:** Aluminum  
**Total Watts:** 1385  
**BTU:** 4265  
**Air Delivery:** 40 CFM  
**Sound Level:** 5.0 Sones  
This fixture combines Heat, Ventilation and Light.



**Model:** 9202  
Built-in Heater  
**Type:** Radiant Heat  
**Finish:** Aluminum  
**Total Watts:** 1015  
**BTU:** 3412



**Model:** 9294  
Surface-Mounted Heater  
**Finish:** Aluminum  
**Type:** Radiant Heat  
**Total Watts:** 1265  
**BTU:** 4265



**Model:** 9284  
Surface-Mounted Heater  
**Type:** Radiant Heat  
**Finish:** Silver Enamel  
**Total Watts:** 1,000  
**BTU:** 3412



## ...AND GOOD SALES SENSE!

Order NuTone Heaters from your nearby NuTone Distributor. For his name, **DIAL FREE 800/543-8687** in the continental U.S. Ohio residents call 800/582-2030. In Canada, write: NuTone Electrical Ltd., 2 St., Lawrence Avenue, Toronto.

# NuTone

**Scovill**

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Form 4608, Printed in U.S.A.

# housing

FORMERLY HOUSE & HOME

Volume 54 Number 4/October 1978

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**“IN A CD COMMUNITY HOUSE WITH ITALIAN MARBLE,  
A SUNKEN ROMAN BATH, 3 WOODBURNING  
FIREPLACES, YOU’D EXPECT TO FIND A  
GE POTSCRUBBER III® DISHWASHER.”**

CHUCK BURNS, GE CONTRACT SALES REP  
LOS ANGELES, CALIF.

“When CD Community luxury homes were built overlooking the Pacific in Palos Verdes, the best dishwasher GE has ever made was their selection.

“They picked the new GE Potscrubber III because it is the most advanced GE dishwasher yet.

“The Multi-Orbit™ wash arm is engineered to constantly change the pattern of water, which, combined with a 3-level washing action, gets dishes, pots, pans and glasses cleaner than ever.

“Plus it’s specially designed to use less hot water than previous GE dishwashers. In fact, hundreds of gallons a year. And it runs quietly, too, because the PermaTuf® tub is surrounded with a blanket of sound insulation.

“Of course, it’s protected by Customer Care® service from GE. Builders like yourself never have to worry about getting involved in appliance service.”

Take advantage of General Electric’s full line of outstanding Potscrubber dishwashers and over 30 years of consistent service to builders. Call your local GE Contract Sales Representative.

**THE APPLIANCES AMERICA COMES HOME TO.**

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This issue of Housing (formerly House and Home) is published in national and separate editions.



## Saving savings that save mortgages

Some thrift-industry leaders want the minimum denomination on six-month savings certificates raised from \$10,000 to \$25,000.

We don't agree. If anything, the minimum should be lowered to make the new, high-interest certificates available to more depositors.

The thrifts' view is understandable. Savings banks and S&Ls are quite comfortable with Regulation Q, which conveniently limits the interest they can offer on regular savings to 5¼%. By contrast, the new certificates are pegged ¼% above the rate on six-month Treasury bills, and the thrifts could pay certificate buyers 8.043% in mid-September. That's an effective annualized cost of about 8.50% after compounding of interest. So the thrifts are worried about a profit squeeze—particularly in states where usury laws put a lid on mortgage rates.

But the certificates are good news for the small saver, for the mortgage market and for homebuilding [HOUSING, Aug.] and quite probably good news for the thrifts themselves—even if they won't admit it.

Without the certificates, says Chairman Bob McKinney of the Home Loan Bank Board, the thrift industry would have been "very close to having a net outflow of funds." In fact, McKinney adds, the certificates were probably the most important single factor in keeping housing starts at their high rate through the summer.

But what about the effect on mortgage rates? McKinney answers that one this way: "Interest-rate increases on mortgages are *not* caused by the cost of funds to the banks and S&Ls. They *are* caused by a diminishing supply of funds."

The certificates help assure the supply.

## Home-shopper study: a tale of six cities

As every builder and developer knows, there is no monolithic national housing market. Housing is a local business. And housing markets are essentially local markets.

That's why this magazine publishes its Housing Demand Index, a quarterly rating of market demand in well over 100 cities. It's also why we now present a special report on what homebuyers want in six major metropolitan markets.

The study is, of course, not definitive. Housing's very localism rules out that possibility—even though the six markets are about as representative as any we know of. Results, however, are solidly based and presented in terms that make market sense.

For one thing, the respondents were all home shoppers who were asked to fill out questionnaires at builders' sales sites. For another the respondents were segmented—primarily by age and income but also by family type. So you can compare not only city-to-city preferences but also the preferences of market segments in each city. And, as more and more builders are finding out, you must target on these segments if you want to reach your sales potential.

The special report, starting on page 53, runs for 24 pages. That, we figure, is enough market data for one issue. So the Housing Demand Index, originally scheduled for this month, will appear instead in November.

—JOHN F. GOLDSMITH



# The more you insulate, the more you need Andersen.

It's this simple. If you're going to build-in energy savings, you need the maximum insulation recommended for your area. Especially in the windows.

Andersen® Perma-Shield® windows bring it to you.

In a one-story house they may save nearly as much energy as *6 inches of additional ceiling insulation*.<sup>1</sup>

That's because of Andersen's low air-infiltration. The window's snug-fitting design is two times more weathertight than industry standards require. The better to keep out drafts, and keep in comfort.

If you also compare Andersen's use of double-pane insulating

glass to old-fashioned single-pane glass, the energy-savings really jump. To more than the equivalent of an *additional 12 inches of ceiling insulation*.

Add triple glazing, and the energy savings pile up still higher.

And when properly sized, shaded and oriented toward the sun, Andersen windows help save even more energy.

So don't just insulate, insulate with a view.

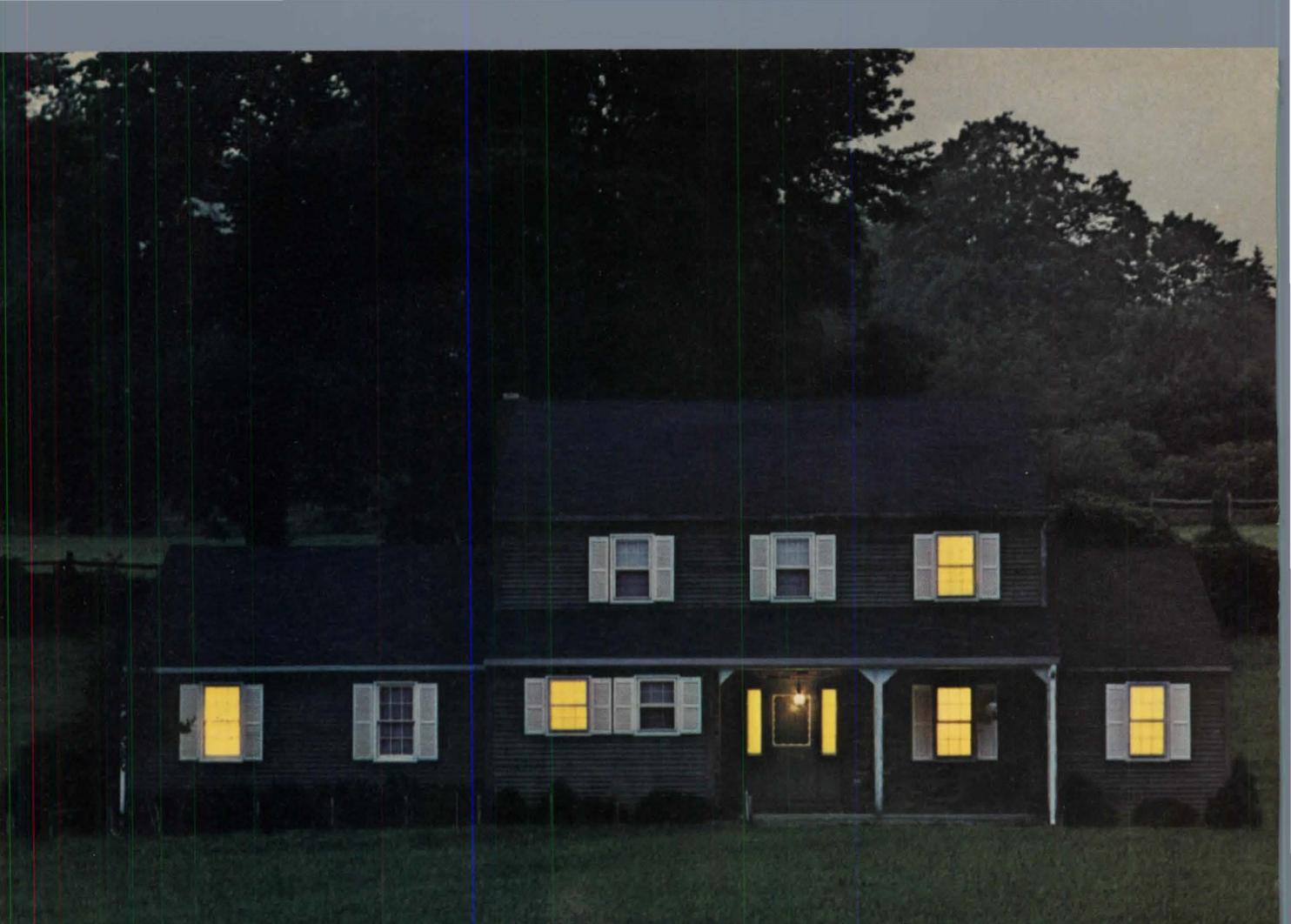
Ask your Andersen distributor or dealer just how much more insulating value Perma-Shield windows and gliding doors can add to a home. Andersen Corporation, Box 12, Bayport, MN 55003.

<sup>1</sup>Compared to windows which just meet industry air-infiltration standards in a one-story house in Denver, Colorado with 15% window-to-floor space ratio, 250 lineal ft. of crack and 6 inches of fiberglass ceiling insulation (R-19).

The Beautiful Way to Save Fuel®

Andersen Windowalls®





## Your customers will pay you more for the house on the right.

### Owens-Corning can help you build the homes buyers want: homes that are energy-efficient.

The house on the right has more Owens-Corning Fiberglas\* insulation, as well as a full complement of energy-saving features (see the construction checklist at far right).

It's a home that buyers will pay more for—because it will save them a bundle on fuel bills.

And, surprisingly, it may cost no more to build than the conventional home on the left. Savings on framing lumber and on heating and cooling equipment may actually add up to more than the extra construction costs.

### The house your customers will buy.

Buyers are out looking for homes with reduced fuel costs. A recent survey found 93 percent of new

home buyers ready to spend \$600 more on their home, to save just \$100 yearly on fuel bills.

And there's no doubt that energy-efficient homes can save them money.

That's why Owens-Corning has developed

guidelines for insulation for new homes in different parts of the country. We've considered climate, energy costs (based on electrical-resistance heating and cooling), and a variety of other factors. (To find out how much insulation is



recommended for where you build, check R-values—ceilings/walls/floors—on map above.)

We've developed new products—like



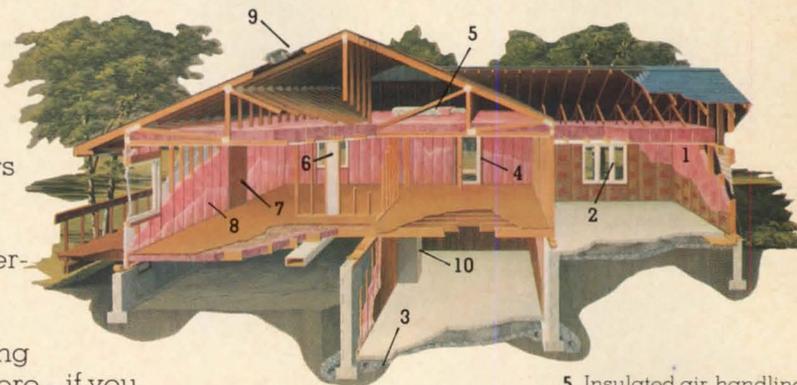
The houses may look alike, but the one on the right has more Owens-Corning Fiberglas insulation plus the features below.

Fiberglas batts with higher R-values (R-30, R-38)—that make it easier for you to meet these recommendations.

And we've been urging consumers to make sure that the insulation they use has the NAHB Research Foundation, Inc., label for assured thermal performance.

The people preparing to buy new homes are concerned about conserving energy. So you can sell a house for more—if you build it like the house on the right.

To find out more about building energy-conserving homes, and how much insulation is right for where you build, contact Y.H. Meeks, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.



**The energy-efficient home:**

1. Blankets of pink Owens-Corning Fiberglas insulation.
2. Double-glazed windows or equivalent in areas of 4500 plus degree-days.
3. Perimeter insulation for slab-on-grade construction in certain geographic areas.
4. Storm door and standard door used in combination or an insulated door.

5. Insulated air-handling ducts.
6. Windows and doors designed to limit air leakage and weatherstripped. Total glass is minimized.
7. Caulking and sealing at critical locations.
8. Vapor barriers of 1.0 perm or less for walls and floors, and as a ground cover in crawl spaces.
9. Adequate ventilation and provisions for exhausting moisture.
10. Properly sized heating and cooling equipment.



\*T.M. Reg. O.-C.F. Corp. © O.-C.F. Corp. 1978

# Now, For the First Time, You Can Analyze an Apartment Deal Instantly

with Ed Kelley's comprehensive new book, **Cost, Rent and Profit Computer: Rental Apartments**

... a unique system of charts that shows the relationship between these key factors:

- Rents
- Average apartment sizes
- Hard and soft construction costs
- Operating expenses
- Efficiency factors
- Mortgage rates
- Investor yields

Anyone who has tried to analyze an apartment deal with a pocket calculator knows that it can take hours, even days, to consider all the possible combinations of these factors.

But with Ed Kelley's charts you can do it in a matter of minutes!

If, for example, your monthly rent requirement is too high for your market, in no time at all you can find the best combination of adjustments: smaller apartments, lower yield, cheaper land, etc.

## WHO WILL BENEFIT FROM THIS BOOK

**Builder/Developers** looking for the best combination of variables in putting apartment deals together.

**Lenders** evaluating apartment development loan submissions.

**Appraisers** needing to stay abreast of current market conditions.

**Brokers and Real Estate Sales People** needing to thoroughly understand real estate investment economics to properly serve their clients.

**Investors** trying to determine if their money is going into a viable deal.

**Government Agencies**, requiring help in broadening their knowledge of the economics of investment rental housing.

**Managers** trying to understand and justify the need for higher rents.

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# Backlash against rent control

The shelter industry is beginning to win some big ones

The spectre of rent control looms ever larger. Yet, despite a surging tide of voter sentiment for controls, a beacon of hope shines for builders, apartment owners and Realtors.

Controls are on the books in nearly 300 communities. In New Jersey alone 130 towns have some sort of control. Major cities—mainly in the Northeast—such as New York, Boston and Washington, have been struggling to administer complicated controls for years with little success.

Control initiatives have begun in Providence, R.I., Philadelphia and New Orleans.

In California, in the wake of Proposition 13, as many as 10 communities may face showdowns at the polls over rent control. The Los Angeles city council voted 11-1 in August to freeze rents at the June level for six months.

**Rollback attempt.** Last month the California state senate, by a 21-12 vote, killed a bill sponsored by Democratic Assemblyman Tom Bates of Oakland that would have forced owners of most rental properties to roll back rents to May levels while giving tenants 80% of their Proposition 13 tax savings. Bates blamed the defeat of his bill on "opposition from the real estate lobby" and predicts, as has Governor Edmund G. Brown Jr., that his bill's defeat will spur wide, new efforts to impose local controls.

Six states have passed enabling legislation allowing municipalities to institute controls by referendum. Florida is the only state to boast "disabling" law allowing the state legislature to veto local ordinances.

**Counterattack.** While it appears that the ground swell for rent control is growing, appearances can deceive. In the last three years voters have rejected controls in Seattle and El Paso. In Massachusetts, only Boston, Cambridge, Somerville and Brookline retain rent control. It's been discontinued in Lynn and voted down in Brockton and Amherst.

Rent control's opponents are becoming much more vocal and effective. Norman Flynn of Madison, Wis., who led anti-control forces to a resounding

victory at the polls in his hometown, now heads the National Association of Realtors' Ad Hoc Committee on Rent Control. Erwin B. Drucker, president of the Institute of Real Estate Management, has taken to the road in a virtual crusade against curbs.

The inspiration for those opposing rent control comes largely from Flynn's surprise win in Madison.

In this hometown of the University



IREM's Drucker Leading a crusade

of Wisconsin, 51% of the 170,000 residents were renters. About 35% of the 115,000 voters were university students. When a rent control ordinance was proposed in March 1973, the Coalition Against Rent Control organized in the hopes of convincing a majority of the 22-member city council to vote against the ordinance. At the group's head was Norm Flynn, president of Flynn Baker Inc., a Madison real estate investment firm.

**To the polls.** The Madison council voted down control by 18-2, but Flynn's problems were only beginning.

"In this state," he explains, "an individual can circumvent a council's decision. The alderman who proposed a control ordinance resubmitted it for referendum. The council wouldn't put it on the ballot and the alderman took it to court."

An appellate court ruled in favor of Flynn's group and the council. The State Supreme Court, however, ordered the control measure onto the ballot, and the battle for the hearts and minds of Madison's voters was on.

**Complexity.** The ordinance would have created a five-member control board composed of "individuals who had no interest in real property—a board precluding single-family homeowners as well as apartment owners," according to Flynn.

No criteria were set for determining fair rents. Separate hearings would have been required for any rent change. Even if it met five nights a week, Flynn's group claimed, the board would have had to rule on 120 apartments per meeting to cover all of the city's rental units in a year.

The coalition estimated that it would cost \$2 million a year to administer the ordinance. That was enough, the group said, to subsidize 3,333 families with \$50 monthly rent vouchers or provide year-long day care for 2,000 children.

**Campaign tactics.** Such an approach seemed appropriate in a city noted for its liberalism, Flynn pointed out, adding: "We told residents of each area in the city what they would lose.

"We told them that apartment maintenance would deteriorate drastically and that multifamily housing starts would slow to nothing. We showed them statistics they could understand on what's happened to other cities with rent control. The way they responded should be a lesson to those who wail about controls but do little about them."

On election day, Flynn's forces won every precinct in the city and 86% of the vote.

**National drive.** In his role as chairman of the NAR anti-rent control committee, Flynn advises Realtors and builders in their fights against rent control.

"I tell them to get involved," he says. "I advise them to avoid imitating what we did to the letter. Every municipality has different laws, and builders should pay strict attention to detail.

"They can, however, imitate our organization."

Others, Flynn also notes, can use a ploy his coalition used with great success: "We got endorsements from people who wouldn't have supported us

on other issues—what I call the knee-jerk liberals.” Madison’s mayor, a noted liberal, did several TV commercials for the coalition.

**On the road.** Erwin B. Drucker, president of the IREM, an arm of the NAR, has hit the hustings in Florida and California to spread the anti-control gospel. In California, Drucker warned tenant groups that if rent controls are imposed, they can expect cost-cutting “in areas most apparent to you—maintenance and repairs. Very soon after controls are effected, property owners find they just don’t have the cash flow to undertake more than minimum maintenance to keep a

building operable.”

Drucker warned groups of homeowners that they will not escape the side effects of rent control: “When the tax value of multifamily buildings becomes depressed because of controls, a city will shift the tax burden to homeowners so it can maintain its essential services.”

**Horror stories.** Drucker, along with Flynn and others, tells his audiences the sad stories of cities that have lived with controls.

New York is the classic example. Vast reaches of Brooklyn and the Bronx have been abandoned by apartment owners no longer able to earn a

profit. The terrified residents who remain in those areas now live in constant fear of arson and street crime.

“As a housing tool, rent control is a blunderbuss,” declares Frank S. Kristoff, director of economics and housing finance for New York State’s Urban Development Corp. “It disperses unnecessary and never-intended benefits to at least a third of its beneficiaries. [New York Mayor Edward Koch lives in a \$250-a-month, rent-controlled Greenwich Village apartment.]” Abandonments in New York City, Kristoff says, have jumped from 20,000 annually in the 1960s to close to 45,000 a decade later. Rent control in New York, Kristoff says, “is an unmitigated disaster.”

**Failures.** Boston’s plight is similar. Adopted eight years ago, rent control is now on the ropes. A committee appointed by Mayor Kevin White recommends that controls be lifted for all “but a well-defined class of needy elderly—those 62 years or older.” It also recommends that “property owners meeting a disproportionate share of the elderly housing needs should be compensated for loss in rental income.”

Rent control, the commission added, should be ended “as soon as feasible.” The controls “have reduced both the supply and quality of units and have created the condition they were supposed to remedy—high rents.”

In 1970-76, the commission found that 6,000 of 6,700 units demolished in Boston were rent controlled. Privately financed rental construction has dwindled “to next to nothing.” In ’76, only 6% of the rental units completed were privately financed, down from 68.6% 10 years earlier.

In Washington, apartment owners are converting their units to condos. A new ordinance, however, is reportedly making such conversions difficult.

**The future.** To observers such as the National Apartment Association’s Jack Williamson, rent control’s future will continue to be as unpredictable as the fluttering public pulse.

The ground swell for rent control rises at election time. But, once the voters are told that controls will give them yet another expensive bureaucracy to maintain, the backlash often develops. And lately, the backlash has been gaining.

—TOM ALLEN

## RENT CONTROL: WHAT THE STATES ARE DOING

<b>Alaska</b>	Rent control in effect statewide '74-'76.
<b>California</b>	Los Angeles city council votes to freeze rents at June '78 level for six months. Rent control movements are under way in 8-10 cities.
<b>Connecticut</b>	Moderate form of control in Hartford, New Haven, Stamford and Danbury allows tenants access to local fair-rent boards that can roll back “exorbitant” rents.
<b>District of Columbia</b>	Control in effect since 1974.
<b>Florida</b>	Control for apartments in Miami Beach renting for under \$250 a month. Citywide rent control 1973-76.
<b>Illinois</b>	Law enabling municipalities to vote on controls expired in December '76. Movement to institute rent control in Chicago in '74 was unsuccessful.
<b>Louisiana</b>	State Supreme Court ruled this year that rent control measure could not be put to a vote in New Orleans if voted down by city council. Council voted against controls.
<b>Massachusetts</b>	Rent control in effect in Boston, Cambridge, Somerville and Brookline since 1970. Lynn abandoned it in '76. Rejected in Brockton and Amherst.
<b>New Jersey</b>	Rent control in effect in Fort Lee since '72 and Newark since '73. An estimated 130 communities have some form of rent control.
<b>New York</b>	Rent control and stabilization in effect in New York City since WWII. Over 500,000 units are rent controlled. About 770,000 are rent stabilized.
<b>Oregon</b>	Bill enabling municipalities to vote on rent control tabled last year. Rent control movements scattered widely throughout the state.
<b>Pennsylvania</b>	Rent control measure before Philadelphia city council.
<b>Rhode Island</b>	Rent control measure has been placed before Providence city council.
<b>Texas</b>	Rent control voted down in El Paso this year.
<b>Washington</b>	Rent control voted down in Seattle in '75.
<b>Wisconsin</b>	Moderate rent control in Milwaukee. Rent control ordinance voted down in Madison.

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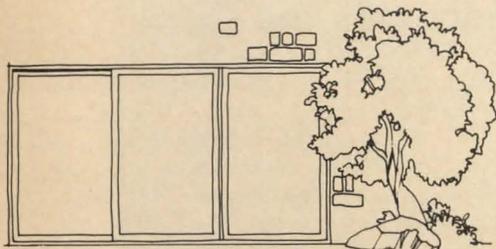
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# Builders like \$100,000 exemption

Taking its cue from California's Proposition 13, Congress has approved—by a 409-1 vote—a provision in the tax bill that is virtually certain to aid both builders and home sellers.

The provision—part of a general tax bill which seems likely to emerge from the current session of Congress—would exempt from capital-gains treatment the first \$100,000 of profit realized from the sale of a principal residence occupied by the owner for at least two years. The exemption would be a once-in-a-lifetime opportunity.

The popular \$100,000 proposal was offered on the spur of the moment by Rep. Sam Gibbons (D., Fla.) who says he's "hardly ever introduced anything more catchy."

**A better way.** Testifying before the Senate Finance Committee on behalf of NAHB, builder James Shimberg of Tampa, Fla., described the exemption as a vast improvement over the present roll-over provision.

Declared Shimberg: "Many homeowners are financially unable to meet the monthly cost of operation of a replacement residence that's more costly than the one being sold.

"In addition, homeowners who are retired may well desire to rent rather than purchase a replacement home."

He advocated two other capital-gains changes. He said an allowance should be made for more than one rollover of a home when an owner moves from one job to another. And he complained that the current capital-gains rate of 49.1% "encourages landowners to hold their land off the market until they can obtain a better price to compensate for the high capital-gains tax they will have to pay."

**Plea for more.** Wallace Woodbury, chairman of the National Association of Realtors' federal taxation subcommittee, told the same Senate committee that the \$100,000 exemption could be made more attractive.

He depicted a situation in which an owner might be torn between using the roll-over capital-gains provision or the

new \$100,000 exemption. Woodbury proposed that the \$100,000 exemption be usable cumulatively.

Like NAHB's Shimberg, Woodbury recommended a more-than-once roll-over for a home sold because of job relocation.

The NAHB's chief economist, Michael Sumichrast, was enthusiastic about the \$100,000 provision. "It will stimulate sales," Sumichrast said, "and stimulate the movement of people. Anything that stimulates home sales has a positive effect on homebuilding."

Sumichrast also foresaw a movement away from expensive homes freed for sale via the capital-gains relief proposal. Such a movement, he says, "will encourage people to buy less expensive homes and condos."

**Criticism.** William H.D. Fones, an NAR legislative analyst, is not a strong adherent of the \$100,000 exemption. Explains Fones: "I don't think much use will be made of it. Typically, people acquire a home and then go on to a larger equity in a pyramiding process. So most are not inconvenienced by the present rollover."

Fones claims most taxpayers will continue to rely on rollover while saving the \$100,000 exemption "because it's a once-in-a-lifetime thing."

The overwhelming approval of the \$100,000 exemption by the House was seen as a harbinger of Senate approval. Its future, however, rested in the hands of powerful Senate Finance Committee's chairman, Russell B. Long (D., La.). His panel was to produce its own version of the tax bill. Long gave no



Senate's Long *In his hands*

indication of his plans when Treasury Secretary Michael Blumenthal testified that the Carter Administration might favor a \$50,000 capital-gains exemption for home sellers over 55.

**The bill.** There were two provisions in capital-gains tax law that would affect home sellers. The roll-over provision provides exemption from capital gains on the sale of a principal residence if a new home at least as expensive as the former home is purchased within 18 months after the sale of the prior residence. The second provision allows any individual over 65 an exemption from taxes on any gain attributable to the first \$35,000 of the sales price on the sale of a home occupied by the owner for at least five of the previous eight years.

The House-passed bill allows a tax-free rollover on a second home for 18 months on the grounds that a person being transferred to a new job in a new city frequently is at a disadvantage. In the House bill, capital-gains relief for senior citizens has been eliminated. Instead the \$100,000 exemption has no age limit and the 5-8 year occupancy requirement has been changed to 2-3 years.

—ROBERT DORANG  
McGraw-Hill World News,  
Washington

## California's CBC becomes the CBIA

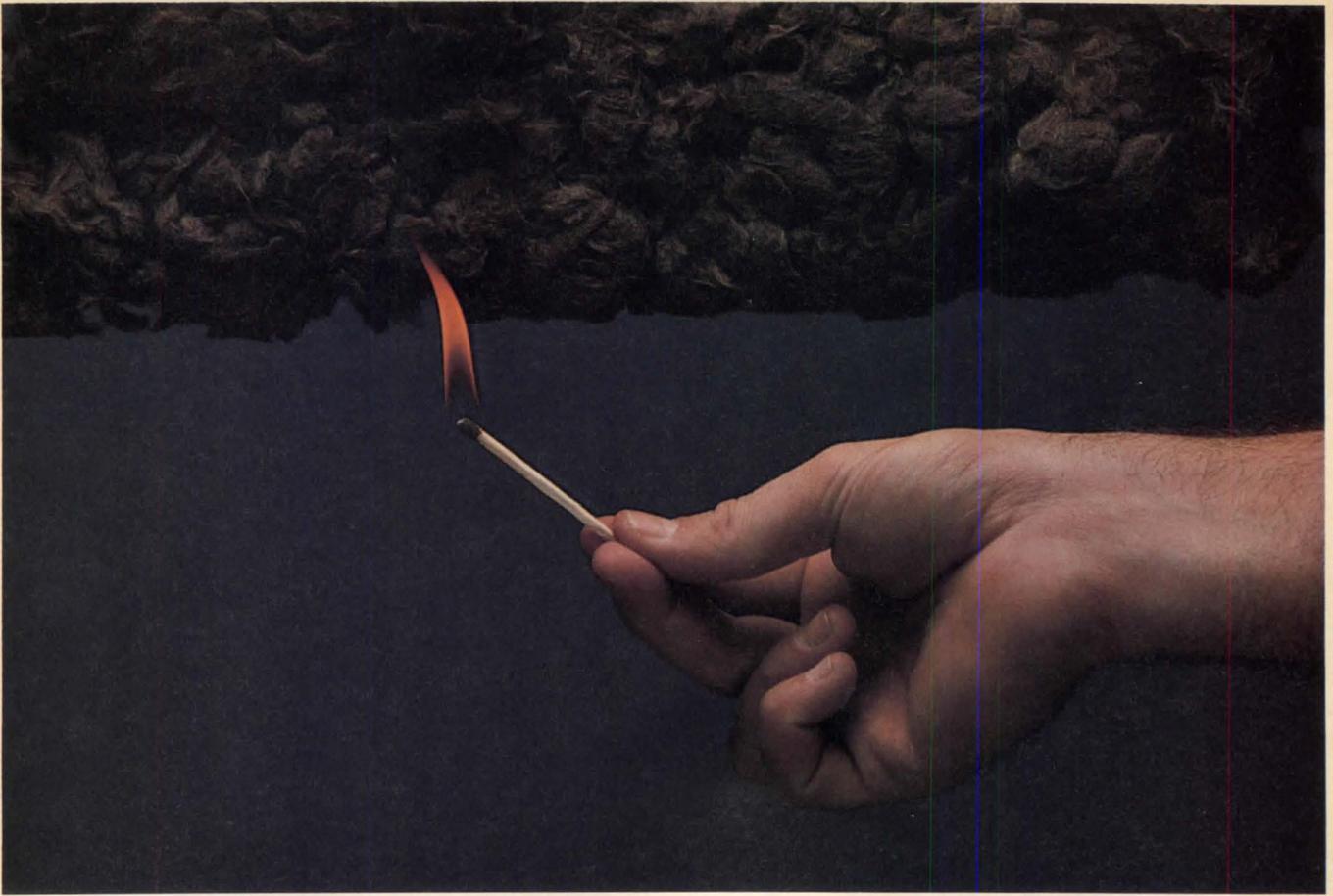
The organization representing the homebuilding and light construction industry in California has changed its name to the California Building Industry Association (CBIA).

The group had been known as the



California Builders Council. The new name has been adopted to emphasize the association's representation of light commercial and industrial contractors as well as homebuilders. The association logotype shown at left has been created in the outline of a home to represent the homebuilders, but one leg has been toned to symbolize the appearance of the concrete typical of commercial building.

The CBIA sponsors the Pacific Coast Builders Conference. The association's executive director is Robert H. Rivinius and its headquarters are in Sacramento.



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# Speculation fouls up GNMA market

A frenzy of speculation is now raising serious questions about trading in the Government National Mortgage Association's mortgage-backed securities, a major source of money for homebuilding.

Spurred to action by a Securities and Exchange Commission investigation of a University of Houston financial analyst accused of using Ginnie Mae securities as collateral for a pyramid scheme, the SEC and the Federal Home Loan Bank Board—along with GNMA itself—are taking a close look at the Ginnie Mae market.

The Texas Securities Board has filed its own legal action. Further, a federal grand jury has indicted the analyst for alleged mail fraud and conspiracy, and lawyers say they expect the SEC to file against the analyst and one or two brokerages.

President John Dalton of GNMA admits only that "there are problems in the market involving speculative trading" in the agency's securities. He has disclosed that Ginnie Mae has commissioned a management consulting firm, R. Shriver Associates of Parsippany, N.J., to study "alternative approaches to regulating the trading of our securities."

Frank Bolling, the Federal Home Loan Bank Board's director of communications, concedes that some federally chartered S&Ls have been tempted to overtrade in Ginnie Mae securities.

**'Intense concern.'** "This is a matter of intense concern to the bank and will continue to be under study," Bolling adds. "We are concerned about some of the portfolio developments to the extent that some of the S&Ls are having problems. They may have been misled in their decision to buy Ginnie Maes."

The HLBB is authoritatively reported to be working on strict new regulations governing S&L trading in the securities.

Both GNMA and the HLBB still say they have no measure of the extent of speculation. But James McBride, director of the Bank Board's office of district banks, has revealed that "the problem is not in futures." Ginnie Mae futures are traded heavily on the Chicago Board of Trade, where cus-

tomers almost never take delivery and use the same long-short canceling mechanism utilized by commodities traders.

**Waiting for Shriver.** McBride claims he has found that "some S&Ls have bought more Ginnie Maes than they could really handle." But both he and Dalton have declined to comment on the reports that the HLBB is developing new rules for S&Ls that deal in Ginnie Maes.

"We're waiting for the Shriver report," McBride states simply.

**Dangers.** If a Ginnie Mae security is issued at \$100,000 with 8% interest and interest rates rise, the security's face value must be devalued if the security is to remain marketable. If rates fall, the security's value must be increased. Gambling on the chance of a quick gain, some institutions—including S&Ls—deal in Ginnie Mae forward markets. The consequences of such trading are often embarrassing to the institutional buyers.

Explains a private Ginnie Mae securities specialist: "You get an overzealous securities salesman who'll try to convince an institutional investment officer to buy Ginnie Maes. The officer gets excited and starts to trade in Ginnie Mae forwards. Inevitably, interest rates turn against him."

What does he do with the devalued securities? Explains the specialist:

"He [the investment officer] may take them into his inventory, financing them temporarily, in effect carrying the securities on his books at full value. He thus sits on them, hopeful that a change in rates will make the Ginnie Maes profitable again."

**'Temporary loans.'** Writing in the HLBB *Journal* on speculation in Ginnie Maes, Larry Cox Jr., a financial analyst for the Federal Savings and Loan Insurance Corp., states that some institutions have "assigned" their devalued Ginnie Maes to their dealers.

"These assignments," Cox says, "are, in fact, temporary loans." Why? "Because the institutions must pay interest on them and because they are committed to repurchase the Ginnie Maes, often at even higher prices. They do this in the hope that Ginnie Mae prices will rise."



Ginnie Mae's Dalton  
*'There are problems'*

Officers of GNMA estimate that the volume of the agency's securities sold will reach \$60 billion this year, making the agency the major source of secondary financing for FHA-insured single-family mortgages.

**The securities.** Under the Ginnie Mae program, lenders form pools of federally underwritten (FHA-VA) mortgages which they have issued. They then apply to GNMA for the right to issue securities—Ginnie Maes—backed by the mortgages. By selling the securities, the lender immediately replenishes his liquidity and is able to reenter the mortgage market. As mortgage payments are collected, the lender pays off purchasers of the Ginnie Maes.

Ginnie Mae's minimum certificate is worth \$25,000 with possible increased increments of \$5,000. The security is backed by the full faith and credit of the U.S. government. Certificate holders are guaranteed full payment of principals and interest even if issuers default and fail to pass through payment.

Ginnie Mae lost only \$4.2 million last year on defaults, a loss it says was more than compensated for by the fees it charges issuers of the securities. Last year the fees amounted to a cool \$28 million.

The agency declares that holders of Ginnie Mae securities possess "a very marketable, highly liquid instrument." It warns that the "the only risk to investors is the market risk associated with interest rate change."

But it is that danger that has plunged several S&Ls, credit unions and the University of Houston into difficulty.

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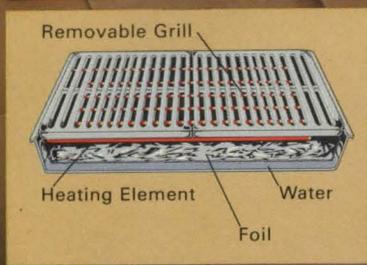
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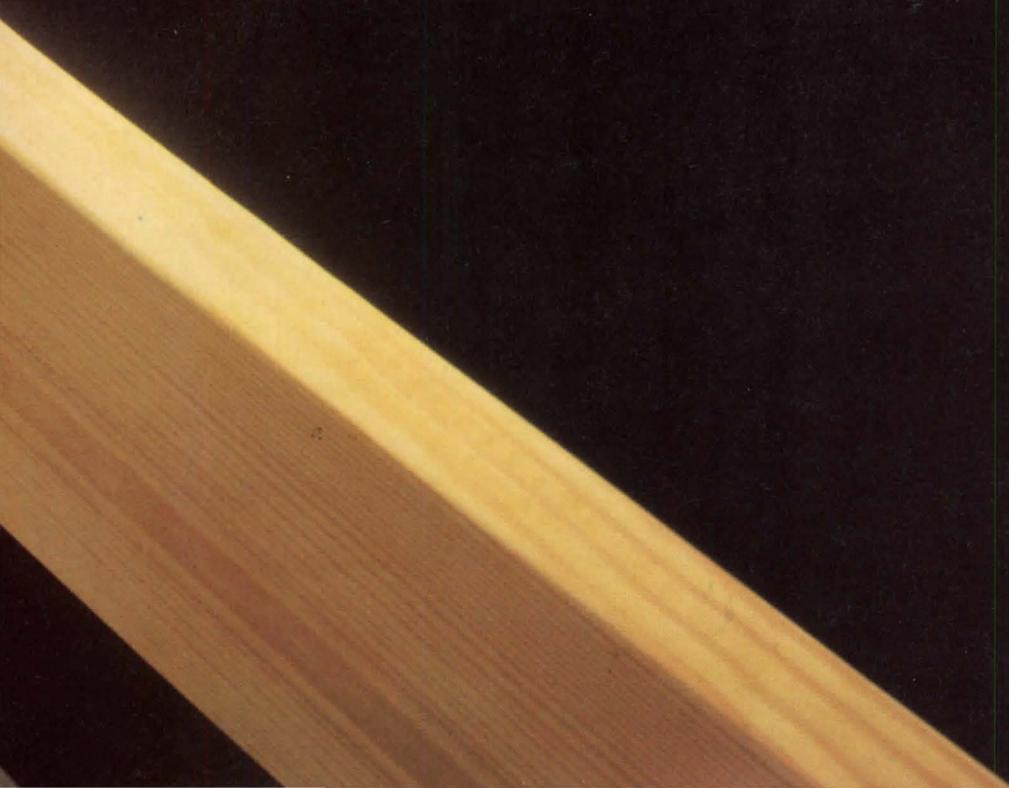
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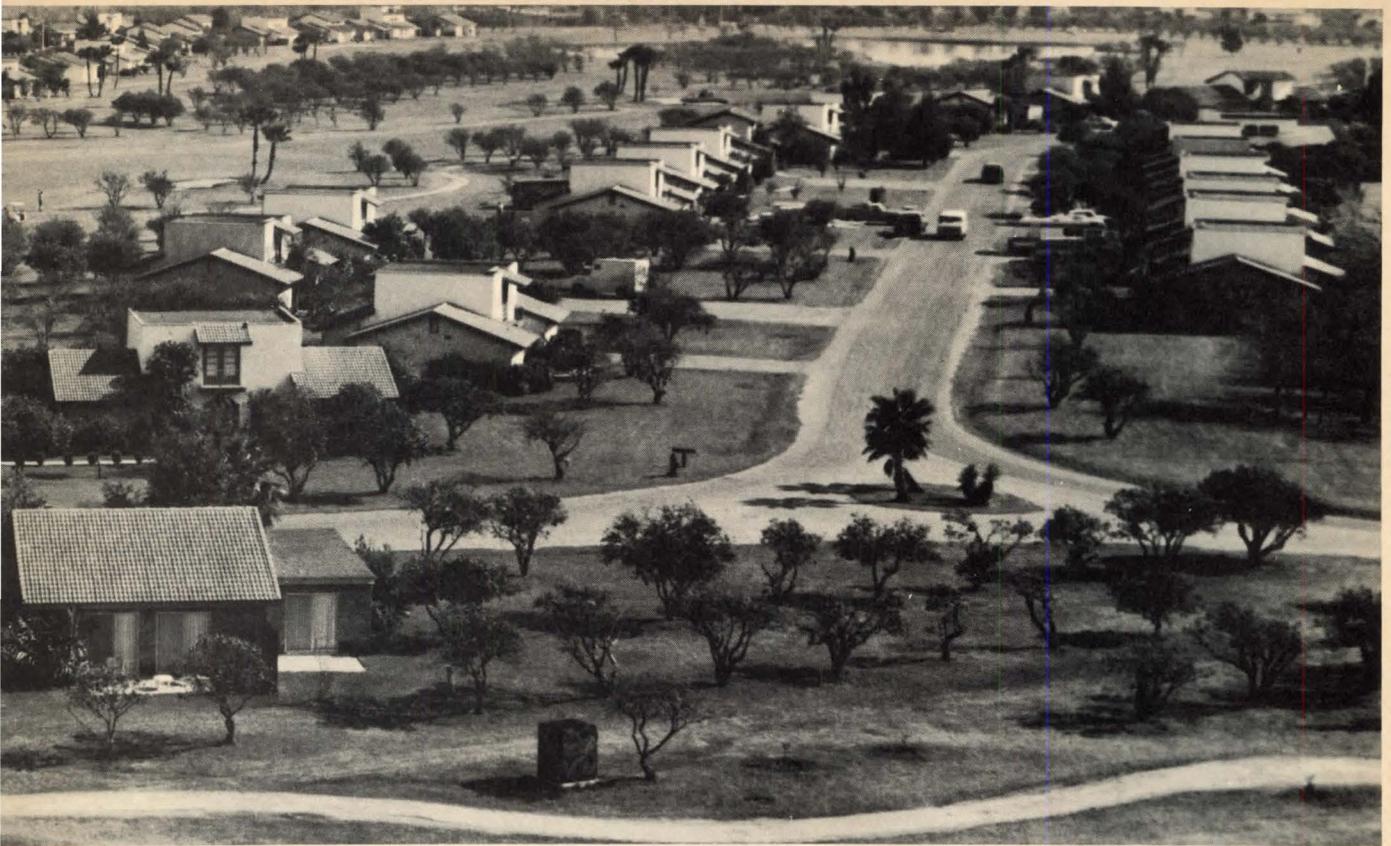
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# Big Fannie Mae fuss fizzles into a truce

Housing Secretary Patricia Harris and the Federal National Mortgage Association, popularly known as Fannie Mae, have struck a truce over how the mortgage-purchasing agency will help Mrs. Harris' pet project—housing for the inner cities.

Mrs. Harris has been charging that FNMA, a government-supported but private refinancing body, has not used its influence to make lenders issue more mortgages in inner-city areas, and for low-income housing. At a press conference in mid-August she said that "Fannie Mae has been slowly drifting away from its intended purpose of serving the public interest." Congress gave HUD a certain degree of supervisory authority over FNMA in 1968, and

Mrs. Harris has now tightened the reins by issuing new regulations.

**Goals.** Instead of setting precise numerical levels of inner-city lending, as she threatened to do in February, Mrs. Harris has set achievement goals.

By March 1, 1979, and each year thereafter, FNMA will try to make 30% of its mortgage purchases in the inner cities and, likewise, 30% in low and moderate-income housing. If these goals are not met, Secretary Harris said, she will issue her own goals and require the FNMA to take "special actions" to meet them.

Oakley Hunter, the chairman and president of FNMA, called the HUD approach "constructive and reason-

able" and said it avoided "mandatory credit allocation." Fannie Mae had been threatening to go to court if Mrs. Harris imposed credit-allocation quotas. A court test is still not ruled out, but it now seems more unlikely.

**'Already in compliance.'** The new regulations require FNMA to report extensively to HUD on its refinancing operations. A spokesman for FNMA said that reports may well show that "we are already in compliance with the goals." He said FNMA already has a special fund for refinancing inner-city mortgages and counsels lenders to offer that kind of mortgages for repurchase.

The new regulations go into effect in mid-September. —R.D.

## U. S. Cities getting a middle-class transfusion

Reports of the death of the American city may be premature.

That's the opinion of J. Thomas Black, author of *The Changing Role of the Central City*, an issue paper just released by the Urban Land Research Foundation, an adjunct of the Urban Land Institute in Washington, D.C.

Black, the ULI's assistant research director, disagrees with the accepted notion that the Sun Belt is booming at the snow belt's expense. He claims that, to the contrary, northeastern and north central regions are running ahead of the South and abreast of the West in income, jobs, per-capita income and population.

Black says a shift away from manufacturing and toward a service economy in urban areas "may have a favorable outcome." In many cities, he finds, a rising demand for middle-income housing and office space along with the expansion of central business districts "indicates that central cities are assuming a new role—that of a regional business service—and are maintaining smaller but more economically balanced populations."

**Genesis.** Author Black cites three cities—Washington, Atlanta and San Francisco—where demand for mid-income housing is rising.

In Washington, homes within two miles of downtown which sold for \$12,000-\$20,000 a decade ago now sell

fast—unrenovated—for \$50,000-\$90,000. The median age of the buyers is 30-34 with three out of four households in the \$25,000 bracket.

Black reports that a ULI study of the Virginia Highlands section of Atlanta revealed that new dwellers had a median age of 26.8 and were employed in "high-status occupations."

In San Francisco, the once seedy Victorian Crescent, which wraps around the business district, is experi-

encing a rebirth. Young upper middle-income families are buying and refurbishing the old homes.

Black recommends changing the federal government's emphasis "from subsidizing poor families who continue to live in cities where there is no employment to helping them move to areas where there are jobs."

Copies of the report: \$4, Urban Land Institute, 1200 18th St. N.W., Washington, D.C. 20036.

## A Cadillac drives into Texas

Thwarted in its \$300-million offer to buy the Irvine Co. last year [HOUSE & HOME, July '77], Cadillac Fairview Corp. Ltd. has acquired another builder—General Homes Consolidated Co. of Houston—for \$24 million in cash and notes.

The Toronto builder-realtor is no stranger to the Sun Belt. In 1976 it joint-ventured an 800-acre PUD in Delray Beach, Fla. with EPIC Corp. of Delray Beach. It has shelter projects in California and Nevada.

**Sales.** General, which expects to build 2,000 single-family units this fiscal year and 2,400 next, will net about \$4.5 million on \$94 million in sales for the 12 months ending September 30. The company owns or holds options on 2,500 acres of raw

land and 3,000 lots in Houston.

Cadillac has offered long-term contracts to General's 12 top executives and it says it will extend General's market into Mississippi and Alabama and expand its Texas operations.

**Cadillac's performance.** Cadillac Fairview's major sources of revenue have been its Canadian income-producing properties. For the year ended February 1, the company reported revenues of \$290 million, a net of \$23 million, \$50 million in gross cash flow and \$1.4 billion in U.S. and Canadian assets—with American realty commitments representing a \$400 million share.

Formed seven years ago, General Homes is headed by President James W. Olafson.

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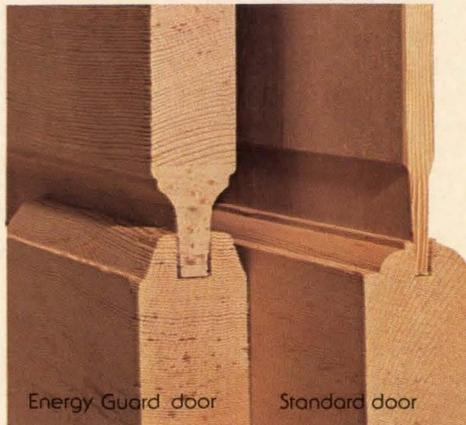


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# Canada cuts back housing aid

After five years of doling out interest-free loans and other subsidies to buyers of moderate-cost housing, the Canadian government has withdrawn the golden hand.

Support money for homes costing under \$50,000 ran out in May when Ottawa, in a belt-tightening move, scrapped its aid program in favor of a new graduated-payment mortgage plan to be offered by private lenders. Like similar plans in the U.S., the federally-insured GPMs let buyers start with low payments that increase in later years.

It's a privately financed, pay-as-you-go program that eliminates the need to subsidize low-end units.

Chief casualties of the shake-up are two widely-used support schemes: the Assisted Home Ownership Program (AHOP) and the Assisted Rental Program (ARP). Both are run by the Central Mortgage and Housing Corp., Canada's equivalent of the FHA.

Although aid commitments made before May 1 will be honored, both plans have been revised to incorporate the graduated-payment approach. The CMHC, however, plans to phase out these programs as the new GPM concept takes hold with the nation's lenders.

**Recovery.** Ottawa's switch stems from a dramatic turnaround in the once critically undersupplied low-end market. Stepped-up building activity in 1976-77 has, in fact, created a glut of AHOP/ARP housing. What's more, demand for these units has slowed, mainly because of overbuilding.

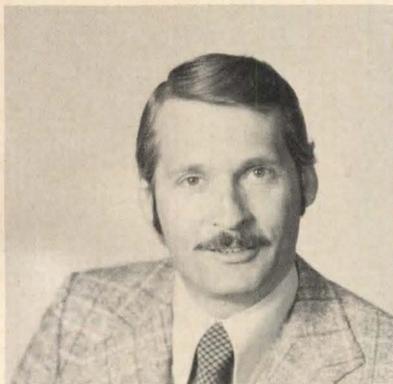
Planners, with one eye on the marketplace and another on mounting subsidy costs, thus decided that it was time for the private sector to assume the main financing role for moderate-cost housing.

The government, meanwhile, plans to concentrate its own spending on other priorities—e.g., low-income, rehab and community-grant projects.

**Pump priming.** The AHOP program, an innovation of the early 1970s, had one overriding purpose: to increase the stock of affordable housing and permit more Canadians to own homes. The plan was originally limited to low-income families, all of whom dealt directly with CMHC. Income require-

ments were later dropped, however, and *everyone* became eligible.

Along with 25- to 35-year mortgages, CMHC offered buyers a second mortgage under which it wrote down the difference between current interest rates and 8%. Called an interest-reduction loan, it covered the first five years of the mortgage. This assistance was then withdrawn at the rate of 20% a year, with a maximum takeout of \$240 annually. Borrowers were given five years—or longer in hardship cases—to repay.



Bramalea's Perrin  
*No tears*

And with mortgage rates hitting 12¼% in early '76 (they're now at 10½%), the \$800 or so differential attracted many buyers who otherwise would have remained on the sidelines.

**Wide range of aid.** The CMHC also subsidized families with dependent children that couldn't afford to make a buy even with the interest-reduction loan. Set up to ensure that mortgage and tax payments didn't exceed 30% of the homeowner's income, subsidies ranged up to \$750 in the first year for a couple with one child. Combined, the two federal payouts amounted to about \$1,600.

Nor was rental housing overlooked. In 1975, the government started its ARP program to spark production of multifamily units. However, because of the higher cost of these projects, developers were given a ten-year interest-reduction loan. Average per-unit rental subsidy: \$900 a year.

**Falloff.** Both the CMHC and builders working with the agency agree that AHOP/ARP business is tapering off. In 1976-77, for example, some 69,000

single-family homes and 87,000 apartment units were built under the two programs. And until this year the housing turned over at a fast clip. But stocks have started to build and there is now a backlog of 27,000 units, mostly rentals. A projected 15,000 AHOP and 20,000 ARP units will go up this year.

Despite reports that Ottawa is pulling out of the market because of numerous defaults, the CMHC claims this has never been a problem. "Unless," notes one official, "you consider less than 100 defaults on a volume of 30,000 mortgages a big deal."

**Thanks, but...** According to Peter Perrin, marketing manager of Toronto-based developer Bramalea Ltd., the government's exit should have a salutary effect on the industry. "Their aid programs kept us going for the last few years," Perrin concedes. "Without them, a lot of low-end housing simply would not have been built."

But Perrin notes that times and the market have changed. "Because of overbuilding, for example, we now have a surplus of stacked townhouses and high-rise condo apartments," he points out. "It will take time to clear out this inventory but, with the government now out of the picture, we should be able to speed this up."

Pricing is another sore point. The government-imposed limits on AHOP housing, says Perrin, have put a strain on builders' profit margins. "Despite steadily rising construction costs," he says, "we've been locked into the same price ceilings for three years."

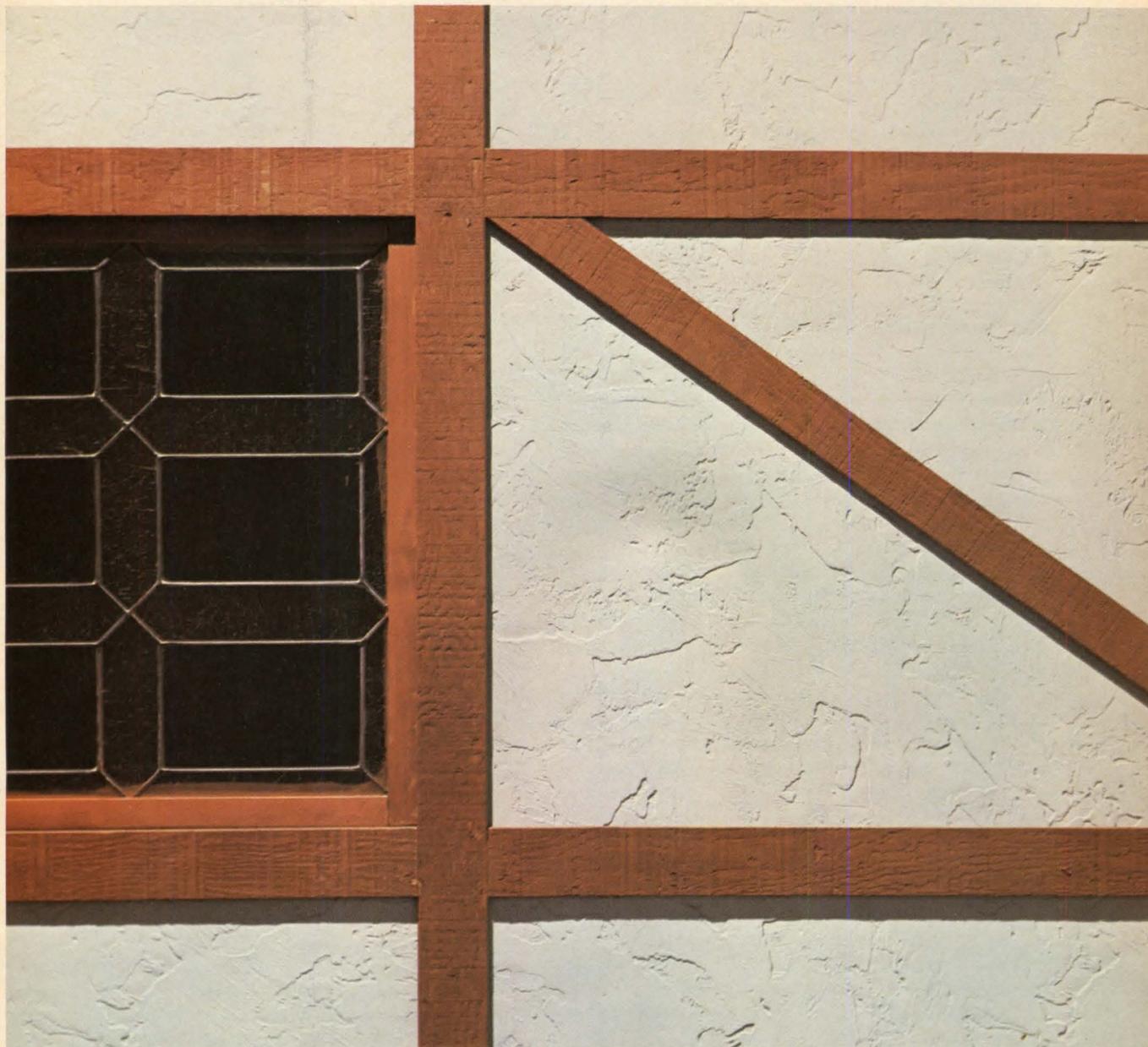
Maximum allowable selling prices for AHOP units—these are set by the CMHC in 48 markets—range from \$30,000 to \$47,000.

**An off year.** While '78 doesn't shape up as a great year for moderate-cost housing, the rest of the industry also faces a downturn. Demand, following a strong first quarter, has turned sluggish. So much so, in fact, that there's still plenty of mortgage money available at unchanged rates—despite two recent advances in the central bank's prime borrowing rate.

Canada is expected to log about 237,000 starts in '78, down from last year's 247,000.

—BILL MULLIGAN

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# Builders rescue a fallen boom town

In Colorado Springs—a 1960s boom town gone bust—homebuilders have seized the day and saved a city.

From 1960 to 1973 Colorado Springs was one of the country's fastest growing cities. Its population ballooned from 40,000 to just under 150,000 as tourism and the Air Force Academy bolstered the local economy. Housing starts peaked at 9,000 in 1972.

It all turned sour—literally overnight.

**Gas moratorium.** An organization calling itself the Citizens Lobby for Sensible Growth elected all of its candidates to the city council in 1973, and the no-growth forces commanded an instant majority of 6 to 3.

The council voted 8 to 1 at its next meeting for a moratorium on natural gas taps.

"They said the supply of gas was low," explains Dave Sunderland, president-elect of the HBA of Colorado and president of the Gates Land Co.

The moratorium was virtually absolute, and homebuilding stopped in its tracks.

**Reorientation.** Sunderland and other businessmen gathered to plan a new future for Colorado Springs. The Vietnam war was winding down and Congress was paring the defense budget. From the Middle East came rumblings about an oil embargo that would sandbag the tourist business. With homebuilding already at a standstill, the city's twin economic pillars were about to turn to salt. "Our group decided to try to attract new industry," Sunderland explains.

Dubbing themselves the Quality Economic Development Group (QED), the businessmen raised \$15,000 and received another \$50,000 from the Chamber of Commerce. They financed their own trips to sell Colorado Springs to major corporations. Half of these apostles were builders or developers.

**Lean times.** The recession hit Colorado Springs early, however, and housing starts fell to 6,700 in '73. (Builders were allowed gas taps to complete prior commitments.) Multifamily, which had accounted for 4,500 starts in '72, fell to 400 in '73.

"A lot of people left town," Sunder-



Gates' Sunderland  
*'Subcontractors were decimated'*

land explains. "Small builders—guys building under 100 units a year—went out of business or moved south to Pueblo or to Wyoming, where there were fewer restrictions. Our subcontractors were decimated."

Seven months after it had begun, the builders got the moratorium lifted—with restrictions—but the damage had been done. The rest of the country had joined Colorado Springs in a deep recession.

Starts continued to tumble, bottoming out at 800 by 1975. Multifamily—with 100 starts in '75 and eight in '76—became a lost cause.

**Resurgence.** One effect of the slump was, however, to mute the cries of the environmentalists. "People were more concerned about losing their jobs and their homes," explains Dave Sellon, a land developer. He had used the seven-month gas moratorium to galvanize builders, businessmen and like-minded residents into a political force.

"The moratorium was a catalyst," he points out. "We knew that if the unions could organize so effectively, we could too."

Sellon hired "a gal who had been an effective political organizer for several years" and put her to work translating anger into votes.

"We canvassed door-to-door for candidates," he relates. "We conducted voter registration drives and offered advice on strategy."

**New life.** Five years after the moratorium eight of nine councilmen are supporters of the builders' group. Six are HBA members.

The builders' influence does not stop at the city limits. The local HBA, Sellon



Developer Sellon  
*'The moratorium was a catalyst'*

says, works with five other chapters to support candidates for state government. That alliance has paid dividends.

"We have a one-vote philosophical majority in the state senate," Sellon says. "The governor is a no-growther and he's tried to implement several anti-growth measures involving land-use planning. Our one-vote majority has stopped him."

In the Colorado House, Sellon explains, "we were five votes to the bad two years ago. After the last election we found ourselves six votes to the good."

**Back home.** Now funded to the tune of \$200,000 annually by the Chamber of Commerce, the QED merged into the chamber. The amalgam is called the Economic Development Department. Half of its 50 members are builders. The president is builder Bruce Shepard.

Several large companies have relocated to Colorado Springs. The economy has recovered and is growing at a moderate pace.

The polarization that rankled in 1973 has ended. Sums up Sellon:

"We're at about 3,000 single-family starts a year now—multifamily never recovered. That pace is consistent with our annual population growth rate of 3%-4%. The environmentalists have backed off because we're no longer trying to reach the big numbers. We're all happy with the way things are now."

In fact, Sellon and Sunderland are so happy, that they've taken to the hustings to tell their story to other builders' groups around the country.

—TOM ALLEN



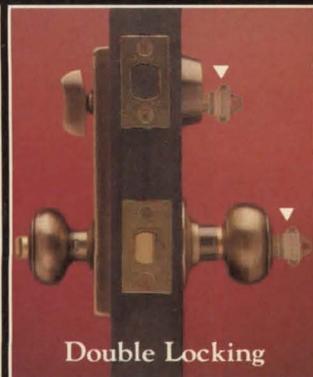
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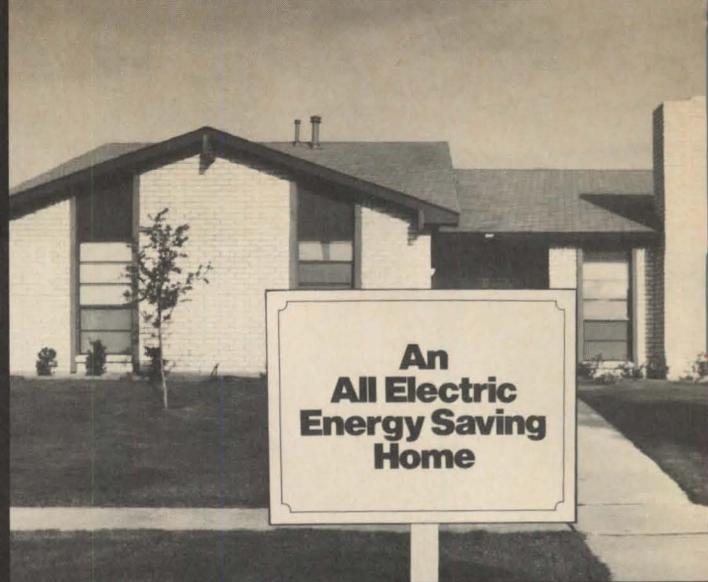
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# Irvine's Hughes resigns two posts

After several tranquil months, the winds of change once again rustle the Irvine Co. executive roster. Frank E. Hughes, an 18-year Irvine veteran, resigns as president of Irvine Pacific Development Co. and chief of Irvine's residential division, both located in Newport Beach. Irvine president Peter C. Kremer accepted Hughes' resignation "with deepest regret" and taps Thomas H. Nielsen, 48, to run the residential division. Nielsen had been president of his own development company—T.H. Nielsen Corp. of La Jolla. Irvine Pacific vice president Warren James moves into the division's presidential suite. Hughes founds his own firm—Arosa Development & Management Corp.—and will gather residential, commercial and industrial properties for German and Canadian interests. He plans to be based in Orange County, but as yet the location is undetermined.

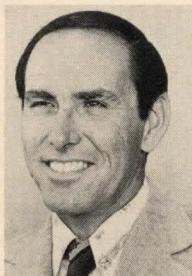
**BUILDERS:** In Houston, General Homes hires **Samuel H. Yager Jr.** as executive vice president of the Eden Corp., its land development subsidiary. **Randy Braden** is promoted to executive vice president and general manager of a new subsidiary, General Homes-Gulf Coast Inc. He was president of the Braden Division of General Homes.

Superior Homes, also in Houston, names veteran Texas builder **Vernon K. Roberts** to the presidency of its western division. He comes from Dallas, where he headed two building companies: Fantastic Homes and United Builders.

Kaufman and Broad in Northern California names two new vice presidents: **Joseph Rafel** for forward planning and **E.J. Hedrick** for construction.

**George Liolios**, vice president of marketing for Covington Brothers in Fullerton, Calif., is given added responsibility. He will oversee the introduction of Covington's D/L Building Systems Marketing Program, a component building system for building homes that eliminates wood framing in the shell and reduces labor costs.

**DEVELOPERS:** American National Development Corp., a Miami-based



Irvine's Hughes...  
Starts new venture



...and Nielsen  
Heads division

residential developer, makes three appointments. **Philip Spiegelman** as vice president for marketing and sales, **William E. Elmore** as executive vice president and **John Swisher** as vice president for construction with American National Building Corp., a subsidiary of ANDC.

**Ralph W. McCormick III** joins the staff of FPI Management Co. in northern California as property manager. He was an assistant to the plant manager of a local agricultural firm.

**LENDERS:** **John W. Brocks Jr.** is appointed president of Pacific Plan of California, a mortgage lending and investment firm in San Mateo. He also becomes senior vice president of the mortgage division of the Robert A. McNeil Corp., Pacific Plan's parent. He was vice president and marketing director for ITT Aetna.

**Harry S. Schwartz** retires from his post as vice president for economic analysis and chief economist for the Federal National Mortgage Assn., a position he has held for nearly ten years. Chairman Oakley Hunter says in farewell: "He has been a loyal, constructive and stabilizing force within FNMA. His presence will be greatly missed." Before joining FNMA in 1969, Schwartz was an adviser to the Federal Home Loan Bank Board and its director of research.

**LOAN INSURERS:** Ticor (Los Angeles) elects **Robert B. Holmes** as president upon the retirement of **Richard H. Howlett** in January 1979. Holmes is executive vice president and chief financial officer of the company, which carries on nationwide operations in title insurance, private mortgage insurance and reinsurance.

**MOBILE HOMES:** In Louisville, **Edward B. Madden** is promoted to the post of executive vice president and chief operating officer of Guerdon Industries, the mobile-home subsidiary of GDV Inc.

**HOME MANUFACTURERS:** The Pease Co., in Hamilton, Ohio, elects **David H. Pease Jr.** as president and chief operating officer. Formerly vice president of the firm, Pease will also continue as general manager of the Ever-Strait Division. Former President **James L. Pease Jr.** becomes chairman and chief executive.

U.S. Home Corp. (Clearwater, Fla.) elects **C. Wayne Edwards** as vice president/finance. He had been treasurer of Lykes Corp. in New Orleans.

**PLANNERS:** HTB Inc., architectural planners in Oklahoma City, establishes a department of housing and urban development. **James A. Hatcher**, vice president of the firm, is chosen to head the new operation.

**ARCHITECTS:** Urban planner **David James Gilmour** joins the Berkus Group in Santa Ana. He leaves the Philadelphia Planning Commission.

**ASSOCIATIONS:** **James Beam** retires as executive director of the Orange County Chapter of the Building Industry Association of Southern California. Chapter President **W. Scott Biddle** states: "The loss is made easier by the fact that he will be joining our ranks as a builder."

**Edgar V. Hall**, executive vice president and general manager, Asphalt Roofing Manufacturers Association, died suddenly August 26, 1978. He was 60, and had served ARMA in that capacity for three years. Prior to that time, he had been executive director of the National Home Improvement Council for 16 years. Hall began his career as a direct mail specialist with McGraw-Hill. He is survived by his wife, Ruth, and a daughter, Susan.

**REALTORS:** The National Association of Realtors names a senior vice president, **Ray Roper**, formerly executive vice president of the Missouri association.

# AMERICAN CONTEMPORARY



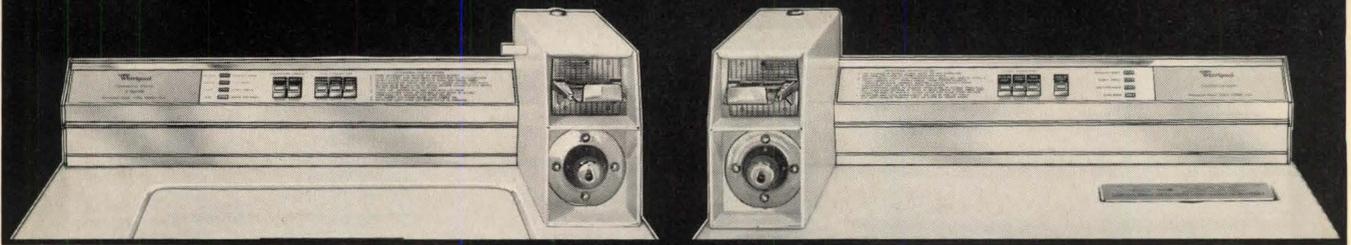
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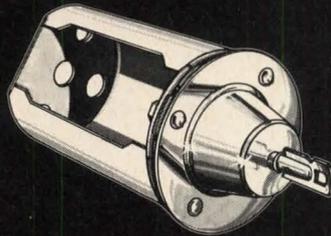
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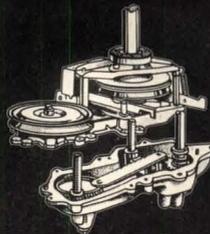
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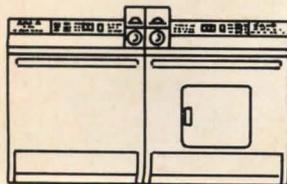
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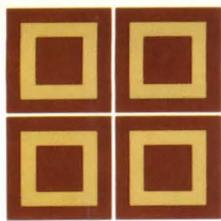
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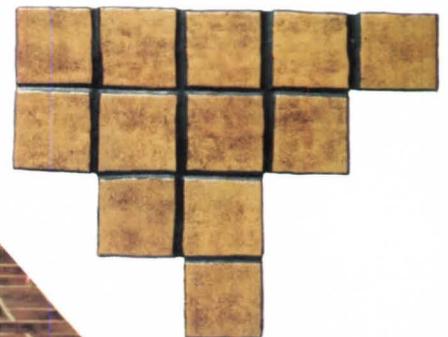
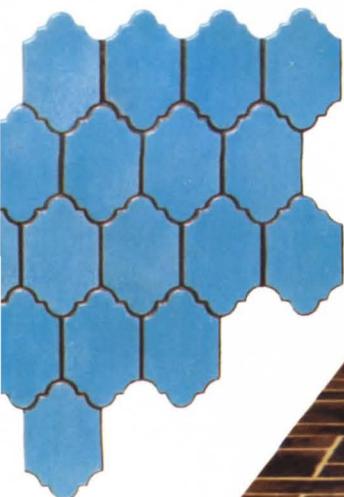
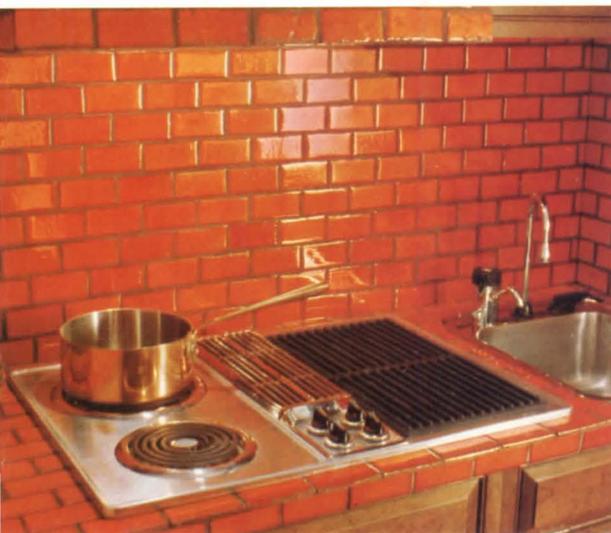
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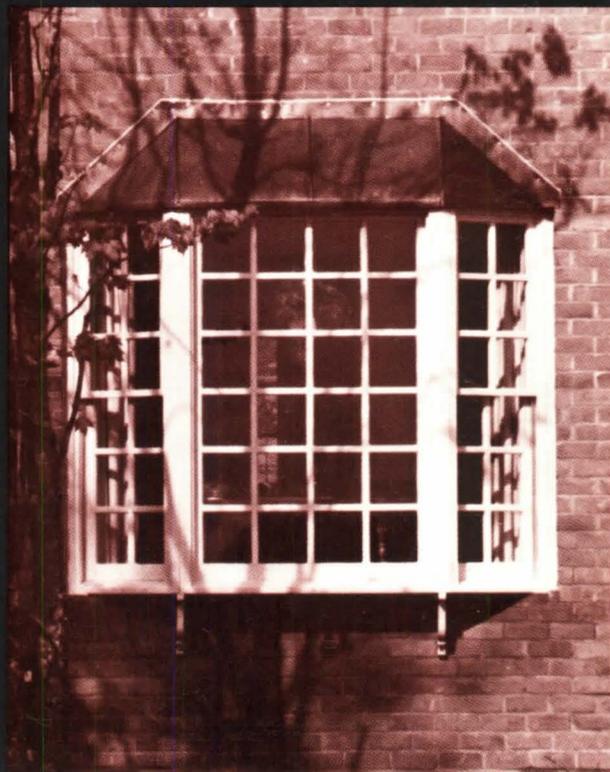
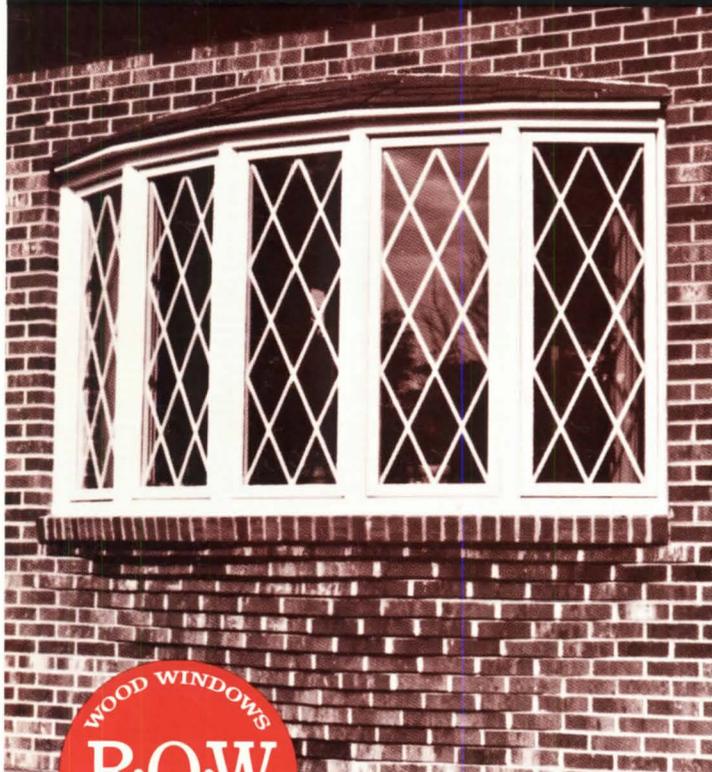
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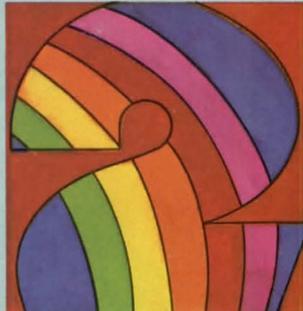
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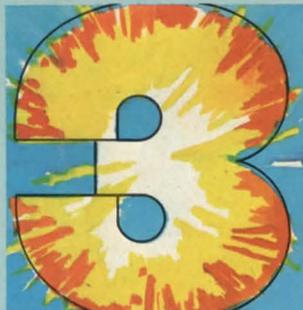


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Program**



Congoleum provides qualifying builders with a complete and flexible program to assist in selling homes. **1)** A unique, attractive flooring selection center for free-standing or wall-mounted use. **2)** Model home identification to merchandise Congoleum national acceptance. **3)** Comprehensive flooring sample sets. **4)** A flooring allowance program, when using Congoleum flooring in model units. **5)** Distributor service with the inventory and sales support to serve your needs. Congoleum Corp., 195 Belgrove Dr., Kearny, NJ 07032 (201) 991-1000.

Circle 37 on reader service card

## Skylights light way to townhouse sales

They bring daylight into two-story areas like those shown here.

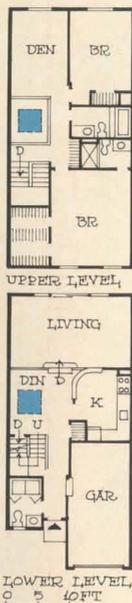
And they're a big reason for 200 sales in 13 months at two adjoining condo projects in Woodbury, N.Y., according to Gerald and Elliot Monter, father-and-son builders.

The Monter's got the idea from buyers in a previous project who had seen the feature in shelter magazines.

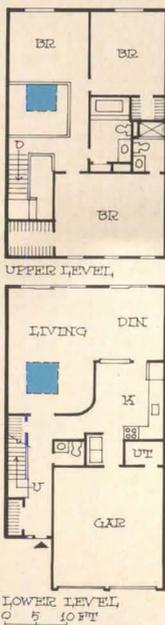
"So we decided to put skylights in three of our five new models," explains Elliot Monter, younger member of the builder team.

The Monter's judgment proved sound. They sold all 140 townhouses in one project, called The Woodlands, in nine months at prices from \$56,900 to \$69,900. And 60 homes have been sold to date in the second, called Woodland Ponds, since its June opening at prices from \$63,500 to \$77,900. (The units range from 1,405 to 1,904 sq. ft.).

The projects are located on a 32-acre former estate on the north shore of Long Island. —J.G.C.



Focal points of two townhouses are two-story spaces (above and right) topped by skylights. Other interior features: step-down living room and curved kitchen-counter partition (photo and plan above); curved kitchen wall (plan at right). Unit shown above has 1,525 sq. ft. and sells for \$69,900; unit at right has 1,904 sq. ft. and sells for \$75,900. Architect: Charles DiGiovanna, Copiague, N.Y.; interior designer: Norman Harvey, Farmingdale, N.Y.



Varied exteriors and staggered setbacks define units within each building.



PHOTOS: MARC NEUHOF, PELHAM, N.Y.



## There are a kitchenful of reasons to put Hotpoint in your kitchens.

The most important one is your customers' satisfaction. When you install Hotpoint, you're installing quality appliances that will please them now. And for years to come.

**1 Hotpoint has everything you need.** We make a full line with the kind of features today's buyer is looking for. And our nationwide distribution system makes it easy to get the appliances you need, when you need them.

**2 You'll like Hotpoint's ease of installation.** For instance, our large capacity refrigerators can be installed almost flush to walls and

cabinets. And that's just the beginning. Hotpoint makes a variety of ranges for every kitchen style: hi-low, drop-in, free-standing, surface sections, plus 24" and 27" wall ovens. And Hotpoint dishwashers' front panel allows easy access to leveling legs and electrical and plumbing connections. You can install our dishwasher and disposer on a single 20 Amp circuit where local codes permit. And our washers and dryers can even be installed on an inside wall.

**3 Service that's a selling point, not a sore point.** We have

factory service centers in over 800 cities plus over 5,000 franchised service organizations across the country. Knowing service is always available takes a load off your shoulders.

**4 If you'd like to know more about all the benefits of dealing with a single source supplier, get in touch with your Hotpoint builder representative. Or write Hotpoint Contract Sales Division, Appliance Park, AP4-256, Louisville, Kentucky 40225.**

**We hustle for your business. And it shows.**

# Hotpoint

A Quality Product of General Electric Company

# Testimonial ads: Two ways to match your spokesmen with your market

## 1. Stress their looks

"Their reasons for buying will carry a lot of weight if they look like the people you expect to attract."

So says Robert S. Lyons, whose New York sales company sold out a 160-unit condo conversion in ten months largely on the strength of ads like those shown at right.

Research indicated that prospects for the \$18,800-\$29,000 flats and townhouses would be young profes-



**Audrey & Robert hated the maintenance problem of home ownership. That's why they own a Fox Hollow garden apartment.**



Audrey and Robert work long, demanding hours running their own travel agency and restaurant. So they really want to relax when they come home at night.

After work, at Fox Hollow Condominium they can swim, play tennis, join their foxy neighbors at the Community Center or relax on their private balconies.

They still have all the tax benefits, equity build-up and curb an inflation of home ownership. But now the maintenance chores, the beautiful landscape, the tennis court and pool are all taken care of by Fox Hollow's professional staff.

Their 2 bedroom garden apartment came fully equipped with a color coordinated kitchen, parquet floors, individually controlled air-conditioning and heat, and extra storage space.

**IMMEDIATE OR FUTURE OCCUPANCY.** Models open 7 days, 10 AM to 6 PM (412) 262-1660

**DIRECTIONS:** 944 Broadhead Rd., Moon Township, Coraopolis, Pa. Take Parkway West to Greater Pittsburgh Airport, turn right on Beers School Rd. (rt. 51). Follow to 2nd light, turn left at Wink's onto Broadhead Rd. Go 200 yards to entrance.

People like Audrey and Robert are smart.

Special home financing available on all BR townhouses. All 2 BR units are \$24,800. Down payment is \$1,300. Mortgage is \$23,500 at 9% APR. ANNUAL PERCENTAGE RATE: 9% (including monthly payments). \$1000 in the principal amount. Mortgage insurance premium, estimated closing costs and associated fees. Monthly maintenance charge of \$100.00 per unit is included.

Marketing by Robert S. Lyons Associates  
Models furnished by Evanko Furniture.

**Fox Hollow**  
A Private Condominium Community



**Audre Knows Paying Rent Is Dumb. That's Why She Owns A Townhouse At Fox Hollow.**



Audre runs her own successful boutique, so she really has to know how to handle money. Fox Hollow Condominium offers her the best environment for her dynamic lifestyle. She has all the tax advantages and equity build-up that comes with home ownership, but none of the maintenance problems. And condominium ownership is a hedge against inflation.

She had lots of other reasons for choosing Fox Hollow. Now she has a private swimming pool, tennis court, and a Community Center where she can relax with her foxy neighbors. All the maintenance chores are taken care of by Fox Hollow's professional staff. And her monthly payments are less than she used to pay in rent.

Her 2 bedroom garden apartment came fully equipped with a color coordinated kitchen, parquet floors, individually controlled air-conditioning and heat, and extra storage space.

**IMMEDIATE OR FUTURE OCCUPANCY.** Models open 7 days, 10 AM to 6 PM (412) 262-1660

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People like Audre are smart.

Special home financing available on all BR townhouses. All 2 BR units are \$24,800. Down payment is \$1,300. Mortgage is \$23,500 at 9% APR. ANNUAL PERCENTAGE RATE: 9% (including monthly payments). \$1000 in the principal amount. Mortgage insurance premium, estimated closing costs and associated fees. Monthly maintenance charge of \$100.00 per unit is included.

Marketing by Robert S. Lyons Associates  
Models furnished by Evanko Furniture.

**Fox Hollow**  
A Private Condominium Community



### This man spends most of his week in Court.

Norman H. Sedler is an antitrust attorney. After a week of courtroom action, nobody knows better than he how welcome the weekend is, when he can drive up to his country home at Lakeridge to really unwind. He and his wife, Mickey, find living at this lovely townhouse community in the magnificent, wooded hills of Litchfield County an ideal way to relax.

Whether playing tennis on one of the many outdoor or indoor courts, swimming in the indoor or outdoor pools, riding one of the horses from the Lakeridge Stable, skiing Lakeridge's own slopes, or simply basking in the quiet beauty of the

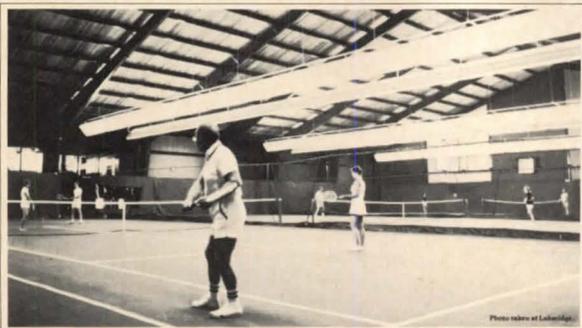


trees, foliage and flowers, Lakeridge is enjoyed by all who live here. And it's completely private for residents and their guests.

For Norman and his wife, it's living at its best. 2, 3 and 4 bedroom homes priced from the seventies. For more information, call toll free at 800-243-5374. In Connecticut, call collect at 482-3591. Open every day from 10 to 5. An appointment is recommended.

Only 120 miles from New York City. Take Hutchinson River Pkwy., north to I694 to Exit 9. East on I84 to Exit 20. North on Rt. 8 to Exit 46 and follow signs to Lakeridge, in Torrington.

Weekends he's on court at Lakeridge.



**National-Award-Winning Townhouses in Connecticut**

A community by George L. Giguere  
Offering in Lakeridge Association, Inc. can be made only by Prospectus.

### This New York surgeon spends much of his week teaching Medicine.

Between his busy hospital schedule and his duties as Professor of Gynecology at a major New York university, Doctor Stanley Birnbaum, a renowned physician, enthusiastically welcomes his weekenders. That's when he and his wife, Michele, can really unwind with their two daughters in their country home at Lakeridge. Here, the Birnbaum family can relax in the natural surroundings of this lovely townhouse community in the magnificent hill country of Litchfield County.

Whether swimming in the outdoor or indoor pools, playing tennis on one of the many outdoor or indoor courts, skiing Lakeridge's own slopes, riding one of the horses from the Lakeridge



Stable, or simply basking in the quiet beauty of the trees, foliage and flowers, Lakeridge is enjoyed by all who live here. And it's completely private for residents and their guests.

For the Birnbaums, it's living at its best. 2, 3 and 4 bedroom homes priced from the seventies. For more information, call toll free at 800-243-5374. In Connecticut, call collect at 482-3591. Open every day from 10 to 5. An appointment is recommended.

Only 120 miles from New York City. Take Hutchinson River Pkwy., north to I694 to Exit 9. East on I84 to Exit 20. North on Rt. 8 to Exit 46. Follow signs to Lakeridge in Torrington.

Weekends, he prescribes Lakeridge.



**National-Award-Winning Townhouses in Connecticut**

A community by George L. Giguere  
Offering in Lakeridge Association, Inc. can be made only by Prospectus.

## 2. Stress their careers

"Especially if you're selling to affluent professionals who have attained prominence," says developer George L. Giguere.

Giguere offers townhouses as second

homes at Lakeridge, a 672-unit project in Torrington, Conn. His buyers average \$75,000 a year in salary and have primary homes in or near New York City.

"They've made it big," Giguere explains. "We felt they would respond to advertising that talks about similar

people who have bought our homes."

Giguere's ads explain what his buyers do during the week and why they chose Lakeridge for weekends. (Two examples appear above.) Photos show the project's recreational amenities to underscore the text's sales points.



# Builders: Have you got a green thumb?

If you have, you can turn the backyards of your homes into unique areas that stimulate traffic and sales. Here are two examples:

**Latest in amenities.** Buyers at California Knolls North, a single-family project in Riverside, get one-acre grapefruit groves with their semi-custom houses.

"With the price of fruit these days," developer Skip Hubby says with tongue firmly in cheek, "it may be worth \$100,000 for a house with its own citrus grove." The 2,100-sq.-ft. homes sell from \$98,700 to \$103,000.

When R&L Development (of which Hubby is a principal) bought the former commercial grove, it decided to preserve most of the grapefruit trees because zoners would permit no more than seven houses on the 7.3-acre

tract. The company has sold four and expects to close on the rest this month.

Did the back-yard groves help sales?

"They generated lots of traffic," says Hubby. "And one buyer said he figures to open a roadside stand and pay his taxes by selling grapefruit."

**A model garden.** The problem was different for Levitt Homes: how to dramatize the generous lots of the single-family houses the company is building in two Naperville, Ill. projects.

The answer: Turn the backyards of the furnished models into vegetable gardens.

"We told people for months that the lots are big enough to hold a back-yard garden," says Richard M. Kobylski,

Levitt's assistant vice president. "We weren't sure that they believed us, so we decided to show them."

Kobylski asked biology students at Naperville's North Central College to volunteer for the project. They planted a 35' x 40' area in the rear yard of each of Levitt's five models with a dozen different vegetables. Buyers can now see that each yard has enough room for both garden and recreational space.

Levitt sold 35 homes (from \$68,490 to \$79,990) within six weeks after the gardens matured.

"And when the produce is harvested," Kobylski adds, "we'll set up a farm stand to sell vegetables to our homeowners and give the proceeds to North Central's biology department."

—J.G.C.



Grapefruit grove behind Riverside, Calif. house.



Vegetable garden in backyard of model in Naperville, Ill.

## ...looks

sionals who were currently renting. So Lyons asked six young buyers of his units why they had bought.

"Their answers became the headlines for the ads," says Kenneth Miller, whose New York ad agency, Miller-Addison-Steele, created the campaign. "And the ads had large photos of the buyers so readers could see how young they were."

Each ad features a different buyer

and reason for buying (low maintenance, homeownership, recreational facilities, etc.). Single owners predominated; only one couple was chosen.

"Our decision was justified," explains Lyons. "Subsequent sales ran five-to-one in favor of singles."

The ads ran twice each weekend for six months in the *Pittsburgh Press*. The project, Fox Hollow, is in a Pittsburgh suburb.

## ...careers

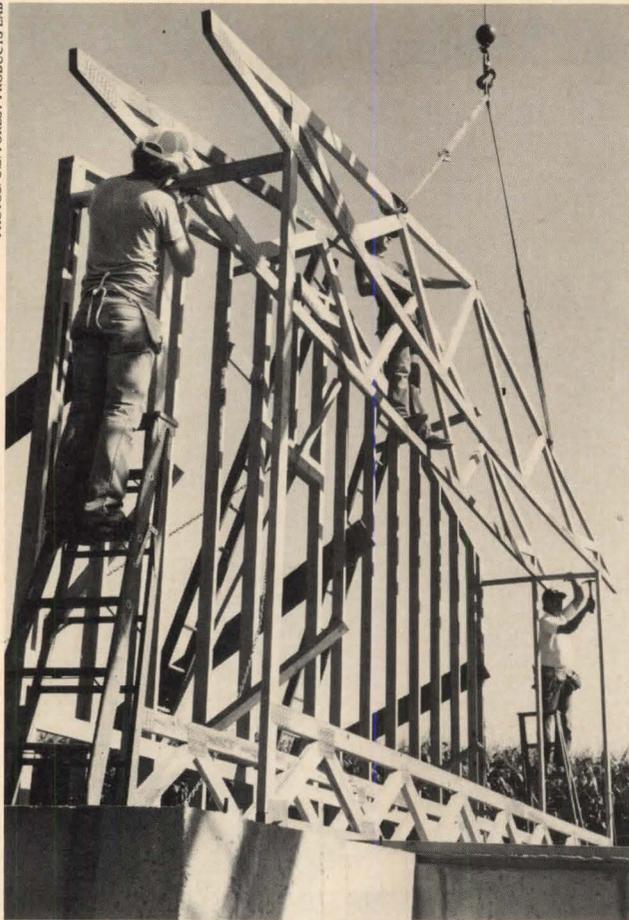
The ads, prepared by P. Giannini Advertising, Providence, R.I. are running in *The New York Times* and *The Wall St. Journal*. And the payoff, according to Marie-Therese Yergeau, Lakeridge's ad manager:

"We've sold 22 homes in less than two months and we are about to close on 14 more."

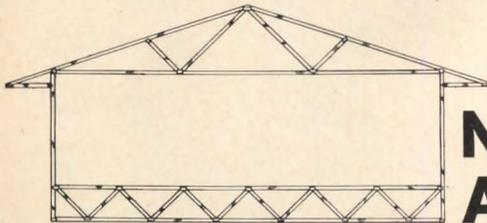
Units sell from \$68,000 to \$96,000.

—JOEL G. CAHN

PHOTOS: U.S. FOREST PRODUCTS LAB



**Test-house framing** took six hours. Photos show progress of job: placement of first endwall and initial frames (*far left*); halfway stage in framing (*left*); and placement of second endwall (*below*). Fiber-board sheathing was applied as frames were erected. Temporary runner boards at floor and roof lines space and align frames.



## New cost-cutter? An all-2×4 framing system

Two 2×4 studs connect ordinary roof and floor trusses to form a frame (*above*) that reduces both lumber and labor costs.

The new system saved \$2,300 on the test house shown here and \$2,500 on a customized house by builder George Walk in Mayville, Wis.

Most of the cost reductions stem from the use of less lumber than in conventional framing. There is no need for the 2×6s, 2×10s and 2×12s that are normally employed for floor joists, rafters and headers. And structural frames are 24" on center instead of 16".

"Lumber savings on the test house came to about 30%," says engineer Roger Tuomi, who developed the system for the U.S. Agriculture

Department's Forest Products Laboratory in Madison, Wis. "And we also cut labor costs because the whole framing job took three men and a crane only six hours."

**Preassembled.** The Forest Service used preassembled frames to erect the 1,900-sq.-ft. ranch on the University of Wisconsin's Arlington campus. Framing costs were \$4,300. To frame the home conventionally, Tuomi says, the general contractor wanted \$6,600.

Homebuilder Walk made the floor and roof trusses in his own shop and assembled the frames at the site of his 1,200-sq.-ft. house. His four-man crew took four hours to put the frames together, and another six hours to erect them over an all-weather wood foundation.

"The system proved so trouble-free," says Walk, "that I'm going to use it for a 15-home project next spring."

**Flexibility.** In addition to saving materials and time, Tuomi points out that the system is flexible enough to accommodate a variety of designs (except two-story plans).

For one thing, of course, the absence of bearing partitions permits a number of different room layouts. For another, builders are not limited to a rectangular shape; they can build "Ls," "Ts" and "Us" by installing a solid-wood bearing beam at the point where the framed sections change direction. And finally, roof lines can be varied by stepping up the foundations.

— JOEL G. CAHN

# Genie opens the door



# closes the sale



# Genie®

automatic garage door  
opener system by Alliance.

***The garage door picker upper becomes the sales picker upper!***

When you recommend Genie — “the garage door picker-upper” — your clients will appreciate it at least twice a day for as long as they own their house! Because Genie opens the door, turns on the light, and lets them drive right in. Only Genie has CRYPTAR® II Digital Controls and SEQUENSOR®, “the computer-controlled brain!” CRYPTAR® II Digital Controls, with 3000 code combinations distributed, makes it nearly impossible for anyone but the owner to open the garage door. SEQUENSOR®, “the computer-controlled brain” (available on the 404 & 450) assures precision control, maximum reliability and quiet, economical operation. Call your local Genie dealer for complete details.

***Opens the door . . . turns on the light . . . lets you drive right in!***



**The ALLIANCE** Manufacturing Co., Inc., Alliance, Ohio 44601  
A NORTH AMERICAN PHILIPS COMPANY

Maker of the famous Antenna Rotator / Alliance Tenna-Rotor™ / “TV’s Better Color Getter!”

© 1977 The Alliance Mfg. Co., Inc.

Circle 43 on reader service card



**CAROLE EICHEN**  
Carole Eichen Interiors  
Fullerton, Calif.

## Don't underestimate underfoot sales appeal

**W**ant your prospects to be walking on clouds when they leave your model complex? Then don't treat your model-home flooring as an afterthought.

Too often, builders and decorators do just that. They feel that since floors are walked on, they're not noticed. So flooring materials are put at the bottom of the list of decorating priorities.

That's wrong thinking. Even though it's underfoot, flooring makes a subconscious impression on just about everyone. Choose the wrong flooring material and you'll create an artificial environment that will repel prospects; select the right material and you'll create a feeling of livability.

How can you keep one step ahead of your competition with underfoot sales appeal? Try some of the bold flooring treatments employed by designers of custom-home interiors. Following, we'll tell you how to do it.

**Area rugs.** They are *de rigueur* in custom-home decor, and they're showing up more and more in model-home decorating schemes.

For most people, area rugs add warmth to a room. To me, they're dramatic decorator touches that generate instant excitement. They silently tell prospects that you, the builder, think enough of them to present the finest in comfortable living without being overly regal.

Area rugs are particularly effective when they complement your total decorating package. Many carpet houses will coordinate area-rug patterns with designs in your drapery and/or upholstery fabrics. Or they'll weave bands of color

into a single-color carpet to pick up predominate colors in a room.

Custom-designed area rugs are a signal to prospects that a lot of planning went into your model-home decor. And they'll feel that similar attention to detail also must have gone into the construction of your houses.

But, you can be almost as creative with stock area rugs. Specifically:

- For entry impact, you can lay an area rug atop quarry tile or other hard-surface flooring. (Be careful that the two patterns—rug and tile—don't clash.)

- For a subtle touch with subtle impact, you can dye the fringe on an area rug to match a color used elsewhere in a room.

- For coordinated room decor, you can place a multi-tone area rug atop single-color carpeting.

**Carpeting.** In most cases, carpeting in model homes should be upgraded over what you offer as standard. (Be sure to identify it as such so prospects aren't misled.) I suggest an upgrade that's resilient and won't show wear. Resiliency is important because you want your models to look well-maintained on high-traffic days.

Where will carpeting give you the most sales impact? Just about anywhere in your models, including bathrooms. There's something supremely elegant about carpeted baths, and prospects seem to react positively to the idea of stepping out of the shower onto a soft surface.

On the other hand, kitchen work areas are off-limits for carpeting. Prospects realize that kitchen carpeting will become messy. They'll suspect you of trying to sell them fantasy, rather than reality. And they'll be psychologically turned off from buying your houses.

It's also a mistake to use different color carpeting in each room of a single model: for example, blue (because it won't show dirt) in a child's bedroom; gold (because it's luxurious) in the master suite; and green (because it matches live plants) in the living room.

Mixing color that way gives your model a patchwork-quilt look, and it costs more than if you stick to a single color. What's more, using

one color of carpeting helps unify the entire decorating scheme.

**Ceramic tile.** Today, there are hundreds of tile patterns—herringbone, basketweaves, Mexican, etc. So you can use tile for everything from entry impact to establishing or reinforcing a theme.

Tile can be used alone or in combination with other flooring. In carpeted dining or family rooms, for example, try inserting a section of tile flooring under a serving buffet or around a wet bar. The contrast of tiles butted up against carpeting will be visually pleasing; and prospects will recognize the practical aspect, also.

Just as carpet mills will custom-weave designs into carpeting, so will tile manufacturers special-order a design picked up from your drapery fabric or wallpaper.

But don't go wild with tile. You'll have a too-busy effect that will draw prospects' attention away from the rest of the house.

Do, however, experiment with colors. In kitchens, for example, white tile is being discarded in favor of tones that match the popular appliance colors. This year's hot new color is almond.

**Vinyl, planking, parquet.** Vinyl flooring has been popular for years, but now patterns are bolder, livelier, more fun.

Used in kitchens to create gourmet lairs, vinyl appeals both to contemporary homemakers and on-the-go working women. You may want to use it in family rooms when your market is young marrieds. And in children's bedrooms, vinyl makes a great play surface when combined with carpeting in a giant checkerboard pattern.

To create a rich effect in almost any room, there's still nothing that compares with parquet. In dens, studies and family rooms, dress up parquet with a small area rug.

Plank flooring—whether real wood or simulated—also is a long-time favorite. Planking makes any man feel like the captain of his own ship; but women react favorably to the dark, rugged-looking flooring too, I've found.

Summing up, if your prospects like what they see when they look down at your model-home floors, your sales should be looking up.



**PPG believes windows should be working parts of the energy system in any home you build.**



Whether you build or sell homes in the south or the north, or any point between, PPG has an energy-saving glass for the windows and sliding glass doors you install.

Where the climate is blistering, give your homes more sales appeal for energy-conscious buyers with PPG Solarcool<sup>®</sup> Bronze reflective glass, instead of clear glass. It is the newest in the PPG line of high-performance glasses.

And it can mean savings of up to 20 percent on air-conditioning costs for homeowners. (Compared to clear glass and based on a PPG computer energy analysis.) Other sales points: Its beautiful mirrored face provides comparative daytime privacy for your customers, and by reducing glare, makes it a lot nicer for the folks inside to look out on a summer's day.

Up north, PPG Twindow<sup>®</sup> insulating glass becomes an investment in energy savings. It is made of two sealed panes and reduces heat loss through the glass by more than 40 percent. So it obviously can be part of the energy system of any home you build or sell.

Make PPG glass part of the energy systems you profit from. Write for a free copy of our Solarcool idea book: PPG Industries, Inc., Dept. HH-3108, One Gateway Center, Pittsburgh, Pa. 15222.

Above: Bent Tree Development by The Babcock Company, Coral Gables, Florida.

Below: Wood Creek Courts, Lincolnshire, Illinois. Developer: Irvin A. Blietz Organization.

PPG: a Concern for the Future



Circle 45 on reader service card

# Nobody has more microwave ovens than Magic Chef.

If you're confused about microwave ovens, relax, you're not alone. So here are some facts.

*First*, nobody else offers you over 30 ways to put microwave ovens in your kitchens.

*Second*, our built-in microwaves don't demand extra-wide cabinets. We fit your standard 24" cabinets.

*Third*, we combine microwave with either gas or electric eye-level or wall ovens.

*Fourth*, fuel and size aren't the only choices. You can have 2- or 3-level memories, temperature probes, or budget models.

So, instead of assuming that microwave ovens are beyond your price range, see your local Magic Chef distributor. Ask about the best way to put microwave cooking in your kitchens. From Magic Chef. Cleveland, Tenn. 37311.



Circle 46 on reader service card

a **housing** conference

# **MARKET STRATEGY FOR 1980**

A three-day conference  
for builders, developers  
and marketing directors  
involved in...

- For-sale housing
- Rental apartments
- Non-residential development

Palm Springs, California  
November 15, 16 & 17

# MARKET STRATEGY FOR 1980

You should attend this 3-day conference because...

While most experts agree that 1980 will see a strong upturn in the real estate market...

It won't be the same market as today. That's because of...

**Inflation:** It's changing the motives for buying and/or investing in real-estate.

**High housing prices:** They're putting increasing limitations on the builder's product.

**New buyer groups:** They're creating new market opportunities, but require new market strategies.

**Shifting demand:** Some market areas are improving, others deteriorating. And within these areas the patterns of buying, renting and investing are changing — often drastically.

To be ready for the changed 1980 market, you need to start planning right now. And that's what this conference will help you do.

HOUSING is bringing together experts from the key segments of the real estate industry.

For three days, you'll have the chance to listen to these experts in formal sessions, and question them in informal sessions.

## You'll find out . . .

- What economic climate you can expect in 1980
- What you can expect from the mortgage market in 1980
- How strong both residential and non-residential demand is likely to be in 1980
- What homebuyers will want in their homes in 1980
- What it will take to make rental apartments feasible in 1980
- Where commercial and light industrial capital is likely to come from in 1980
- What kind of operating structure should be most efficient — and safest — in 1980

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Gene Autry Hotel, Palm Springs, California — November 15, 16 & 17

## You'll listen to these housing experts

**Eric B. Herr** is Vice President, Economics for the McGraw-Hill Publishing Co. Prior to joining McGraw-Hill he was Executive Vice President and Chief Economist of Lionel D. Edie, and before that, Senior Economist and Product Manager of Data Resources Inc. He has been a member of the President's Council of Economic Advisors, and is affiliated with the National Association of Business Economists, the American Economics Association, and the Federal Statistics User's Conference.

**Dr. Alfred A. Gobar** is President of Alfred Gobar Associates, the country's best known and most widely respected real-estate research firm. As both an economist and market analyst, he has particular expertise in the inter-related areas of both market and economic feasibility, and his company works with both residential and non-residential development. Dr. Gobar is the creator of THE HOUSING DEMAND INDEX which appears quarterly in HOUSING.

**Preston Martin** is President and Chief Executive Office of PMI Corporation, a mortgage insurance company which he founded. In the course of an illustrious and innovative career in the financing field he has served as California Savings & Loan Commissioner, a member of the Federal Savings and Loan Insurance Corporation and the Federal Home Loan Mortgage Corporation, and, before establishing his own company, Chairman of the Federal Home Loan Bank Board.

**George Fulton** is Senior Vice President, Marketing of Walker & Lee, Inc. a realty firm with the country's largest new-home sales volume. He directs an extensive research program which

surveys more than 1,000 residential developments each year, and has completed some 1,200 feasibility and consumer-preference studies from Boston to Honolulu over the past four years. Under his direction, Walker & Lee conducts the Homebuyer Preference Study with Housing Magazine; covering six U.S. cities, it will be published in the October issue of HOUSING.

**Richard Weiss** is a partner in the Richlar Partnership, a Southern California development company that combines homebuilding and non-residential development, and is known for its lean, efficient management. An attorney, Mr. Weiss has been in the housing field for 25 years, and was formerly Senior Vice-President of Levitt & Sons, Inc., and President of the Larwin Group, Inc.

**Edward N. Kelley** heads his own property-management consulting firm, which provides nationwide services in rental-property management and marketing for developers, investors, lenders, major corporations and universities. He is the author of "Cost, Rent and Profit Computer: Rental Apartments", published by HOUSING Press, and "Practical Apartment Management", published by the Institute of Real Estate Management.

**Wayne Ratkovich** is President of Wayne Ratkovich Associates, a firm specializing in both the development and rehabilitation of commercial and light industrial property. His company works with such major equity partners as Wells Fargo Mortgage Equity Trust, New England Mutual Life Insurance Co., North American Equity Holdings and Societa Generale Immobiliare.

## Here's what else your 3-day conference program will include

You'll stay at the exclusive Gene Autry Hotel. And you'll be able to extend your stay before and/or after the conference at the same special rate.

You'll attend a reception and cocktail party on Tuesday evening, Nov. 14, and cocktails and a banquet Thursday evening, Nov. 16.

**And you'll spend one whole afternoon on a special tour of the newest and most exciting resort projects in Palm Springs.**

**Please note: Enrollment at the conference is limited, so registrations must be accepted on a first-come, first-served basis. We urge you to register as early as possible.**

## MARKET STRATEGY FOR 1980

### How to register

Please complete and return the coupon below to:

Seminar Dept., Housing  
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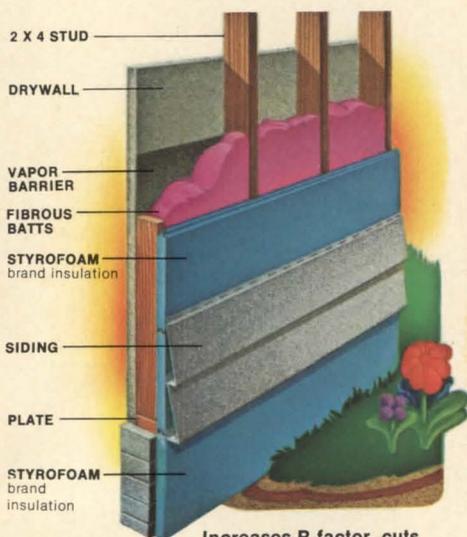
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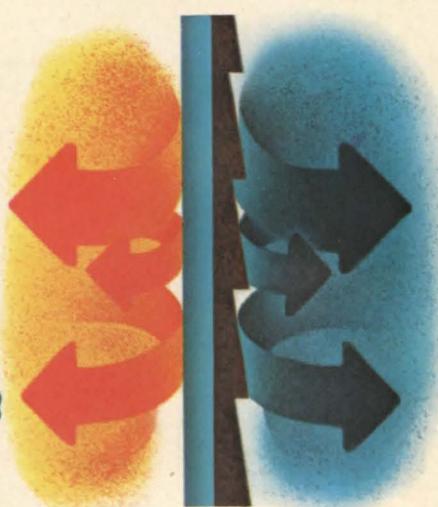
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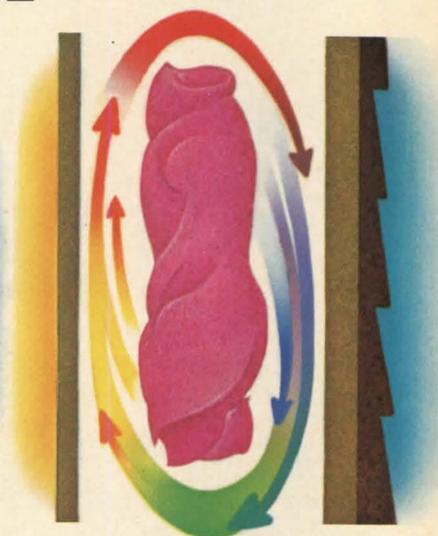
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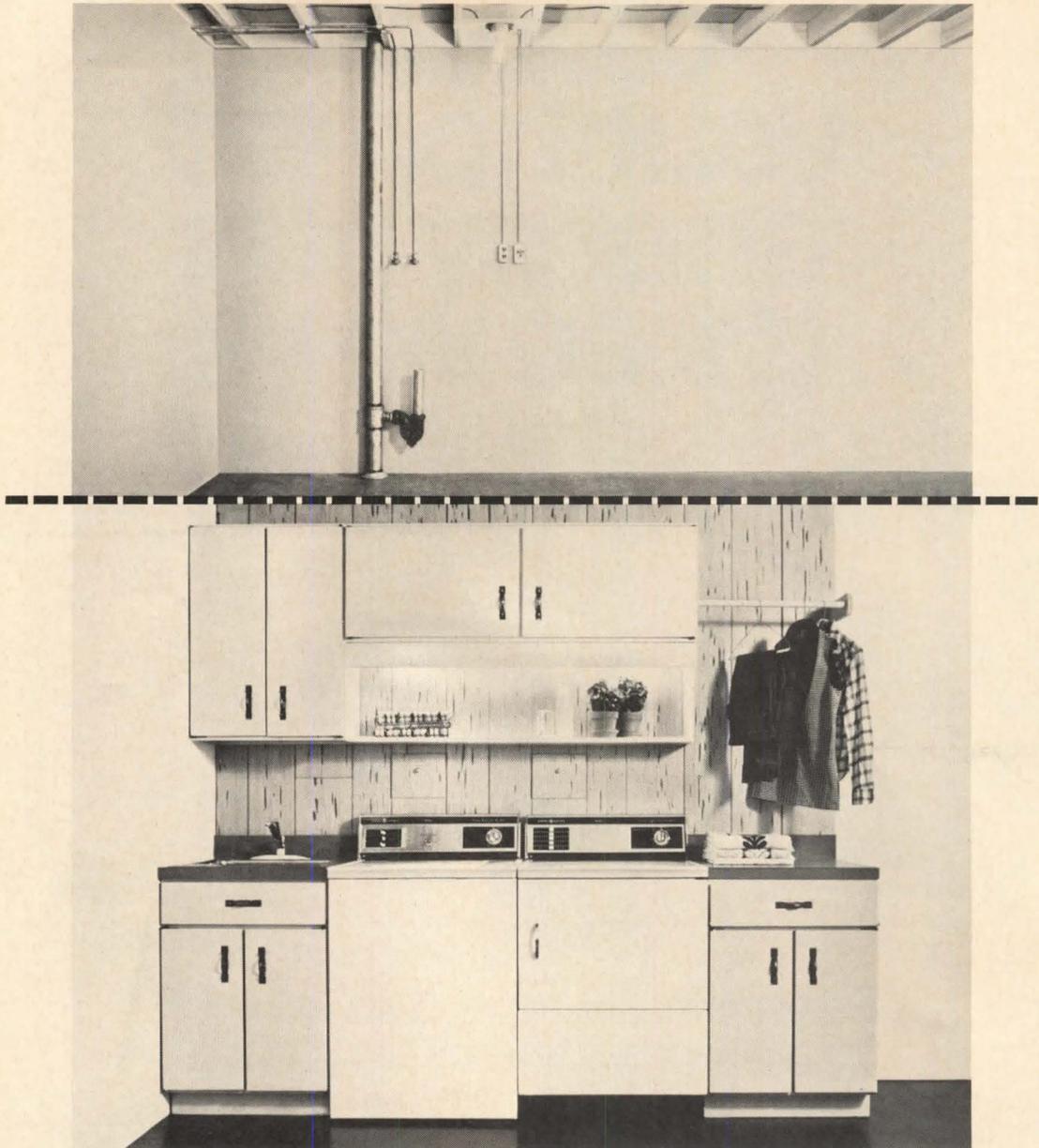
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## WHAT HOME SHOPPERS SEEK IN SIX MAJOR MARKETS

**The markets:** Washington, Miami, Chicago, Phoenix, San Francisco and San Diego.

**The shoppers:** a cross section of model-home visitors.

**Their answers showed:** what kind of community they prefer, what style house, the must-have features, the options and upgrades they would buy. Answers also showed how shoppers across the country think alike in many cases but follow local preferences in others.

**Who asked:** HOUSING magazine, in a survey conducted by the research department of Walker & Lee, the California real estate firm that sold more than 7,200 new homes last year.

*HOUSING* magazine's consumer preference survey gives readers the kind of on-the-spot research that only the largest builders can afford to do themselves.

A team\* headed by George Fulton, senior vice president of Walker & Lee, the Santa Ana-based real estate firm, ran the survey among shoppers who visited model-home complexes in six key metro areas early this year.

In each area Fulton and his team chose from 10 to 20 projects in all price ranges. They also asked some questions of local interest and got from local builders the prices for the options the shoppers might choose.

Most questions had already been raised by Walker & Lee's own developer clients. But Fulton invites *HOUSING* readers to submit questions that they would like to see asked in future surveys, which will expand to other market areas.

Answers were tabulated by age of household head, income, type of household, buying intentions and price range of interest. The highlights are shown at right and on the next 22 pages.

## Shoppers in the six cities had much in common...

Most belonged to the baby-boom generation—26 to 35 years old—even in areas seen as retirement markets.

A large percentage of households were traditional—couples with a child or two. But another large group consisted of couples only. Singles buying alone or together were a smaller but important segment: Except in Chicago they made up 10% to 15%.

Another thing the shoppers had in common: substantial incomes. By national standards they are affluent, for the medians ranged from \$33,142 for Washington's detached-home shoppers to \$21,590 for San Diego's attached-home shoppers.

In addition, about two-thirds of all the detached-home and half of the attached-home shoppers already owned homes. Still, a sizable number indicated they would be first-time buyers.

Why haven't these first-time buyers been bumped out of the market by today's high prices? The majority—again, except in Chicago—have households with two wage-earners.

The shoppers did not feel pressure to buy; most were looking with the idea of buying later in the year. Their reasons for moving were familiar: bigger house, better area, tired of renting. They also viewed a home as a dwell-in investment but wouldn't stretch very far to buy one.

Only in California and—surprisingly—Chicago would they pay three times income for a new home. Most would pay no more than a conservative 2.3 times income.

But they were willing to spend time looking for the right house at the right price. Moreover, they had a fairly good idea what their money would buy.

And builder beware! In most places more than half of the shoppers were also shopping resales. Again Chicago was the exception: More than half wanted only new homes.

Despite all the shoppers had in common, regional and local differences emerged. Some were predictable, but many were not. You'd need a scorecard to keep track of who wants what where, as you'll see from the quick summary below.

### Exteriors

Tudor seems to be the in thing in the Sunbelt, while the local ranch and Spanish styles get short shrift. Predictably, Washington went for colonial and Chicago for ranch, but unpredictably, both showed strong interest in contemporary.

It's no surprise that shoppers would pay a premium for brick exteriors in Washington and Chicago, but a substantial percentage wanted brick or stone in California and Miami, too. And the Miamians came up with another surprise: Those who didn't want brick or stone wanted wood exteriors at a substantial premium. These preferences held true with the attached-home shoppers.

Shoppers everywhere would also put money into upgraded roofing. Heavy shakes and tile got strong votes in the Sunbelt. Washington and Chicago tended to be more conservative and to prefer standard shingles at a lower additional cost. But shoppers were so willing to pay a premium for an upgraded roof that some in both areas even chose slate—for \$6,000 extra.

### Eating areas

The cold-weather areas split off from the Sunbelt for no apparent reason. Breakfast bars and nooks won the

\*Walker & Lee did the field work in San Francisco, San Diego and Phoenix. Gary Meyers of Meyers, Stuart and Alan did it in Chicago and researcher Bruce Hanson of Bethesda, Md., in Washington. Kitty Omura of Dudley Omura Inc., North Palm Beach, did it in Miami.



**.but they didn't always think alike**

majority vote in San Francisco, San Diego, Phoenix and Miami; Chicago and Washington went solidly for kitchen table space.

### **Bedrooms**

Three were favored everywhere except in Phoenix and San Francisco, where shoppers wanted four. And a surprising number of Miamians would accept two.

One area of agreement: Most shoppers (both attached- and detached-home) wanted one extra bedroom as a den/library or a guest room. The least popular use for an extra bedroom: a master bedroom retreat. This choice ranked even below storage in all areas.

The majority of the shoppers had similar ideas as to how the bedrooms should be grouped: Most wanted the master bedroom separate from the secondaries. The exception: Chicago, which showed no real preference.

### **Family room**

Among the detached-home shoppers, this was a must-have item everywhere except Miami. The attached-home shoppers would settle for a den.

### **Kitchen and bath features**

The two California markets showed the most interest in the upgrades, with Miami close behind. Washington shoppers, although they had the highest incomes, were the most tight-fisted about options. Microwave ovens scored low, for example, although more than half of the Washington households had working wives. Even the double-basin vanity—virtually standard in many parts of the country—ranked lower in Washington than anywhere else.

One luxury option that Washingtonians wanted along with everyone else: a greenhouse window, this year's top

favorite across the board.

In choosing kitchen and bath features, the attached-home shoppers tended to follow the preferences of the detached, although usually by a smaller margin because they were more sensitive to price.

### **Other features**

Few surprises here. The fireplace is the most-wanted option and the family room the most-wanted location for it. Californians—both north and south—tended to outdo everyone else by wanting a second fireplace in the living room. Some even wanted a third in the master bedroom. But Florida didn't follow California's lead here: The fireplace won fewer votes in Miami than elsewhere.

Other popular options: French doors, bay windows and skylights and—in California and Miami—whirlpool baths. Here the attached-home shoppers were not more price-sensitive. Their preferences for these other features were almost identical to those of the detached shoppers.

### **Energy savers**

The shoppers in all six cities have gotten the message about upgraded insulation. Double-glazed windows ranked high only in the cold-weather areas, and solar options were popular

only in Phoenix and Miami. California shoppers would not give up their cathedral ceilings no matter what the energy costs, and Phoenix shoppers would give them up only reluctantly. Washington and Chicago, however, had no problem in this regard: Washington was so energy-conscious that many shoppers would even accept less window area to save energy.

### **The community**

North, south, east or west, detached-home shoppers tended to want the same thing: a community with no age restrictions, a streetscape with a wide variety of styles and exterior materials, and homes clustered around a central court. And most—even the attached-home shoppers—wanted large back-to-back and private rear yards that they would maintain themselves rather than smaller yards separated by common greenbelts.

The attached-home shoppers were offered a choice of amenities, and predictably, the top choice everywhere was a swimming pool. The second choice was less predictable, however: Washington and Miami went strongly for tennis courts, San Diego went for whirlpool baths and San Francisco vacillated between the two. A clubhouse or recreation room got more than one-fourth of the votes in the four areas surveyed for that option, and in both San Diego and Miami handball had a good showing.

Two-thirds or more of all the shoppers would like these amenities distributed in several smaller facilities, and the majority would be willing to pay from \$30 to over \$50 a month to support them.

—NATALIE GERARDI AND  
BARBARA BEHRENS GERS

# WASHINGTON



## THE SHOPPERS

Affluent families serious about buying

Nearly a third of the detached-house shoppers surveyed—31%—plan to buy now. Another third expect to buy sometime this year. And their affluence should render shopping relatively uncomplicated—81% have household incomes greater than \$25,000 a year. (Median income: \$33,142, the highest of any group surveyed.)

On the other hand, a mere 3% of shoppers report incomes of less than \$20,000 a year—so few that lower-income groups couldn't be examined separately in some of the tables which follow.

The majority of shoppers—61%—are families. Most have one or two children; only 15% report households of more than four people. About a quarter of the shoppers are couples and 6% are singles (*see table below*).

Their reasons for buying? The need for a larger home motivates 48%. Furthermore, they

view that larger home as an investment. Younger buyers differ a little from the general picture; they're tired of renting.

Sixty-nine percent of those surveyed currently own a home or condominium. The reported value of that property varies widely. For example, 16% say their present houses are worth over \$100,000 and 22% say theirs are valued at less than \$45,000.

There's more agreement on the price of the house they're shopping for; 55% want to pay between \$50,000 and \$80,000. Median maximum expected price: \$73,926. Only 19% are willing to pay over \$100,000 for a new house.

Most are looking at both new and used houses. It's the older shoppers—those between 56 and 65—who are interested primarily in newly built units.

Look at the bottom of this page for more about what these shoppers seek.

Age of household head	Self only	Couple with children	Unrelated people	Couple only	Single with children
25 and under	6%	38%	0%	44%	13%
26-35	6	57	3	33	0
36-45	6	82	4	9	0
46-55	7	53	7	23	10
56-65	8	42	8	25	17
Total	6%	61%	4%	26%	3%

Note: Because percentages have been rounded off, totals on tables may not add up to 100%.

## EXTERIORS

Colonial wins out

Age of household head	Cape Cod	Contemporary	Colonial	Plantation	Ranch	Spanish	Tudor
25 and under	17%	33%	28%	6%	11%	0%	6%
26-35	7	27	40	4	12	4	6
36-45	2	35	39	2	11	1	9
46-55	0	27	33	10	23	7	0
56-65	0	31	31	0	31	0	8
Total	5%	30%	38%	4%	14%	3%	6%

**Item:** A two-story house with basement is the most popular—the choice of 35%. A split-level is preferred by 25%; a split-foyer house by 17%. Single-story plus basement won 14% of the votes; without the basement, a single-story got only 7%. Least preferred: two-story without basement (3%).

**Related findings:**

●60% of shoppers would pay \$2,500 extra

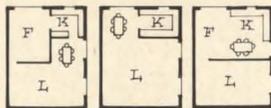
for an all-brick front exterior; 19% picked aluminum siding; 5% like wood shingles (\$1,500); 6% want all-wood siding (\$1,750); 10% want all stone (\$6,500).

●50% want standard shingle roofing, a \$1,000 option. Heavy shake for \$3,000 extra was the choice of 26%, and 14% will pay \$6,000 more for slate. Only 10% would settle for composition roofing (no extra cost).

## EATING AREAS

Shoppers' ages make a difference

If there were only one eating area, which of these would you prefer?



Age of household head	Plan 1	Plan 2	Plan 3
25 and under	47%	24%	29%
26-35	40	31	30
36-45	34	25	41
46-55	39	57	4
56-65	33	22	44
Total	38%	31%	31%

**Note:** Plan 1—the most formal of the three—is rather popular with younger buyers. Plan 2 got the lion's share of votes in the 46-to-55 age group, at the expense of the country kitchen arrangement (Plan 3). Plan 3 won out in two groups, although not by much.

**Other findings:** Shoppers were asked which of three informal eating arrangements they preferred, and 62% chose table space in the kitchen. A majority in all age groups want this arrangement, but there are some interesting deviations. Specifically: A third of the youngest group want a breakfast bar (the choice of 18% overall) and very few of the older buyers do (only 7% of the 46-55 group, for example). On the other hand, a nook was consistently chosen by about 20% of every age group.

## BEDROOMS

They're not just for sleeping

Age of household head	How many bedrooms do you want?					How many of these would not be used for family sleeping?				
	One	Two	Three	Four	Five +	Zero	One	Two	Three	Four
25 and under	0%	11%	33%	56%	0%	6%	39%	39%	17%	0%
26-35	0	10	42	42	6	28	46	22	5	0
36-45	0	4	29	44	24	29	44	19	6	3
46-55	0	3	69	28	0	30	44	22	4	0
56-65	0	9	82	9	0	0	40	50	0	10
Total	0%	8%	43%	40%	10%	26%	44%	23%	6%	1%

**Item:** 71% of the shoppers would use the extra bedroom(s) for guests; 52% for a den/library; 34% for hobby/sewing. (Respondents could check more than one use.) Only a few would use the extra room for storage or a master retreat.

**Item:** While 46% of the shoppers prefer a

separated master bedroom, some age groups make different choices. Specifically, 44% of the 25-and-under group want the guest room separated from other bedrooms (the choice of 28% overall), and 42% of the 56-65 age group would like all the bedrooms grouped (the preference of 26% overall).

## FAMILY ROOMS

A must for most

If a home includes a full-time den, how important is the inclusion of a family room?

Age of household head	Must have family room	Den sufficient
25 and under	63%	38%
26-35	71	29
36-45	78	22
46-55	54	46
56-65	33	67
Total	69%	31%

**Note:** The only shoppers who are willing to give up a family room are those in the 56-to-65 age group.

**On the other hand:** Many shoppers (55%) are willing to forego a family room if a full basement rec room is offered. The only exception: 58% of shoppers in the 36-45 age group would still want a family room. That's no surprise since 82% in that age group describe themselves as couples with children.

## KITCHEN AND BATH FEATURES

Perceived value is more important than ability to pay

**Case in point:** Even in the highest income categories, a majority of shoppers won't spend \$300 extra for ceramic-tile kitchen counter-tops—but they're willing to put that much or more into an upgraded oven. The possible

reason: Ceramic tile isn't considered much more desirable than laminated plastic by many Washingtonians.

Here's the complete rundown on kitchen and bath feature preferences:

### Kitchen upgrades

Annual household income	Laminated plastic counter-tops vs. Ceramic tile counter-tops		Single oven vs. Double oven		Single oven plus microwave	Conventional window	Greenhouse window
	(\$0)	(\$300)	(\$0)	(\$300)	(\$650)	(\$0)	(\$250)
\$20,001-\$25,000	86%	14%	36%	33%	31%	29%	71%
\$25,001-\$30,000	84	16	31	48	21	52	48
\$30,001-\$35,000	78	22	41	35	24	33	67
\$35,001-\$40,000	68	32	20	50	30	39	61
\$40,001-\$50,000	68	33	16	53	31	31	69
\$50,001-\$65,000	58	42	5	67	29	47	53
Over \$65,000	55	45	15	77	8	20	80
Total	74%	26%	26%	47%	27%	38%	62%

**Item:** About 60% of the buyers between 46 and 65 turned down the greenhouse window.

**Other findings:** Shoppers were also asked what they'd prefer in their master bath, assuming the secondary bath had a tub/shower. The

majority, 55%, wanted a tub/shower in the master bath at no additional cost. A large stall shower (also standard) was the choice of 27%. Only 19% were willing to pay \$900 for a separate shower and tub.

### Bath upgrades

Annual household income	Fiber glass tub vs. Cast-iron tub		Single-basin vanity vs. Double-basin vanity		Light fixtures	Luminous ceiling	Conventionally sized tub	Over-sized tub	Fiber glass shower	Ceramic tile shower
	(\$0)	(\$400)	(\$0)	(\$200)	(\$0)	(\$300)	(\$0)	(\$600)	(\$0)	(\$150)
\$20,001-\$25,000	57%	43%	54%	46%	60%	40%	74%	26%	32%	68%
\$25,001-\$30,000	51	49	55	45	71	29	65	35	37	63
\$30,001-\$35,000	69	31	51	49	65	35	67	33	55	45
\$35,001-\$40,000	67	33	37	63	57	43	65	35	43	57
\$40,001-\$50,000	61	39	26	74	49	51	51	49	39	61
\$50,001-\$65,000	50	50	37	63	53	47	50	50	42	58
Over \$65,000	42	58	42	58	50	50	27	73	23	77
Total	59%	41%	45%	55%	59%	41%	61%	39%	42%	58%

## OTHER FEATURES

The tried and true beats the trendy

Which of these features do you want, given the costs shown? In which location?

	Family room	Living room	Master bedroom	Don't want
Fireplace (\$2,500 each)	87%	30%	18%	8%
Wet bar (\$450 each)	42	2	0	56
Sunken conversation pit (\$750 each)	12	14	3	74

**Item:** 63% of the shoppers want one fireplace, 29% want two and 9% want three.

**Item:** Bay windows are a favorite design element—the choice of 49%. Another good bet in this market: French doors (favored by 40%).

**Related findings:** Shoppers wanted the builder to include carpeting (for \$1,000) and a patio slab (\$200). They divided on the subject of rear-yard fencing; 44% wanted the builder to provide it for \$1,500 while 42% wanted to add it later themselves. Forty-five percent wanted the builder to provide a deck (\$1,800); 21% did not want it at all. Forty-one percent would like a screened-in porch included (\$2,200); 25% did not want one.

## ENERGY SAVERS

Yes, but not solar

Which of these energy-saving items do you want, assuming the price of your home would increase by the amount shown?

	Want	Don't want
Upgraded insulation (\$1,500)	97%	3%
Double-glazed windows (\$2,000)	91	9
Solar water heating (\$2,000)	34	66
Solar water heating and house heating (\$13,000)	32	68
Air circulation fireplace (\$300)	75	25
Heat pump (\$500)	92	8
Entrance vestibule (\$800)	70	30

### Related findings:

●79% of the shoppers prefer a standard flat ceiling to a high/sloped ceiling and a consequently higher heating bill.

●59% would rather pay the extra cost of double-glazed windows than reduce energy consumption by cutting window space from 15% to 10% of floor area.

## THE COMMUNITY

Keep it conventional

**Case in point:** 73% never considered buying a home close to the city center.

**Case in point:** 82% want large, back-to-back private rear yards, even though they'd have to

maintain them. (The alternative: small yards and common greenbelts.)

**Case in point:** Few are interested in age-restricted communities (see table below).

Which project would you like to live in?

Type of household	Adult only (no one under 21)	Families	Pre-retired/retired (no one under 45)	No restrictions
Self only	28%	22%	17%	33%
Couple with children	3	44	0	53
Unrelated people	20	20	0	60
Couple only	17	29	3	51
Single with children	14	43	0	43
Total	10%	37%	2%	51%

## A word about attached-house shoppers

They're a little younger than the detached-house shoppers; more are under 25 and fewer over 56. And they're somewhat less affluent; the median income is \$29,705.

But their buying intentions are just as serious. Close to half—43%—plan to buy this year and an additional 27% plan to purchase now.

One big difference: Only half as many are families—32% as opposed to 61% of detached-house shoppers. Couples account for 37%. Another 17% are singles, 7% are unrelated people and 7% are singles with children.

Their reasons for buying differ somewhat, too. Since only 49% already own, "tired of renting" figures much larger. Desire for an investment also plays a big role.

They're willing to spend about \$11,000 less than the detached-house group for their new home. The median expected price: \$62,412.

And they have some different ideas about what their money will

buy. Specifically:

●They want fewer bedrooms; 58% desire three.

●They show a greater preference for a master bedroom separated from the others. That arrangement was the choice of 56%.

●For 51%, a family room is not needed if there is a den. And for 77% it's unnecessary if a full basement, convertible into a rec room, is offered.

●In general, they're less interested in paying extra for energy savers. Even so, 95% would spend extra for insulation, 84% for a heat pump and 77% for double-glazed windows.

And here's a surprise: 74% say they want large, private yards to maintain themselves instead of smaller yards and greenbelts.

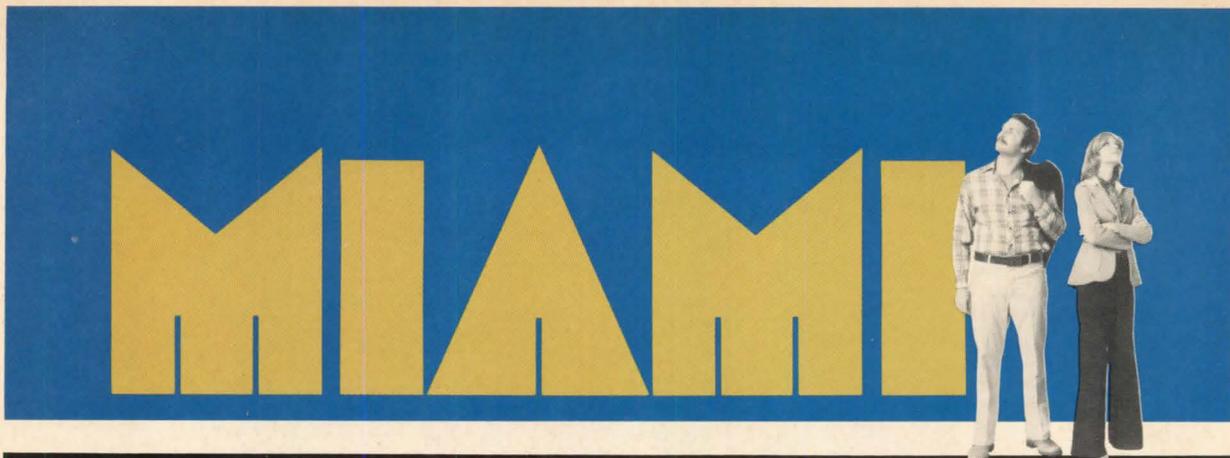
The attached-house shoppers were also asked about amenities and fees. The consensus: They're willing to pay for some, but elaborate facilities are out.

For example, although 81% are

willing to move to a development requiring association dues, 38% prefer to pay less than \$15 a month and forego recreation facilities. (They'd get greenbelts only.) Thirty-four percent will pay between \$30 and \$40 a month for a pool, whirlpool bath and greenbelts. Only 28% say they'd spend \$50 a month or more for clubhouse, pool, tennis courts, etc. Surprisingly, it's the higher-income shoppers who are most reluctant to pay.

When asked which recreational amenities are most important to them, 75% of the attached-house shoppers picked a swimming pool and 55% chose tennis courts. Other choices: sauna (13%), clubhouse/recreation room (26%), volleyball courts (6%), handball/racquetball courts (14%), whirlpool baths (6%). "None" was the choice of 12%.

Two-thirds prefer several smaller, more modest neighborhood facilities rather than one large central complex.



## THE SHOPPERS

Couples and families seeking to upgrade

The Miami retiree stereotype doesn't hold for the shoppers surveyed here: Only 21% are over 45. The bulk—65%—fall between 26 and 45. And 14% are 25 and under.

They may be young, but these shoppers have comfortable incomes: The median is \$27,667. Partly this is because so many—63%—have two-income households, a larger percentage than in any of the other cities surveyed.

Nearly half of the shoppers (47%) have one or two-person households; 41% have three or four; and only 11% have five or six.

Seventy percent of the Miami shoppers already own homes with a median value of \$54,400. They're willing to pay a median of \$61,770 for a new one—a conservative 2.1 times income. Median monthly payments are now \$291; the shoppers say they'd up them to \$419.

They're fairly serious shoppers: 28% plan to buy now and 40% this year. Reasons for moving: a larger home (32%), tired of renting (30%), a better area (28%) and, of course, an investment to dwell in (38%).

### Type of household

Age of household head	Self only	Couple with children	Unrelated people	Couple only	Single with children
25 and under	8%	29%	4%	58%	0%
26-35	12	48	5	35	0
36-45	5	72	2	9	12
46-55	11	50	6	22	11
56-65	21	14	0	36	29
66-70	0	0	0	100	0
Over 70	0	0	0	100	0
<b>Total</b>	<b>10%</b>	<b>47%</b>	<b>4%</b>	<b>32%</b>	<b>6%</b>

Note: Because percentages have been rounded off, totals on tables may not add up to 100%.

## EXTERIORS

Tudor and Modern run neck and neck

### Which architectural style do you most prefer?

Age of household head	Bermuda	Colonial	Modern	Tudor	Ranch	Spanish
25 and under	4%	4%	29%	33%	25%	4%
26-35	10	13	31	23	13	9
36-45	10	20	24	32	10	5
46-55	0	0	29	43	7	21
56-65	21	7	0	43	14	14
<b>Total</b>	<b>10%</b>	<b>11%</b>	<b>26%</b>	<b>29%</b>	<b>14%</b>	<b>9%</b>

#### Also significant:

- More than half of the shoppers (52%) chose brick or stone exteriors. A substantial proportion (39%) went for wood siding, which has been gaining popularity in south Florida in recent years. And only 9% preferred stucco, long the traditional material in the area.

- For construction, the vast majority chose

concrete block (46%) or concrete block with wood siding (40%). Reasons: appearance (46%) and insulation qualities (39%).

- In roofing materials, the upgrades won out. Thirty percent of the shoppers would pay an extra \$3,000 for tile, 25% would pay that amount for heavy wood shakes and 28% would pay \$1,500 for standard shingles.

## EATING AREAS

If there's only one, give 'em an L

If there were only one eating area, which of these would you prefer?

Age of household head	Plan 1	Plan 2	Plan 3
25 and under	48%	36%	16%
26-35	33	43	23
36-45	32	30	38
46-55	23	54	23
56-65	33	42	25
Total	34%	40%	25%

Shoppers of all ages overwhelmingly prefer Plans 1 and 2—both with dining Ls off the living room—to Plan 3, the country kitchen (see sketches, p. 57). This means shoppers want a place that can be used for formal dining, not that they don't like eating in the kitchen.

**Case in point:** When offered a choice of informal eating areas in a home that also had a formal area, 53% preferred kitchen table space, while 26% preferred a breakfast bar and 21% a nook.

## BEDROOMS

A substantial interest in one or two

Miami was the only city surveyed where the percentage of shoppers wanting one or two bedrooms was roughly the same as the percentage wanting four or more. These shoppers are not necessarily retirees, as the table below shows. And another breakdown (not shown) reveals that they come from all income groups.

The existence of a large retirement market in Miami does have an effect on the bedroom count desired, however. Shoppers feel free to

choose homes with fewer than three bedrooms; they know this will not affect resale.

**Other findings:** Forty-seven percent of the shoppers wanted one extra bedroom and 23% wanted two. Households with children tended to want fewer extra bedrooms than households without—a pattern that was repeated in all of the areas surveyed. How would extra bedrooms be used? As den/library (63%) or guest room (53%).

**Item:** If the home has a full-time den or

How many bedrooms do you want?

Age of household head	One	Two	Three	Four	Five +
25 and under	0%	19%	73%	8%	0%
26-35	0	15	55	27	3
36-45	5	18	43	32	2
46-55	11	22	50	17	0
56-65	0	38	44	19	0
Total	2%	21%	52%	23%	2%

Florida room, 54% of the shoppers still want a family room.

**Surprise item:** A whopping 67% wanted the master separate, 18% wanted the guest room separate and only 14% wanted the bedrooms grouped together.

## KITCHEN AND BATH FEATURES

It's pick-and-choose among the upgrades

Kitchen Upgrades

Annual household income	Laminated plastic counter-tops vs. Ceramic tile counter-tops		Laminated plastic cabinetry vs. Wood cabinetry		Single oven vs. Double oven		Single oven plus microwave (\$650)
	(\$0)	(\$300)	(\$0)	(\$0)	(\$0)	(\$300)	
Under \$12,500	67%	33%	75%	25%	40%	10%	50%
\$12,500-\$15,000	100	0	38	62	33	33	33
\$15,001-\$20,000	80	20	46	54	25	38	38
\$20,001-\$25,000	72	28	43	57	17	28	55
\$25,001-\$30,000	61	39	38	62	21	50	29
\$30,001-\$35,000	54	46	30	70	11	37	53
\$35,001-\$40,000	71	29	38	62	11	39	50
\$40,001-\$50,000	70	30	60	40	0	53	47
\$50,001-\$65,000	50	50	25	75	25	25	50
Over \$65,000	56	44	40	60	17	33	50
Total	68%	33%	43%	57%	18%	36%	45%

There was no pattern as to which income groups were willing to pay for which kitchen upgrades. The same is true of bath upgrades (see table overleaf).

**Additional finding:** Shoppers had a choice of

three items for the master bath in a home that had a secondary bath with a tub/shower. They chose: tub/shower at no extra cost (37%); large stall shower at no extra cost (33%); separate shower and tub at \$900 extra (31%).

**Bath upgrades**

Annual household income	Fiber glass tub	Cast-iron with tile enclosure	Single-basin vanity	Double-basin vanity	Light fixtures	Luminous ceiling	Conventionally sized tub	Oversized tub	Fiber glass shower	Ceramic tile shower
	(\$0)	(\$400)	(\$0)	(\$200)	(\$0)	(\$300)	(\$0)	(\$600)	(\$0)	(\$150)
Under \$12,500	45%	55%	54%	46%	18%	82%	50%	50%	27%	73%
\$12,500-\$15,000	63	38	43	57	60	40	40	60	67	33
\$15,001-\$20,000	38	63	41	59	60	40	47	53	26	74
\$20,001-\$25,000	33	67	12	88	33	67	21	79	21	79
\$25,001-\$30,000	31	69	40	60	38	63	54	46	26	74
\$30,001-\$35,000	15	85	21	79	44	56	39	61	17	83
\$35,001-\$40,000	45	55	19	81	33	66	25	75	13	87
\$40,001-\$50,000	19	81	13	87	55	45	17	83	17	83
\$50,001-\$65,000	13	88	40	60	43	57	29	71	17	83
Over \$65,000	38	63	40	60	60	40	40	60	40	60
Total	33%	67%	30%	70%	42%	58%	36%	64%	24%	76%

**OTHER FEATURES**

Let the builder supply the extras

Do you want the builder to include these features, or would you rather add them at your convenience?

	Builder	Self	Don't want
Draperies (\$1,000)	8%	67%	25%
Carpeting throughout (\$500)	67	25	8
Rear-yard fencing (\$500)	53	34	13
Patio slab (\$300)	75	16	8
Patio cover (\$500)	73	20	7
Front-yard landscaping (\$300)	65	29	6
Front-yard sprinklers (\$300)	72	20	8

Item: Even at \$1,500 extra, 73% of the shoppers want at least one fireplace; 57% want a wet bar at \$450; and 48% want a sunken conversation pit at \$750.

Which of these design elements would you most prefer if each added to the house price? (Check no more than three.)

Annual household income	French doors	Skylight	Central vacuum	Small-paned windows	Planter areas	Bay windows	Whirl-pool baths	Decorative glass window	Intercom system	None of these
Under \$12,500	15%	38%	23%	8%	8%	15%	15%	0%	38%	31%
\$12,500-\$15,000	0	38	25	13	38	50	38	25	25	0
\$15,001-\$20,000	30	41	22	4	30	33	30	4	56	7
\$20,001-\$25,000	19	42	42	19	35	35	55	16	45	3
\$25,001-\$30,000	19	41	30	7	37	26	59	15	41	7
\$30,001-\$35,000	33	57	24	5	29	52	33	19	33	5
\$35,001-\$40,000	25	30	15	5	35	15	35	5	40	15
\$40,001-\$50,000	38	44	31	13	50	31	69	13	36	13
\$50,001-\$65,000	38	25	25	38	38	38	38	13	25	0
Over \$65,000	44	22	33	11	33	33	44	22	22	11
Total	26%	40%	28%	11%	33%	32%	43%	12%	40%	9%

**THE COMMUNITY**

No age restrictions wanted

Only the singles showed much interest (47%) in age-restricted communities. Pre-retirement communities for those over 45 fared poorly with all but 4% of the shoppers.

**Other findings:**

• In no other city was driveway parking so important (see table facing page).

• A strong majority (72%) of the shoppers preferred clusters of four to 12 homes around a central court to rows of houses on streets. Even more (78%) preferred a street scene with a wide variety of styles using many different exterior materials to one with a consistent theme using similar materials.

Type of household	In a planned community, which arrangement would you prefer for guest parking?			Which rear-yard alternative would you choose?	
	Deeper setbacks allowing driveway parking	Wider streets enabling on-street parking	Parking bays incorporated into the street design	Large private rear yards	Smaller yards with greenbelts
Self only	50%	6%	44%	67%	33%
Couple with children	51	11	38	70	30
Couple only	54	10	36	70	30
Single with children	90	0	10	82	18
Total	55%	9%	35%	71%	29%

## ENERGY SAVERS

They'll take all they can get

Which of these energy-saving items do you want, assuming the price of your home would increase by the amount shown?

	Want	Don't want
Upgraded insulation (\$500)	88%	12%
Double-glazed or solar-bronze windows (\$600)	70	30
Solar water heating (\$1,200)	58	42
Solar water heating and house heating (\$7,000)	48	52
Two roof ventilators (\$150)	77	23
Ceiling paddle fan (\$75)	73	27
A/C and water heater heat exchanger (\$400)	67	33
None of these	20	80

Note that nearly half of the shoppers say they would pay \$7,000 for solar water heating and house heating—far more than one would expect in a warm climate.

## A word about attached-home shoppers

The attached-home shoppers were a little younger than the detached—62% were 35 and under—and somewhat less prosperous—their median income was \$23,439, with 62% two-income households. More than half (54%) already owned homes valued at a median \$51,700.

They weren't willing to stretch much for a new home: The median price they were interested in was only \$49,643—a mere 2.1 times income.

And unlike the Miami detached shoppers, the present homeowners weren't willing to take much of an increase in their monthly payments: Their median is now \$331, and they would be willing to go to \$383. This represents a big jump for the renters, however, from only \$258.

Thirty-one percent of the attached shoppers planned to buy now and 38% planned to buy this year. They gave approximately the same reasons as the detached shoppers.

In their wants they were not much different from the detached shoppers,

although they were somewhat less concerned about the exterior of the home. For example, 27% chose stucco at no extra cost and only 36% wanted brick or stone for \$2,500. Similarly, 33% chose composition or asphalt roofing at no extra cost. But a big 41% would pay \$3,000 for tile.

When it came to interior features, more chose a breakfast nook and fewer chose table space in the kitchen than among the detached shoppers. And for the single eating area, Plan 1 (see p. 57), with a separate family room and a dining L, garnered 43% of the votes. Bedroom count and grouping were about the same as with the detached shoppers. A family room was far less important, however, with 74% accepting a den as sufficient.

The attitude toward kitchen and bath upgrades reflected style of life rather than cost consciousness. For example, 37% preferred a single oven—far more than among the detached shoppers. But a single oven

plus microwave at an additional \$275 appealed to 47%—slightly more than among the detached shoppers.

With the bathroom upgrades, a slightly smaller percentage was willing to pay for double-basin vanities, luminous ceilings, oversized tubs and cast-iron tubs.

The attached-home shoppers reacted to the various design elements about the same as the detached. Three predictable exceptions: Far fewer wanted fireplaces, whirlpool baths and intercoms.

When it came to community facilities, 36% were willing to pay \$50 or more for an elaborate amenity package and 40% would pay \$30-\$40 for a slightly less elaborate package. Only 24% wanted greenbelts alone for monthly fees of under \$15. The most-wanted amenities: a pool (83%), tennis courts (56%) and a clubhouse/rec center (31%). And there was a definite preference for amenities scattered through the project in several small centers.



## THE SHOPPERS

Traditional move-up families

A whopping 60% of the Chicago shoppers are looking for a larger home and 27% for a better area. An investment to dwell in is important to only 32%, but that's because so many—83%—already own their homes. These homes have a median value of \$67,300, and the payments are \$320 a month.

These shoppers are willing to stretch quite far for a new home. They're interested in a median price of \$81,732—2.9 times their median income of \$27,521. And they're willing

to jump their monthly payments to \$484.

The majority of the Chicago shoppers have traditional households consisting of a couple with children (*see table below*). The 65% in this category are far more than in the other areas surveyed. In addition, only 49% have two earners—far less than elsewhere.

As in the other areas, the bulk of the shoppers are young, with 56% in the 26-35 age group. And they're fairly serious about buying: 26% plan to buy now and 35% this year.

### Type of Household

Age of household head	Self only	Couple with children	Unrelated people	Couple only	Single with children
25 and under	4%	33%	4%	58%	0 %
26-35	5	69	1	24	0.6
36-45	2	81	0	10	6
46-55	4	67	0	26	4
56-65	7	20	0	40	33
Total	4%	65%	1%	26%	4 %

Note: Because percentages have been rounded off, totals on tables may not add up to 100%.

## EXTERIORS

Any style—as long as it's brick

### Which architectural style do you most prefer?

Age of household head	Cape Cod	Contemporary	Colonial	Salt Box	Ranch	Spanish	Tudor
25 and under	0%	24%	16%	0%	28%	20%	12%
26-35	8	26	22	2	20	7	15
36-45	4	24	24	2	33	11	4
46-55	14	14	11	0	43	14	5
56-65	0	11	6	6	56	17	6
Total	7%	23%	19%	2%	28%	10%	11%

#### Additional findings:

• Among six house types with the same interior living space, most Chicagoans chose a split-level (29%), or a single-story or a two-story with basement (21% each). Only 29% chose a single-story or a two-story without basement or a split-foyer.

• All brick at an additional \$2,500 was the overwhelming first choice for front exteriors

(66%). Second place went to aluminum siding (no extra cost), which was picked by 16%. Shoppers showed little interest in wood shingle for \$1,500 (4%), all-wood siding for \$1,750 (6%) or all stone at \$6,500 extra (8%).

• For roofs, standard shingles at \$1,000 were the choice of 51% of the shoppers, and heavy shakes at \$3,000 of 32%. Eight percent even went for slate at \$6,000.

## EATING AREAS

Make room for the kitchen table

### Which informal eating arrangement do you prefer?

Annual household income	Breakfast		Kitchen table space	Annual household income	Breakfast		Kitchen table space
	bar	Nook			bar	Nook	
Under \$12,500	0%	0%	100%	\$30,001-\$35,000	24	17	59
\$12,500-\$15,000	18	9	73	\$35,001-\$40,000	25	14	61
\$15,001-\$20,000	13	8	79	\$40,001-\$50,000	0	20	80
\$20,001-\$25,000	16	16	68	\$50,001-\$65,000	0	38	62
\$25,001-\$30,000	13	12	75	<b>Total</b>	15%	15%	70%

**Item:** Chicago shoppers chose about evenly among the three plans they were shown for a home with only one eating area. Thirty-five percent opted for Plan 1 (see plans p.57) with a

separate family room and the dining L off the living room; 32% for Plan 2, the great room with the dining L; and 34% for Plan 3, the country kitchen.

## BEDROOMS AND FAMILY ROOMS

Chicago was the only area where a separate master bedroom was not the overwhelming favorite. Note how the acceptance of grouped bedrooms cuts across all household types.

### More on bedrooms:

• Fifty-one percent of the shoppers wanted three and 32% wanted four. A surprise 13%

wanted two.

• Fifty-one percent would have one extra bedroom and 27% would have none. Main uses for the extra: guest bedroom (58%), den/library (48%) and hobby/sewing (40%).

• A den is no substitute for a family room, even for couples without children.

### If you were buying a four-bedroom, single-story home, which bedroom arrangement would you prefer?

Type of household	Grouped	Separate master	Separate guest room	Home with den		Home with rec room	
				Must have family room	Den sufficient	Must have family room	Rec room sufficient
Self only	30%	40%	30%	55%	45%	36%	64%
Couple with children	37	39	24	82	18	60	40
Couple only	35	35	30	66	34	65	35
Single with children	20	40	40	33	66	50	50
<b>Total</b>	35%	38%	26%	75%	25%	60%	40%

### If a home includes a den, must it have a family room? If it has a full basement for a rec room, must it have a family room?

## KITCHEN AND BATH FEATURES

Conservative about upgrades

Chicago shoppers go for the kitchen features that are useful, not merely luxurious. The one exception: the greenhouse window.

Similarly with bath upgrades (see table overleaf), the emphasis is on durability and utility rather than glamour.

**One more finding:** When asked which fixtures they would want in the master bath if the secondary bathroom had a tub/shower, 48% chose another tub/shower, 31% selected a large stall shower, and only 21% opted for a separate shower and tub costing \$900.

### Kitchen upgrades

Annual household income	Laminated plastic countertops (\$0)	vs.	Ceramic tile countertops (\$300)	Single oven (\$0)	vs.	Double oven (\$300)	vs.	Single oven plus microwave (\$650)	Conventional window (\$0)	vs.	Greenhouse window (\$250)
	\$12,500-\$15,000	91%		9%	30%		60%		10%	88%	
\$15,001-\$20,000	86		14	9		59		31	37		63
\$20,001-\$25,000	80		20	27		33		41	38		62
\$25,001-\$30,000	79		21	16		45		38	40		60
\$30,001-\$35,000	76		24	16		39		45	33		67
\$35,001-\$40,000	64		36	8		46		46	11		89
\$40,001-\$50,000	54		46	18		47		35	8		92
\$50,001-\$65,000	58		42	17		25		58	27		73
<b>Total</b>	75%		25%	18%		43%		39%	35%		65%

**Bath upgrades**

Annual household income	Fiber glass tub (\$0)	vs.	Cast-iron tub (\$400)	Single-basin vanity (\$0)	vs.	Double-basin vanity (\$200)	Light fixtures (\$0)	vs.	Luminous ceiling (\$300)	Conventionally sized tub (\$0)	vs.	Oversized tub (\$600)	Fiber glass shower (\$0)	vs.	Ceramic tile shower (\$150)
	\$12,500-\$15,000	36%		64%	50%		50%	67%		33%	60%		40%	10%	
\$15,001-\$20,000	53		47	40		60	64		36	62		38	29		71
\$20,001-\$25,000	49		51	40		60	71		29	62		38	24		76
\$25,001-\$30,000	33		67	37		63	55		45	59		41	25		75
\$30,001-\$35,000	40		60	28		72	43		57	44		56	21		79
\$35,001-\$40,000	32		68	29		71	48		52	48		52	9		91
\$40,001-\$50,000	32		68	6		94	67		33	38		62	13		87
\$50,001-\$65,000	42		58	23		77	40		60	45		55	45		55
<b>Total</b>	<b>40%</b>		<b>60%</b>	<b>33%</b>		<b>67%</b>	<b>57%</b>		<b>43%</b>	<b>55%</b>		<b>45%</b>	<b>23%</b>		<b>77%</b>

**OTHER FEATURES**

Fireplaces and bay windows are among the most wanted

**Which of these features do you want, given the costs shown? In which location?**

	Family room	Living room	Master bedroom	Don't want
Fireplace (\$1,800 each)	88%	17%	13 %	7%
Wet bar (\$450 each)	57	1	0.4	42
Sunken conversation pit (\$750 each)	19	29	0.9	53

Note that many shoppers wanted more than one fireplace.

Other popular features: bay windows (38% wanted them), skylights (33%), French doors (32%), central vacuum cleaner (29%), intercom system (26%). Whirlpool baths ranked lowest, with only 8%.

When it came to which features the builder should include, carpeting at \$1,500 and a patio slab at \$350 were the only ones with a sizable showing. The shoppers preferred to provide their own rear-yard fencing instead of paying the builder \$500, and they weren't sure whether to provide their own deck or screened porch or do without them.

**ENERGY SAVERS**

Lots of interest in the tried and true

**Which of these energy-saving items do you want, assuming the price of your home would increase by the amount shown?**

	Want	Don't want
Upgraded insulation (\$1,500)	95%	5%
Double-glazed windows (\$2,000)	86	14
Solar water heating (\$2,000)	25	75
Solar water heating and house heating (\$13,000)	21	79
Air circulation fireplace (\$300)	62	38
Heat pump (\$500)	44	56
Entrance vestibule (\$800)	72	28

**More findings:** Sixty-eight percent would go for a flat standard ceiling rather than a high/sloped to save on heating.

•Seventy-one percent would install double-

glazed windows at \$2,000 rather than cut window area by 10%. At income levels over \$40,000 a year, more than 90% prefer to pay for double-glazed rather than lose windows.

**THE COMMUNITY**

Suburban and traditional

**As an alternative to suburban living, have you thought about buying a home close to the city center?**

Type of household	Yes	No
Self only	18%	82%
Couple with children	15	83
Couple only	12	88
Single with children	11	89
<b>Total</b>	<b>14%</b>	<b>86%</b>

The few shoppers who would consider moving closer to the city would prefer newly built units only (43%), a rehabbed unit (14%) or either (43%).

It should be noted, however, that the shoppers were surveyed at suburban developments, and that's what they were looking for.

**Item:** Fully 89% want large, back-to-back rear yards rather than smaller yards separated by common greenbelts.



# PHOENIX

## THE SHOPPERS

Young marrieds interested in investment

The majority—51%—are between 25 and 35. They're not rich; the median income is \$23,526.

And they view a new home as an investment to dwell in.

"Investment" was their most frequent response to the question, "What are your reasons for buying a house?" Other common motivations: a need for more space and the desire to live in a better area.

The Phoenix detached-house shoppers expect to invest relatively soon: 21% plan to buy now and another 42% want to buy this year. Seventy-two percent think a new house is a better value than a resale.

About two-thirds are already owners. The median reported value of their property: \$40,562. Eighty-five percent of that group own

houses rather than condos or apartments. Seventy percent currently have monthly payments below \$300.

Of those that rent, an unusually large percentage—32%—rent houses. Fifty-two percent are apartment dwellers; 11% rent townhouses and 4% rent mobile homes.

There's little agreement on the price Phoenix shoppers expect to pay for a new house, although 76% plan to spend less than \$65,000. (Median expected price: \$52,306.) More than half want their monthly payments to be less than \$400.

The kind of house these shoppers are looking for is determined in part by household makeup—53% are families with one or two children. Twenty-eight percent are couples and 5% are singles. (For details, see table below.)

Type of household

Age of household head	Self only	Couple only	Self with relatives	Couple with children	Single with children	Extended family*	Unrelated people
Under 25	8%	39%	0%	36%	3%	3%	11%
25-35	5	32	3	52	1	2	4
36-45	3	9	0	74	8	4	2
46-55	7	24	13	54	0	2	0
56-65	3	41	28	17	0	3	7
Total	5%	28%	5%	53%	3%	3%	4%

\*Self, children and other relatives

Note: Because percentages have been rounded off, totals on tables may not add up to 100%.

## EXTERIORS

There's no favorite—but don't bet on Cape Cod

Which architectural style do you most prefer?

Age of household head	Cape Cod	Colonial	Contemporary	Mansard	Ranch	Spanish	Territorial	Tudor
Under 25	0%	21%	9%	6%	15%	18%	6%	26%
25-35	4	15	21	4	14	15	4	25
36-45	2	11	21	7	18	23	6	12
46-55	2	20	12	7	17	22	5	15
56-65	4	31	23	0	19	15	0	8
Total	3%	16%	19%	5%	16%	18%	5%	20%

More about exteriors

Which architectural style do you least prefer?

Age of household head	Cape Cod	Colonial	Contemporary	Mansard	Ranch	Spanish	Territorial	Tudor
Under 25	16%	5%	19%	3%	3%	5%	43%	5%
25-35	25	9	18	4	5	7	28	5
36-45	27	10	19	5	5	8	19	8
46-55	40	6	28	4	6	0	13	2
56-65	30	10	27	3	3	7	17	3
Total	27%	9%	20%	4%	5%	6%	25%	5%

**Item:** 70% of the Phoenix shoppers say exterior styling is "somewhat" important—i.e., "If I like the floor plan, I'd choose the best exterior available, even if not my favorite." A mere 6% said it was not important; 14% thought it very important and 10% most important.

**Item:** 51% of shoppers prefer a single-story without basement. Alternatives: single-story with basement (14%); split-level (28%); two-story (3%); or two-story with basement (4%).

**Item:** A third of the Phoenix shoppers would pay \$1,500 for a cedar-shake shingle roof and

29% would pay \$3,000 for Spanish tile.

**Item:** 45% of the Phoenix shoppers want a pie-shaped lot, 31% want it square and 23% prefer it rectangular. (Lot size: 8,000 sq. ft.)

**Item:** Most shoppers want a large lot. Only 12% would accept the standard 8,000 sq. ft. if given a choice. Forty-eight percent would pay \$2,000 more to get 10,000 sq. ft.; 7% would pay \$6,000 for 14,000 sq. ft. and a surprising 30% would spend \$13,000 more to own 35,000 sq. ft. Only 4% would accept a lot smaller than 8,000 sq. ft. even if that meant saving \$1,500.

EATING AREAS

There's no consensus

If there were only one eating area, which of these would you prefer?

Age of household head	Plan 1	Plan 2	Plan 3
Under 25	30%	43%	27%
25-35	37	30	32
36-45	28	40	32
46-55	21	53	26
56-65	42	35	23
Total	33%	36%	31%

When asked which informal eating arrangement they'd prefer, 45% of the shoppers chose table space in the kitchen rather than a breakfast bar (30%) or nook (26%). On the other hand, in-kitchen eating wasn't favored when shoppers decided which of the arrangements at left they'd prefer in a house with a single eating area (see sketches, p.57). (Note that shoppers in all age groups split their votes fairly evenly among the three single-eating-area plans.)

KITCHEN AND BATH FEATURES

A single oven satisfies few

Kitchen Upgrades

Annual household income	Single oven (\$0)	Double oven—continuous-clean (\$300)	Double oven—self-clean (\$475)	Double oven—self-clean plus microwave (\$600)
\$8,501-\$12,000	18%	28%	13%	41%
\$12,501-\$15,000	24	12	18	47
\$15,001-\$20,000	20	14	19	47
\$20,001-\$25,000	12	17	17	53
\$25,001-\$30,000	11	11	16	61
\$30,001-\$40,000	8	15	21	56
\$40,001-\$50,000	8	25	4	63
\$50,001-\$75,000	12	16	8	64
Over \$75,000	6	13	13	69
Total	14%	16%	17%	54%

If your secondary bathroom had a tub/shower, which of these would you prefer in your master bath?

Age of household head	Tub/shower	Large shower-stall	Tub only
Under 25	54%	46%	0%
25-35	54	43	3
36-45	51	44	5
46-55	45	55	0
56-65	50	44	6
Total	52%	45%	3%

**Item:** When shoppers' oven preferences are broken down by age group, there is some interest in a single oven among those under 25—32% of them want one.

## BEDROOMS

Keep the master separate

**If you were buying a four-bedroom, single-story home, which bedroom arrangement would you prefer?**

Age of household head	Separate		Separate guest room
	Grouped	Master	
Under 25	19%	62%	19%
25-35	13	71	16
36-45	18	69	13
46-55	13	72	15
56-65	10	55	35
<b>Total</b>	<b>14%</b>	<b>69%</b>	<b>17%</b>

**Item:** 43% of the Phoenix shoppers want three bedrooms and 47% want four. Five percent say they want five or more and a few—mostly older shoppers in the 50s and 60s—want only two.

**Item:** 29% of the Phoenix shoppers expect to use all bedrooms for family sleeping. Fifty-five percent want one extra bedroom. Thirteen percent—generally the very young or the very old—expect to have two bedrooms for uses other than sleeping, and 3% want three extras.

## OTHER FEATURES

Give 'em a big garage

### Garage preference

Annual household income	Single carport (\$0)	Single garage (\$500)	Double carport (\$1,000)	Double garage (\$1,500)	Double garage with shop (\$2,000)	Triple garage (\$3,000)
\$8,501-\$12,000	13%	3%	18%	41%	26%	0%
\$12,501-\$15,000	3	9	26	34	29	0
\$15,001-\$20,000	0	2	15	40	37	5
\$20,001-\$25,000	3	0	9	33	49	7
\$25,001-\$30,000	0	1	9	30	49	11
\$30,001-\$40,000	0	0	10	30	52	8
\$40,001-\$50,000	4	0	17	38	33	8
\$50,001-\$75,000	0	4	8	20	40	28
Over \$75,000	0	0	7	33	33	27
<b>Total</b>	<b>2%</b>	<b>2%</b>	<b>13%</b>	<b>33%</b>	<b>42%</b>	<b>8%</b>

**Item:** 24% of shoppers 46-55 want a three-car garage; their kids probably drive.

**Related findings:** 47% of the shoppers surveyed prefer a laundry room between

garage and living area. Some 37% want the laundry room in the garage, if that would give more living space inside. A laundry near bedrooms was the choice of only 16%.

## ENERGY SAVERS

Buyers will pay to save

**If the standard insulation in the home you choose is R-19 in the ceilings and R-11 in the walls, would you pay for extra insulation?**

Annual household income	R-22 ceilings/R-13 walls (\$450)	R-30 ceilings/R-19 walls (\$1,000)	Would not pay
\$8,501-\$12,500	30%	42%	27%
\$12,501-\$15,000	47	34	19
\$15,001-\$20,000	34	47	20
\$20,001-\$25,000	30	61	9
\$25,001-\$30,000	21	73	6
\$30,001-\$40,000	28	57	15
\$40,001-\$50,000	30	52	17
\$50,001-\$75,000	30	50	21
Over \$75,000	0	94	6
<b>Total</b>	<b>30%</b>	<b>56%</b>	<b>15%</b>

### Other findings:

• 66% of the Phoenix shoppers prefer masonry block construction; 19% want frame and stucco; 15% pick frame with masonry veneer. When asked why, 53% checked "insulation qualities," 38% checked appearance.

• 77% are willing to pay \$1,700 more for a house with a solar water-heating system—if

they'll shave \$300 from their electric bill each year. Shoppers were also asked if they wanted the builder to include solar water heating at the same cost, with no specific savings mentioned. Only 48% said yes. Another 23% said they'd add it themselves later.

• 59% prefer a standard, flat ceiling to a cathedral ceiling and higher heating bills.



**THE SHOPPERS**  
Homeowners who want to move up

About three quarters of the San Francisco shoppers are already homeowners. Why buy anew? For more than half, it's the need for a larger home.

The desire for an investment to live in motivates them too—32% picked that as a reason for considering a new house. And a quarter want to live in a better area.

They're in no rush to buy, however. Forty-nine percent say they are just looking; only 13% plan to buy now. Thirty-seven percent plan to buy this year.

Nearly half—48%—are looking only at new homes. The rest will consider a new house or a resale. Either way, these shoppers expect to pay

a median of \$80,546. That's only about \$5,000 more than their present homes are worth. (Median reported value of current home: \$75,001.) And they're willing to travel farther to work—60% presently commute for 30 minutes or less but only 45% expect such a short commute after moving.

Incomes are relatively high; 62% have household incomes of more than \$25,000. (Median: \$27,677.) In 59% of the cases, that income is from more than one source. That's not surprising, since 59% of the shoppers have children to support. About a third are couples and a mere 3% are singles. (For more details, see table below.) Average household size: 3.2 persons.

**Type of household**

Age of household head	Self only	Couple with children	Unrelated people	Couple only	Single with children
25 and under	6%	24%	3%	64%	3%
26-35	2	56	4	37	1
36-45	2	75	10	9	3
46-55	2	57	13	25	4
56-65	10	43	5	43	0
<b>Total</b>	<b>3%</b>	<b>57%</b>	<b>7%</b>	<b>32%</b>	<b>2%</b>

Note: Because percentages have been rounded off, totals on tables may not add up to 100%.

**EXTERIORS**  
Tudor takes first place

**Which architectural style do you most prefer?**

Age of household head	Cape Cod	Colonial	Modern	Tudor	Ranch	Spanish
25 and under	3%	13%	22%	25%	13%	25%
26-35	1	13	24	39	12	10
36-45	3	23	23	21	20	10
46-55	7	22	19	17	28	7
56-65	11	11	17	22	28	11
<b>Total</b>	<b>3%</b>	<b>17%</b>	<b>22%</b>	<b>29%</b>	<b>17%</b>	<b>11%</b>

**Related findings:**

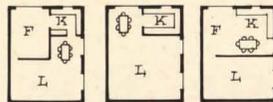
- 45% of the shoppers surveyed would pay \$2,500 extra to have brick or stone on the front of their homes. Fourteen percent want wood shingle for \$1,250; 24% picked wood siding at an additional cost of \$750 and 17% are satis-

- fied with a standard stucco exterior.
- 44% are willing to spend \$3,000 extra for heavy shake roofing and another 35% would spend \$3,000 for tile. Only 5% want a standard composition roof and 16% like shingle (\$1,500).

## EATING AREAS

Living/dining combos get the votes

If there were only one eating area, which of these would you prefer?



Age of household head	Plan 1	Plan 2	Plan 3
25 and under	50%	30%	20%
26-35	37	33	30
36-45	35	32	32
46-55	45	28	28
56-65	41	24	35
Total	39%	31%	29%

**Item:** Asked their preferences for informal eating, 41% of the San Francisco-area shoppers opted for table space in the kitchen. A nook was the choice of 38% and 21% picked a breakfast bar. There were some age-group differences, however. For example, nearly two-thirds of the shoppers over 55 insist on table space in the kitchen—a much stronger preference than the average. And 32% of the shoppers under 26 like the idea of a breakfast bar.

## BEDROOMS

More want four

How many bedrooms do you want?

If you were buying a four-bedroom, single-story home, which bedroom arrangement would you prefer?

Age of household head	Number of bedrooms desired					Grouped	Separate master	Separate guest room
	One	Two	Three	Four	Five +			
25 and under	3%	12%	36%	48%	0%	27%	48%	24%
26-35	0	2	37	53	7	17	47	36
36-45	0	6	33	57	5	15	59	26
46-55	0	9	55	31	5	15	55	30
56-65	5	14	52	24	5	11	47	42
Total	1%	6%	40%	48%	6%	17%	52%	32%

**Item:** 53% of the shoppers said only one of those bedrooms wouldn't be used for a family member to sleep in. Twenty-three percent think they need two extra bedrooms, 7% want three

and 2% want four extras. For what? A den/library (59%), a guest bedroom (51%) and/or hobby and sewing (49%). On the other hand, 15% want every bedroom for family sleeping.

## KITCHEN AND BATH FEATURES

Money's no object

Kitchen upgrades

Annual household income	Laminated plastic counter-tops vs. Ceramic tile counter-tops (\$300)		Single oven vs. Double oven (\$200)		Single oven plus microwave (\$600)	Conventional window vs. Green-house window (\$275)	
	(\$0)	(\$300)	(\$0)	(\$200)	(\$600)	(\$0)	(\$275)
\$12,501-\$15,000	45%	55%	30%	30%	40%	36%	64%
\$15,001-\$20,000	21	79	18	58	24	22	78
\$20,001-\$25,000	30	70	15	47	38	22	78
\$25,001-\$30,000	28	72	6	43	51	28	72
\$30,001-\$35,000	27	73	4	53	43	24	76
\$35,001-\$40,000	24	76	3	44	54	40	60
\$40,001-\$50,000	20	80	14	38	48	38	63
\$50,001-\$65,000	27	73	7	53	40	36	64
Total	27%	73%	10%	47%	43%	27%	73%

**Item:** For the master bath, 37% of the shoppers prefer a tub/shower combination and 28% (a \$900 option) were picked by 35%, mostly upper-income shoppers. (The choices assume a tub/shower in the secondary bath.)

**Bath upgrades**

Annual household income	Fiber glass tub (\$0)	vs.	Cast-iron tub (\$400)	Single-basin vanity (\$0)	vs.	Double-basin vanity (\$150)	Light fixtures (\$0)	vs.	Luminous ceiling (\$75)	Conventionally sized tub (\$0)	vs.	Over-sized tub (\$500)	Fiber glass shower	vs.	Ceramic tile shower (\$350)
	\$12,501-\$15,000	25%		75%	64%		36%	60%		40%	50%		50%	50%	
\$15,001-\$20,000	39		61	57		43	38		62	44		56	25		75
\$20,001-\$25,000	51		49	25		75	27		73	41		59	38		63
\$25,001-\$30,000	41		59	26		74	39		61	35		65	30		70
\$30,001-\$35,000	47		53	17		83	29		71	24		76	29		71
\$35,001-\$40,000	30		70	16		84	22		78	30		71	11		89
\$40,001-\$50,000	52		48	21		80	33		67	24		76	33		67
\$50,001-\$65,000	36		64	14		86	36		64	36		64	17		83
<b>Total</b>	<b>43%</b>		<b>57%</b>	<b>27%</b>		<b>73%</b>	<b>33%</b>		<b>67%</b>	<b>34%</b>		<b>66%</b>	<b>29%</b>		<b>71%</b>

**OTHER FEATURES**

No confidence in conversation pits

**Which of these features do you want, given the costs shown? In which location?**

	Family room	Living room	Master bedroom	Don't want
Fireplace (\$1,000)	84%	42%	24%	1%
Wet bar (\$400)	64	7	0	31
Sunken conversation pit (\$400)	23	27	3	51

**Item:** 70% of the shoppers want a family room even if a full-time den is provided.

**Related findings:**

Eighty-three percent of the shoppers want the builder to include rear-yard fencing (listed as a \$500 option) rather than having to install

it themselves later. Seventy-one percent want the builder to carpet the house (\$500), 65% want the patio slab provided (\$300) and 58% would like the builder to include front-yard sprinklers (\$300). On the other hand, 74% want to buy their own draperies (\$1,000).

**Which of these design elements would you most prefer if each added to the house price? (Check no more than three.)**

Annual household income	French doors	Sky-light	Central vacuum	Small-paned windows	Planter areas	Bay windows	Whirl-pool baths	Decorative glass windows	Intercom system	None of these
\$12,500-\$15,000	55%	36%	18%	45%	27%	55%	27%	36%	9%	18%
\$15,001-\$20,000	21	47	26	11	21	32	29	24	21	18
\$20,001-\$25,000	27	54	21	13	20	41	24	18	17	15
\$25,001-\$30,000	28	51	30	14	26	42	37	17	28	9
\$30,001-\$35,000	34	51	23	9	32	45	40	23	19	6
\$35,001-\$40,000	26	40	19	12	16	37	35	14	26	16
\$40,001-\$50,000	38	59	45	21	28	34	38	21	28	3
\$50,001-\$65,000	50	50	13	19	25	19	19	13	25	13
Over \$65,000	29	14	0	14	29	43	29	0	43	0
<b>Total</b>	<b>31%</b>	<b>49%</b>	<b>24%</b>	<b>14%</b>	<b>24%</b>	<b>39%</b>	<b>33%</b>	<b>19%</b>	<b>23%</b>	<b>11%</b>

## ENERGY SAVERS

Shoppers are only lukewarm

**Which of these energy-saving items do you want, assuming the price of your home would increase by the amount shown?**

	Want	Don't want
Upgraded insulation (\$500)	95%	5%
Double-glazed windows (\$750)	68	32
Solar water heating (\$1,800)	41	59
Solar water heating and house heating (\$7,000)	42	58

**Item:** 57% prefer high/sloped ceilings, even though their heating bills may be higher. Resistance to flat ceilings lessens with age, however; the majority of buyers over 46 would give up high ceilings to get lower energy bills.

**Item:** Shoppers were asked to choose between paying \$750 for double-glazed windows or reducing window area from 20% to 16% of floor area. The response: 32% are willing to sacrifice windows; 68% would pay extra for double-glazed. The youngest shoppers are most willing to give up windows; 42% would do so.

## THE COMMUNITY

Privacy is prime

**Case in point:** 74% would rather have their houses clustered in groups of 4 to 12 around a central court than built in rows along a standard street.

**Case in point:** 61% prefer a private, walled-in entry court, plus yard, to a conventional front yard and entry.

**Case in point:** 83% want large, back-to-back, private rear yards. The alternative: smaller yards with common greenbelts between. The only group that feels the appeal of a minimal yard: the over-55s. Forty-eight percent of them would rather not have a large yard.

Individuality scores high, too; 80% like a

streetscape with a variety of exterior styles.

And here's what shoppers said when asked their preferences on guest parking:

- 40% want driveway room for extra cars.

- 27% like on-street parking.

- 32% prefer parking bays incorporated into the street design.

**Other findings:** 41% would like to live in a family-oriented project and 40% want no restrictions. Only 14% would prefer an adult-only project (no one under 18) and even fewer—5%—want to live in a retired/pre-retired development restricted to persons over 45.

## A word about attached-house shoppers

They're older than the detached-house group—42% are over 45. And the households are smaller. Only 29% consist of families with children. Couples make up the largest proportion—44%. Ten percent of the shoppers are single, 10% are unrelated people buying together and 6% are singles with children.

Although their incomes are on a par with the detached-house shoppers, this group expects to spend more. One reason: Those that own (about 75%) report a much higher value for their current property—a median worth of \$87,333 vs. \$75,001 for the detached-house shoppers. For a new attached unit, they don't expect to pay much more. (Median: \$90,000.)

It's no surprise, then, that they're just as interested in upgrades as the detached buyers are. In fact, their preferences for kitchen, bath, exterior materials, etc. are just about the same. Several differences are apparent, however:

1. Fewer bedrooms are desired—

54% want three and 49% plan on using one of these bedrooms for something other than family sleeping.

2. Dens take precedence over family rooms. Seventy-one percent of the shoppers plan on using an extra bedroom as a den/library. If a full-time den is included in the unit, only 44% want a family room.

3. Driveway parking's not as important. In fact, 48% of these buyers prefer parking bays.

4. Large yards are of less importance. Although the majority—60%—prefer large, private rear yards, that's a much smaller proportion than among the detached-house shoppers. And when asked to pick out design features they liked, more than a third of the attached-house shoppers asked for planter areas—probably to compensate for reduced yard space.

And here's what the attached-home shoppers have to say about recreation facilities and fees—a subject the detached-house question-

naire didn't cover.

Seventy-three percent would consider moving to a development requiring association dues, even though only 25% of them currently live in one. And most are willing to pay more than the minimum. Forty percent prefer a \$30-to-\$40-a-month fee (for pool, whirlpool bath and greenbelts) and 37% will pay \$50 and up for more abundant facilities. A mere 23% balk at paying more than \$15 a month.

Swimming pools are the favorite amenity by a wide margin. Seventy-three percent want one. Tennis courts are desired by 40% and whirlpool baths by 33%. It's worth noting that these three facilities are all more important to shoppers than a clubhouse/recreation room (29%). The other choices: sauna (24%), handball/racquetball courts (17%), "none" (8%) and volleyball courts (5%).

Seventy percent prefer modest neighborhood facilities to a large central complex.



## THE SHOPPERS

Prosperous homeowners with small families

The San Diego detached-home shoppers have comfortable incomes—the median is \$28,500—and 79% own homes. The median value is \$79,000, with monthly payments of \$349.

These shoppers were willing to pay a median of \$95,300 for a new home—a big 3.3 times income—and push monthly payments to \$525. This is somewhat misleading, however, for most were just looking. Only 13% planned to buy right away. Their reasons: 44% wanted a

larger home, 41% an investment to dwell in and 34% a better neighborhood. And 6% admitted to being speculators.

Most of the shoppers surveyed are fairly young—58% fall between 26 and 45—and have small households. Sixty-three percent of these households consist of three persons or less, and 41% of one or two. Only a third are the traditional four or five-person families. And another third consists of couples only (see *breakdown of household types below*).

Type of Household					
Age of household head	Self only	Couple with children	Unrelated people	Couple only	Single with children
25 and under	24%	19%	19%	38%	0%
26-35	5	54	3	35	2
36-45	3	77	2	11	6
46-55	5	62	0	27	5
56-65	4	21	4	71	0
66-70	0	33	0	67	0
Over 71	0	0	0	100	0
Total	6%	54%	3%	33%	3%

Note: Because percentages have been rounded off, totals on tables may not add up to 100%.

## EXTERIORS

It's Tudor by a long shot

Which architectural style do you most prefer?						
Age of household head	Cape Cod	Colonial	Modern	Tudor	Ranch	Spanish
25 and under	5%	0%	43%	33%	10%	10%
26-35	3	7	24	39	15	11
36-45	6	11	21	39	11	11
46-55	5	24	15	20	25	11
56-65	11	21	11	18	25	14
Total	6%	13%	21%	31%	17%	11%

### Other findings:

● Nearly half of the shoppers would pay \$2,500 extra for brick or stone exteriors. The rest divided their loyalties among stucco at no extra cost (19%), wood siding at \$750 (17%) or

wood shingle at \$1,250 (15%).

● 78% would pay an additional \$3,000 for a heavy shake or a tile roof, with the shakes appealing to the younger and the tile to older shoppers.

## EATING AREAS

Open plans command top preference

### Which eating area do you prefer?

Age of household head	Plan 1	Plan 2	Plan 3
25 and under	42%	42%	16%
26-35	38	34	28
36-45	31	44	26
46-55	40	30	30
56-65	21	39	39
Total	35%	36%	29%

**Note:** Plan 1 features a separate family room and a dining L off the living room; Plan 2 a great room with a dining L; and Plan 3 a country kitchen (for sketches, see page 57).

**Item:** For an informal eating area, 37% of the shoppers preferred a nook, 37% wanted table space in the kitchen and 26% a breakfast bar.

## BEDROOMS

Three or four are the rule

### How many bedrooms do you want?

Age of household head	One	Two	Three	Four	Five +
Under 25	5%	19%	33%	38%	5%
25-35	3	8	37	45	8
36-45	0	6	26	60	8
46-55	6	8	49	31	6
56-65	0	11	71	14	4
Total	3%	9%	40%	42%	7%

**Item:** 48% of the shoppers wanted one extra bedroom, 25% wanted two, 6% wanted three, 1% wanted four and only 19% wanted none. These extra bedrooms would be used as a den/library (59%), a guest bedroom (56%) or a hobby/sewing room (37%).

**A surprise finding:** 63% of the singles wanted three or four bedrooms, and 6% even wanted five or more.

**Item:** Extra bedrooms or not, the majority of the shoppers still want a family room even if the unit includes a full-time den.

## KITCHEN AND BATH FEATURES

Shoppers will pay for the best

### Kitchen upgrades

Annual household income	Laminated plastic counter-tops vs. Ceramic tile counter-tops		Single oven vs. Double oven vs. Single oven plus microwave			Conventional window vs. Greenhouse window	
	(\$0)	(\$300)	(\$0)	(\$200)	(\$600)	(\$0)	(\$275)
Under \$12,500	25%	75%	14%	29%	57%	35%	65%
\$12,500-\$15,000	40	60	27	27	45	64	36
\$15,001-\$20,000	33	67	17	23	60	40	60
\$20,001-\$25,000	35	65	18	11	71	30	70
\$25,001-\$30,000	22	78	0	40	60	35	65
\$30,001-\$35,000	18	82	9	25	66	41	59
\$35,001-\$40,000	41	59	6	31	63	42	58
\$40,001-\$50,000	32	68	6	38	56	25	75
\$50,001-\$65,000	62	38	8	38	54	58	42
Total	31%	69%	10%	29%	61%	38%	62%

### Bath upgrades

Annual household income	Fiber glass tub vs. Cast-iron tub		Single-basin vanity vs. Double-basin vanity		Light fixtures vs. Luminous ceiling		Conventionally sized tub vs. Over-sized tub		Fiber glass shower vs. Ceramic tile shower	
	(\$0)	(\$400)	(\$0)	(\$150)	(\$0)	(\$75)	(\$0)	(\$500)	(\$0)	(\$350)
Under \$12,500	48%	52%	43%	57%	43%	57%	57%	43%	29%	71%
\$12,500-\$15,000	45	55	27	73	18	82	55	45	45	55
\$15,001-\$20,000	30	70	28	72	38	62	59	41	37	63
\$20,001-\$25,000	41	59	45	55	29	71	47	53	35	65
\$25,001-\$30,000	46	54	13	87	26	74	43	57	19	81
\$30,001-\$35,000	23	77	34	66	34	66	57	43	30	70
\$35,001-\$40,000	19	81	9	91	28	72	31	69	25	75
\$40,001-\$50,000	28	72	25	75	26	74	50	50	25	75
\$50,001-\$65,000	23	77	31	69	31	69	31	69	15	85
Total	33%	67%	27%	73%	30%	70%	48%	52%	28%	72%

## OTHER FEATURES

The fireplace is the most popular option

Which of these features do you want, given the costs shown? In which location?

	Family room	Living room	Master bedroom	Don't want
<b>Fireplace (\$1,000 each)</b>	77%	47%	27%	3%
<b>Wet bar (\$400 each)</b>	55	10	4	36
<b>Sunken conversation pit (\$400 each)</b>	15	16	3	71

Which furnishings and installations should the builder include and which would shoppers buy themselves? The vast majority would fend for themselves on draperies (\$1,000). They divided fairly evenly on carpeting (\$500) and front-yard landscaping (\$300). But they wanted the builder to provide items that required earth-moving or construction: rear-yard fencing (\$500), patio slab (\$300) and front-yard sprinklers (\$300).

## ENERGY SAVERS

Thumbs down on all but insulation

Which of these energy-saving items do you want, assuming the price of your home would increase by the amount shown?

	Want	Don't want
<b>Upgraded insulation (\$500)</b>	83%	17%
<b>Double-glazed windows (\$750)</b>	34	66
<b>Solar water heating (\$1,800)</b>	36	64
<b>Solar water heating and house heating (\$7,000)</b>	24	76

### Other findings:

Despite a reluctance to pay for double-glazed windows, all but the lowest-income shoppers would do so rather than sacrifice window area.

Nor were they willing to give up cathedral ceilings. Again, only in the lowest-income group and—surprisingly—among the most affluent would many shoppers accept flat ceilings to save on energy.

## THE COMMUNITY

Clustered homes with large rear yards

**The findings:** 66% of the shoppers preferred clusters of four to 12 homes around a central court rather than rows of homes on streets.

- 81% wanted large, back-to-back, private rear yards that they would tend themselves rather than smaller yards with greenbelts maintained by an owner's association.

- 65% opted for a private, walled-in entry court plus yard rather than conventional front

yard and entry.

- And 83% wanted their community to have a wide variety of styles next to each other, using many different exterior materials, rather than a street scene with a consistent style.

- For guest parking, 35% wanted deeper setbacks allowing driveway parking; 26% wanted wider streets permitting on-street parking; 38% wanted parking bays.

## A word about attached-home shoppers

They're more serious than the detached-home shoppers: 22% plan to buy now and 30% this year. They're looking for an investment to dwell in (45%); they're tired of renting (34%); and 14% are speculators—far more than in the other areas surveyed.

About 52% are homeowners, and of these more than a third already own attached homes. Median value: \$69,500, with monthly payments of only \$233. They want the new home to cost less—around \$63,800—but they expect the monthly payments to be much higher—\$409.

The attached shoppers include more people under 25, and their median income is only \$21,590.

Fewer than half have children, but 11% are single parents. And 20% have households headed by women, as against only 8% among the detached shoppers.

Because the attached-home shopper is more price sensitive, he will accept a two-bedroom (25%) or three-bedroom (51%) home. He'll also make do with only one (58%) or perhaps no (20%) extra rooms to use as a den or guest room. Only 32% feel they must have a family room.

He'll also accept some exterior economies: 36% of those polled would go for stucco at no extra cost and only 29% would pay for brick or stone (as against 49% for detached shoppers). No economizing on roof-

ing, however: 24% would pay \$1,500 for standard shingles, 21% would pay \$3,000 for shakes, and 26% would pay a like amount for tile.

The attached shopper will pay for many kitchen but few bath upgrades. And even at \$1,000 extra, 89% would refuse to do without a fireplace. Unlike the detached shoppers, however, the attached shopper will sacrifice cathedral ceilings (57%) and glass walls (53%) to save energy.

Another place the detached shoppers won't economize: the amenity package. Nearly half would pay \$30 to \$40 a month for a pool, whirlpool bath and greenbelts. Another 32% would pay \$50 or more for these plus tennis, clubhouse and sauna.



# THREE REMODELING WINNERS



These award winners—the last group to be featured from the 1978 Homes for Better Living\* program—reflect the complexities of remodeling work.

The house on this page, for example, had to satisfy the owner's long-cherished desire for a fanciful Victorian home; remodeling the house on page 78 called for undoing the work of several previous revampings; and the job on page 80 required siting skill as well as redesign know-how.

—J.R.V.

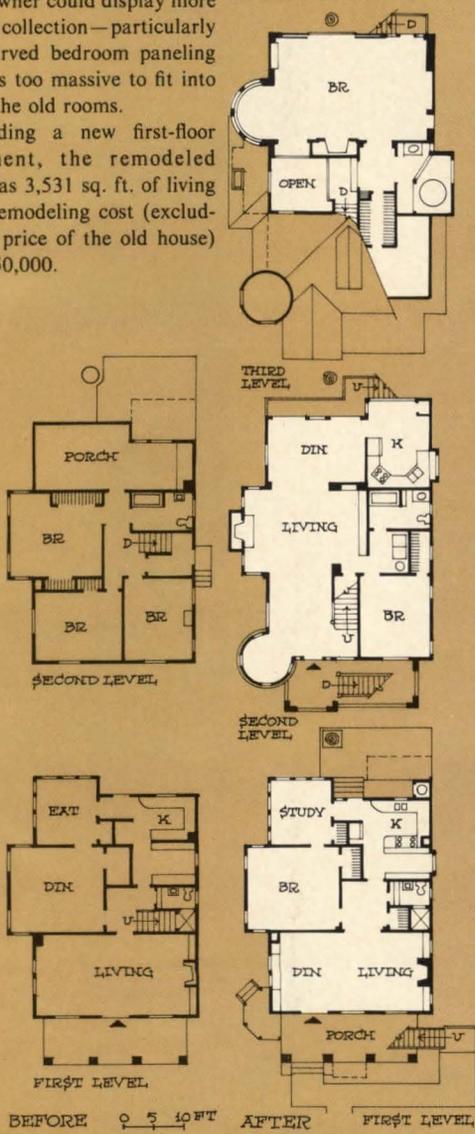
**Fanciful remodeling.** This modest house was turned into a showcase (right) for antique stained-glass windows, leaded-glass doors and other Victorian memorabilia collected for years by the owner.

A third floor and a loft (not shown in the plans) were added so the owner could display more of his collection—particularly hand-carved bedroom paneling that was too massive to fit into any of the old rooms.

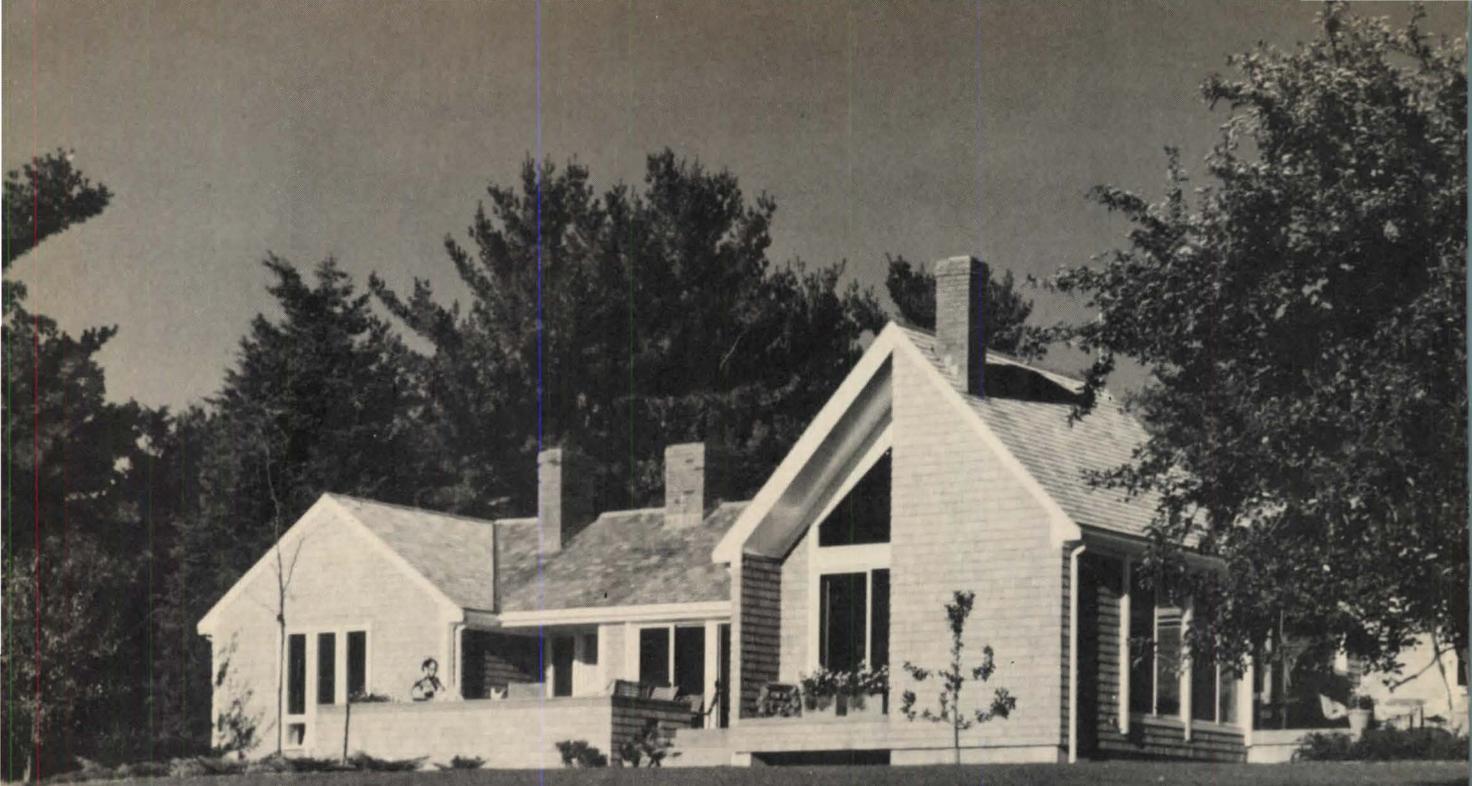
Including a new first-floor apartment, the remodeled house has 3,531 sq. ft. of living area. Remodeling cost (excluding the price of the old house) was \$250,000.

## AWARD OF MERIT

Architect: Leon Chandler Associates AIA  
 Builder/Owner: Charles Collum  
 Location: Dallas, Tex.



\*The HFBL program is sponsored by the American Institute of Architects in cooperation with HOUSING. A full list of this year's winners appeared in May.



PHOTOS: EDWARD C. BENNER

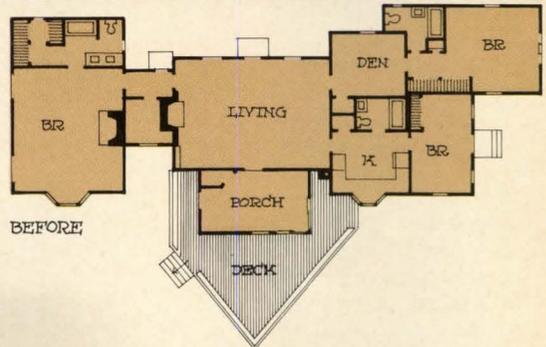
**Flowing space** for the family room, kitchen and dining room (*left*) was created by enlarging the old den/kitchen area. Broad expanses of glass in the family room and master-bedroom wing (*right*) allow the owners to observe migrating birds that visit nearby marshlands.



## FIRST HONOR AWARD



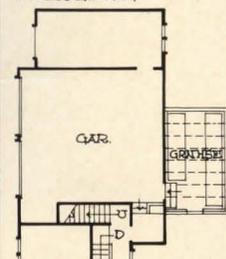
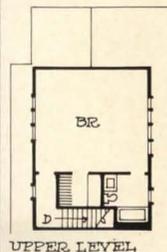
Architect: Stephen Tucker AIA  
 Builder: Lester Fulton & Son  
 Landscape architect: Alan Haskell  
 Owner: Mr. & Mrs. Rudolf Talbot  
 Location: Cohasset, Mass.



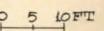
**Remodeled remodeling.** This job is the latest in a series of redos, in which a tiny summer guest cottage (not shown) grew at random (under the aegis of several owners) into a year-round residence.

The present owners—a couple whose grandchildren visit often—bought the house in the stage shown in photo and plan above. The floor plan was awkward; and there was no sense of a real entrance because the original cottage entry was at the rear of the house.

In the new 3,200-sq.-ft. plan (*below*), the existing space and several new rooms are arranged into two zones. One is a “sub-house” with sleeping quarters for guests; the other is the main living area. These zones are split by a new, strongly defined front entry (*photo, facing page*). Total remodeling cost: \$150,000.



LOWER LEVEL  
AFTER





# FIRST HONOR AWARD

Architect: Short and Ford  
 Builder: Howard Jelleme  
 Landscape architect: Zion and Breen  
 Structural engineer: Weidemann, Brown Inc.  
 Owners: Joyce and Seward Johnson Jr.  
 Location: Coastal Massachusetts

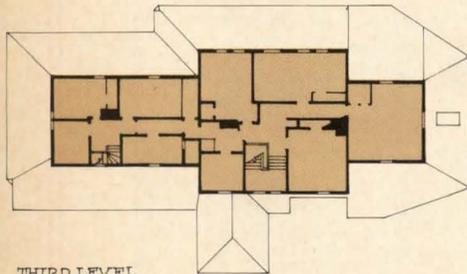
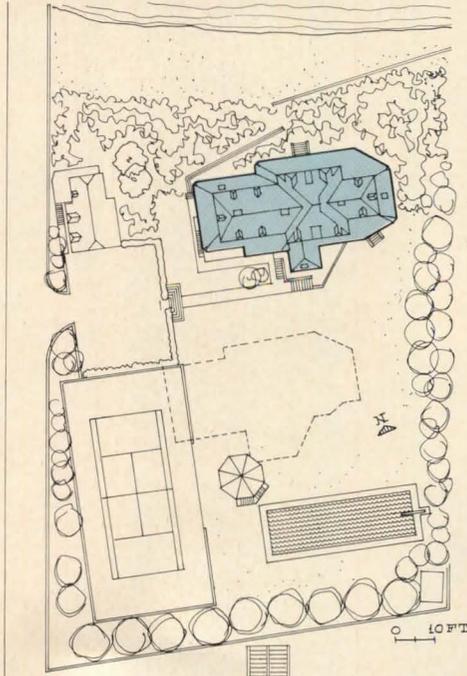


WILLIAM SHORT

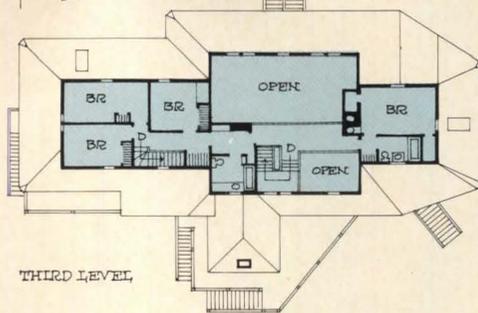
**Relocated remodeling.** A beachfront view was wasted because the original location of this house (*see site plan*) was too far from the water. So the house was not only redesigned but also moved.

At its new site, the shell of the house was set on a steel and concrete platform (*photo bottom right*). Service areas and a large family room were built into the space beneath the platform.

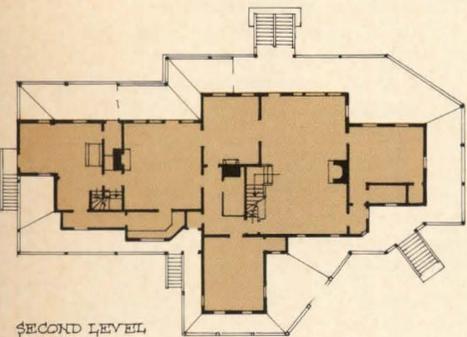
The old interiors were dark and confining. So the middle section of the second floor was removed to create the two-story living/dining room shown on the facing page. Remodeling costs for the 7,680-sq.-ft. house are not available.



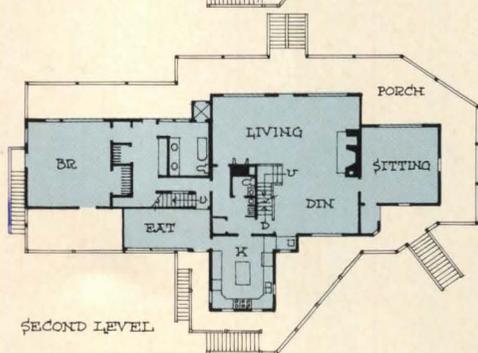
THIRD LEVEL



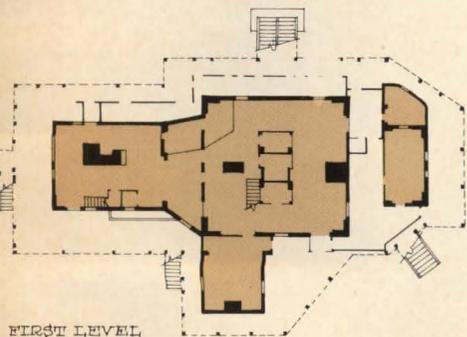
THIRD LEVEL



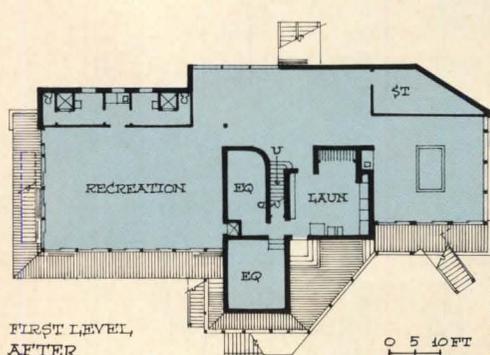
SECOND LEVEL



SECOND LEVEL



FIRST LEVEL BEFORE

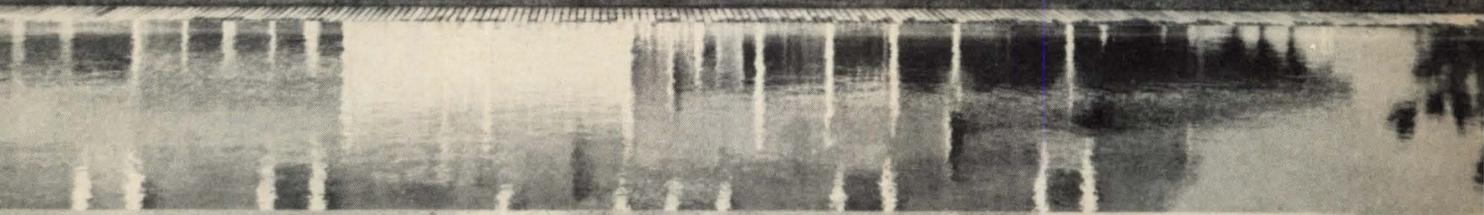


FIRST LEVEL AFTER

0 5 10 FT



WILLIAM SHORT



**Restored exterior** required rebuilt detailing, such as porch posts and rails, and some new chimneys, windows and shingles.

**Spacious living/dining room** has narrow beaded fir boarding on the walls and comb-grained fir flooring.



WILLIAM SHORT

HORST P. HORST

Too small for  
big-ticket merchandising?  
Here's...

# A sales center built for two

And even though the two builders compete for the same market, their co-op merchandising pays off.

"We're fierce competitors," says Jordie Primack, vice president of PWP Homes Inc.

"But we're doing better together than we could have separately," says Howard Witkin, president of County Line Development Corp.

The companies are building at Smoky Hill, a fast-growing residential area southeast of Denver. Both offer single-family houses at \$85,000 to \$125,000. Both are after move-up executives buying their second or third home. Both are selling out of the co-op pavilion (*right*) called Smoky Hill Station because it was designed to recall a railroad depot.

And both are selling well: Since models opened in June, PWP has averaged 10 sales a month (that's a predetermined cutoff point so sales don't get too far ahead of production), and County Line is averaging 14 sales each month (crews were brought in from other jobs to meet the demand).

More significantly from a marketing standpoint, the companies presold 35 houses because they were able to promote Smoky Hill Station several months before models were ready.

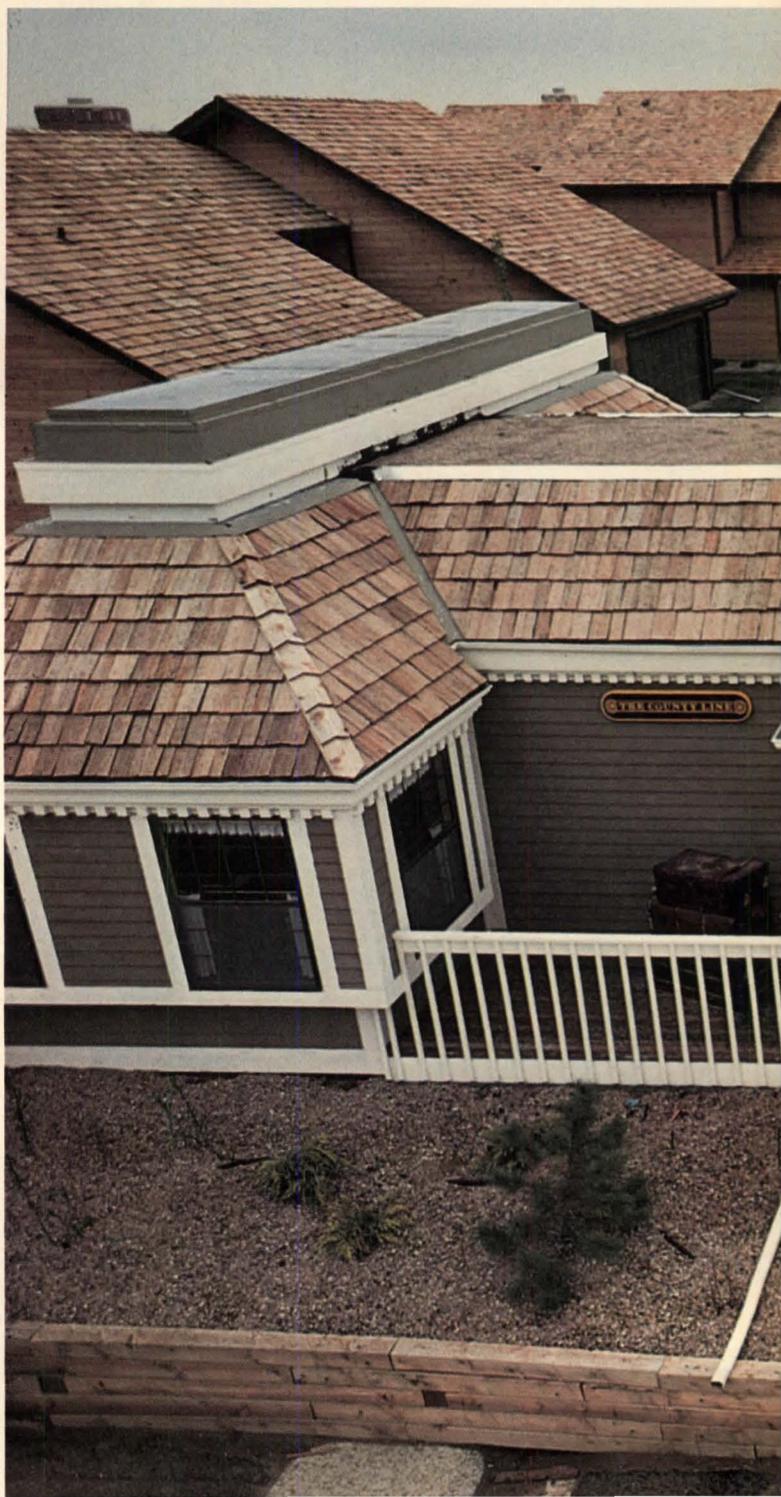
"Those 35 sales were 100% due to the pavilion," says Witkin. "It's been worth every dime we spent on it."

At \$148,000, Smoky Hill Station didn't come in cheaply. The companies split the cost 50-50, and each amortized its share over its first 35 sales. "Doing it right cost more than either of us could afford alone," Witkin says.

Witkin and Primack got the idea for a co-op sales pavilion even before they owned their site at Smoky Hill. The idea was triggered at the 1977 NAHB convention when they learned about a joint information center at Wood-

TO PAGE 84

**Co-op sales pavilion** was built by both companies. PWP took the building through the framing/siding stages; County Line did the drywall and finishing. The pavilion, designed for reuse, consists of three sections. Each, built on a steel frame in the manner of a mobile home, can be trucked to a new site. Estimated moving time: two days for disassembly; three days to put the building back together.

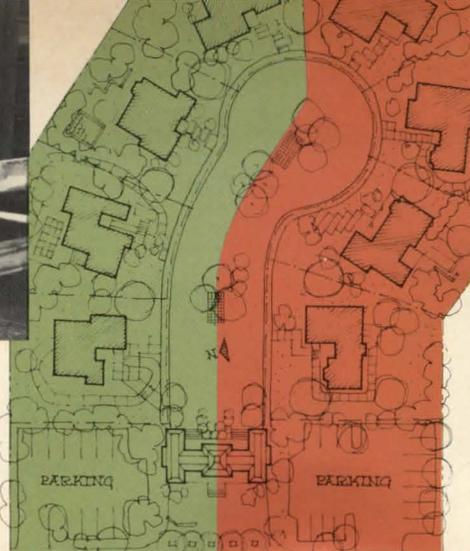


FRED LORD



FRED LORD

**County Line principals** include (from left) Michael Welch, v-p operations; William Graefe, executive v-p; John Dowling, secretary-treasurer; William Ahlberg, v-p finance; Howard Witkin, president.



FRED DUMKE

**PWP Homes principals** include (from left) Jordie Primack, vice president of finance and marketing; Gary Wanger, president; and Joe Primack, vice president of production.





**Rear view:** Here's how Smoky Hill Station looked before model area was completed.

bridge, the multi-builder community on the Irvine Ranch in California [HOUSE & HOME, Oct. '76].

Several meetings and scouting trips to California helped Primack and Witkin develop their program for the pavilion. Here are some of the reasons it works.

**The pavilion's layout gives both builders an equal shot at every prospect.** Sales facilities for each company are buffered by a neutral zone, and prospects must enter via the neutral territory (*top photos, right*).

The idea here is to sell community, not the builders' houses. So the major display, a topographical scale model, merely shows how each company's houses are being grouped into sub-neighborhoods. All other displays in the neutral area—photos and railroad memorabilia like potbelly stoves and baggage trunks—relate to the railroad-station theme.

Prospects do get a glimpse of both builders' models from the neutral zone. But they don't get details about the houses until they enter the individual sales facilities.

**Color coding permits prospects to identify each builder's area instantly.** The pavilion's overall color scheme is rust and green, but green is emphasized in the County Line sales facility and rust in PWP's (*lower photos, right*).

Model-area signs are in similar colors, so prospects can easily recognize whether they're in a PWP or County Line model. And they can follow the colors back to the sales area of the builder whose houses interest them most.

The model area layout also helps prospects distinguish between the two companies' houses: Each builder's four models are oriented to the door of each company's sales facility.

Another instant recognition factor: the architecture of each company's models (*see p. 86*). Even though both are marketing to move-up executives, they design their houses for slightly different buyer profiles.

"Our buyers are apt to own a late-model Buick, whereas County Line buyers are more the fast foreign-car types," Primack says.

**Nobody violates the no-knock rule.** The rule applies especially to presentations by the sales staffs, which obviously want to play up their

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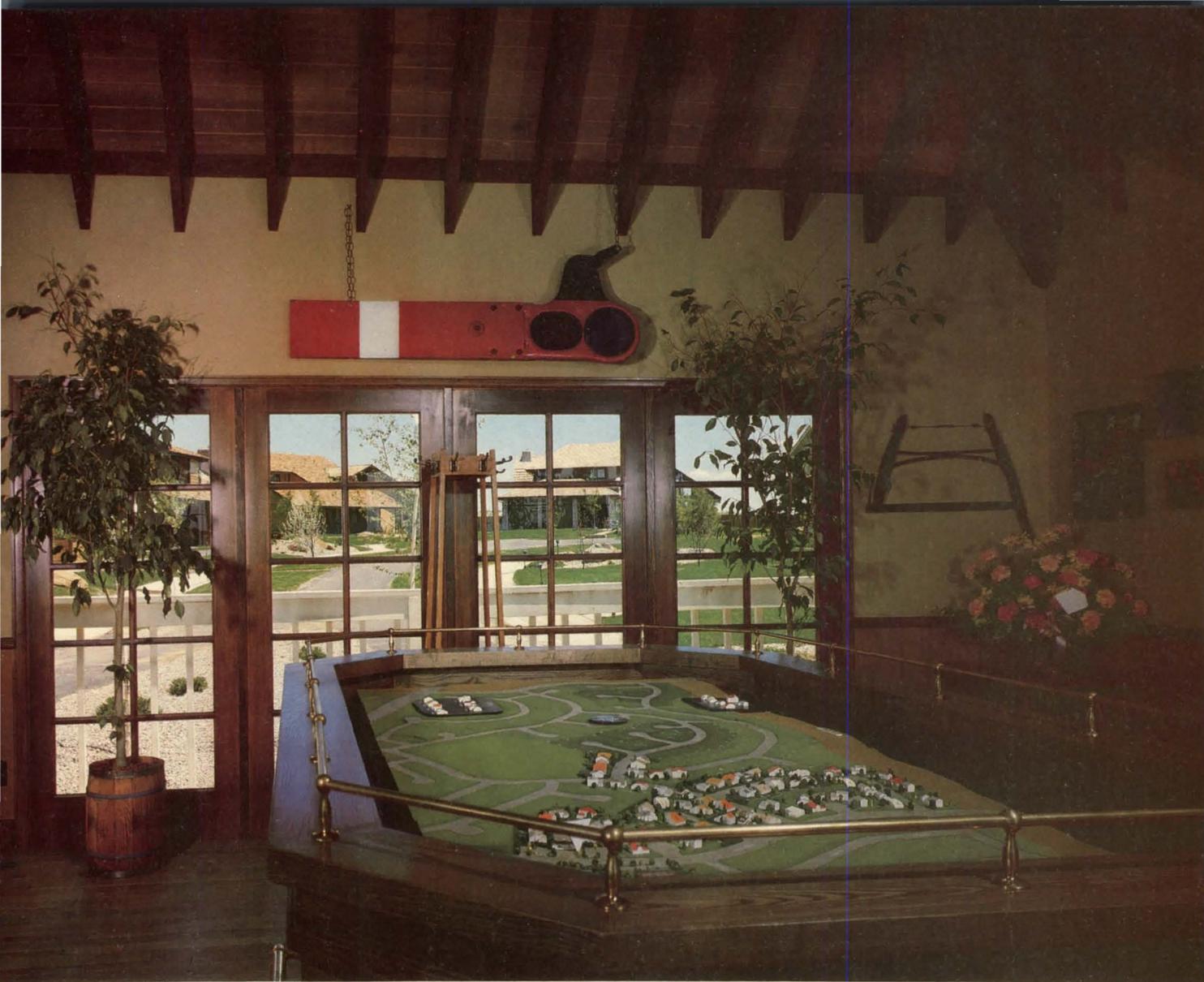


PHOTOS: FRED LORD

## The inside story: a neutral

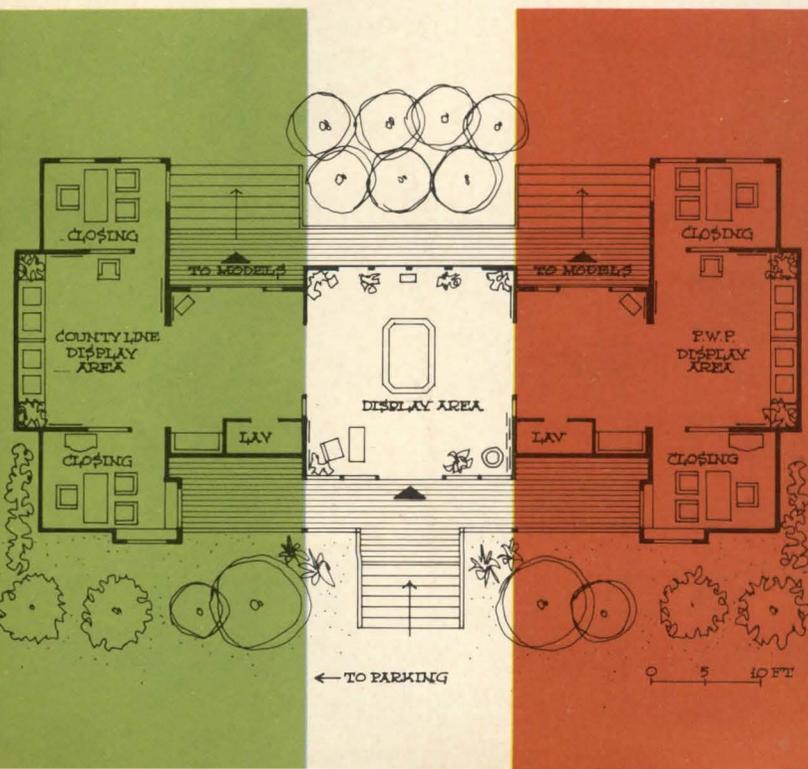
**Historic photo mural** dominates the decor in County Line's closing area. Note that green predominates in the decor, and that the furniture has a comfortable "olden days" look.



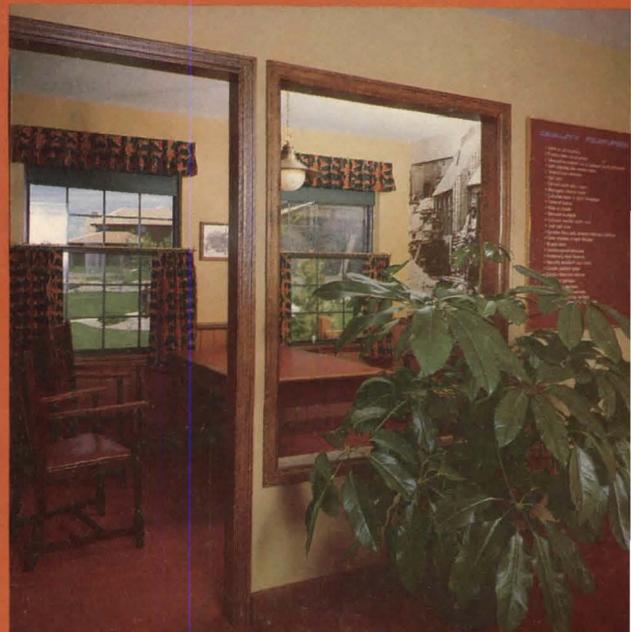


## one and divided sales areas

Skylighted neutral territory (photos above), decorated with railroad memorabilia, is reminiscent of a turn-of-the-century depot.



Reverse color scheme—rust is dominant in PWP's closing rooms—helps prospects remember which builder is which. Note how the room is laid out so buyers can view the models while they sign up.



own company's products. Both staffs have been warned never to talk down the competition's models. "They know they'll be terminated if they do," Witkin says.

Hostesses who oversee activities in the neutral zone also have been trained to steer a mid-course in their descriptions of each builder's operations.

The hostesses, jointly paid by both companies, are off-duty airline stewardesses hired for their skill in dealing with the public. They hand out brochures, explain the scale model and answer questions on such facilities as schools and water systems.

**The railroad-station theme preserves the neutrality.** Unlike most theme pavilions, Smoky Hill Station's theme doesn't relate to the design of either builder's houses.

Instead, it's based on nostalgia—especially the rich history of Smoky Hill Trail, which was used by pioneers and trappers and served the main stage and rail lines into Denver.

"Railroad history provides a sense of security," Witkin says.

The railroad-station theme has caught on so well that the entire area is beginning to be known as Smoky Hill Station rather than Smoky Hill.

Primack and Witkin will continue to capitalize on that appeal. When their present group of houses is built out, they'll build another group on a contiguous site. They'll move Smoky Hill Station to that site and construct new models.

For other builders who might want to take a shot at a similar co-op program, Primack and Witkin have this advice: Don't try to do it alone. Start working with a team of marketing pros right from the beginning (their team is listed below) and get input from all of them.

"The biggest mistake you could make would be to rely on the advice of just one expert," Witkin says.

JUNE R. VOLLMAN  
with JOSLYN GREEN in Denver

**Who's Who:** Here's the team of pros that helped Primack and Witkin plan Smoky Hill Station and the rest of their marketing program.

Initial marketing survey: Bill Viejo, Rocky Mountain Research Institute, Denver.

Marketing concept: Kent Colburn, KRC Communications Inc., Denver.

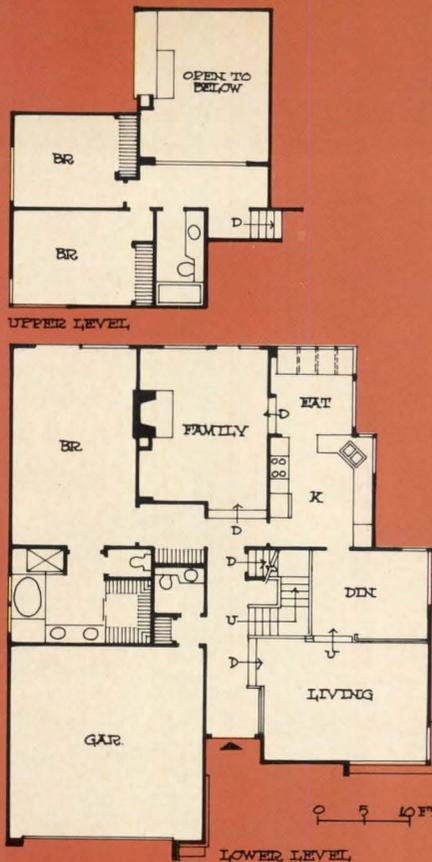
Sales pavilion interior design: Roger Holloway, Motivational Design and Marketing, Irvine, Calif.

Sales pavilion architecture: Phil M. Hove, Berkus Group Architects, Santa Ana, Calif.

Design coordinator: Raymond P. Wompey, Wompey & Associates, Lakewood, Colo.

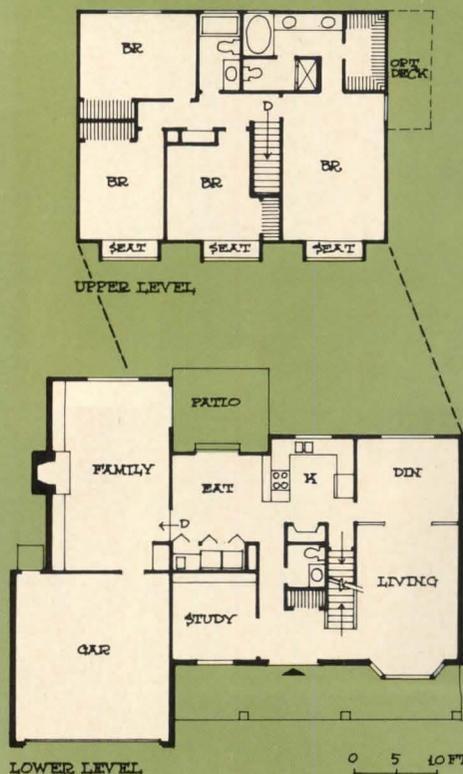
County Line model interiors: Beverly Trupp, Color Design Art, Santa Monica, Calif.

PWP model interiors: Gene Onofrio ASID, Design Group Four, Denver.



**Mildly contemporary:** County Line houses like the one at right appeal to families who consider design as important as space when they're moving upward. CL's top seller—the 2,117-sq.-ft. plan at left—is pulling 45% of the buyers. Its four-bedroom layout attracts growing families. The next most popular CL model is the 2,100-sq.-ft. tri-level plan shown at right. It has dual market appeal: for empty nesters and young, remarried couples. Both like the separation of master and secondary bedrooms—the latter for use by visiting children.

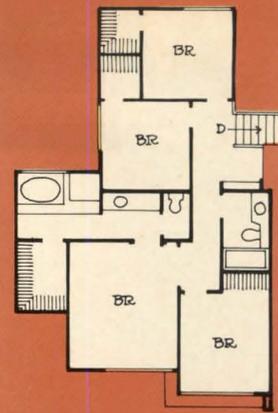
## The outside story: distinctive



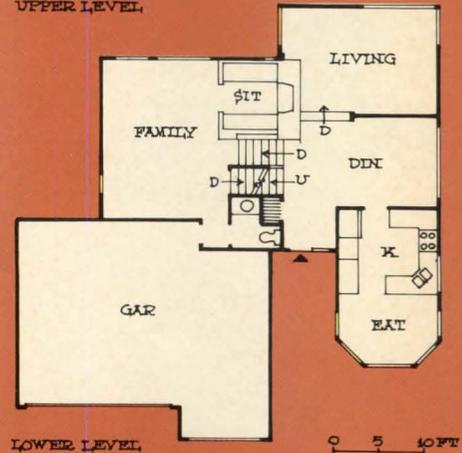
**Mildly traditional:** PWP houses like the one at right tend to be purchased by move-up families whose chief concern is getting more space—for both living and entertaining. So it's not surprising that the two plans shown here are running neck and neck as PWP's best sellers (each accounts for 35% of the sales). Both offer over 2,300 sq. ft. of living area; both have spacious formal and informal entertainment areas; both have large, bright kitchen eating space; and both have an "extra" room on the first floor that can be a den, hobby room or—in a pinch—a spare bedroom.



PHOTOS: FRED LORD

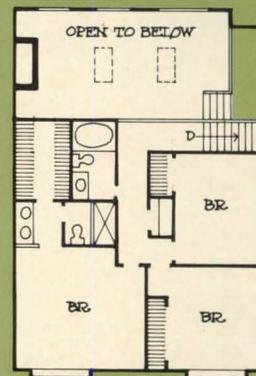


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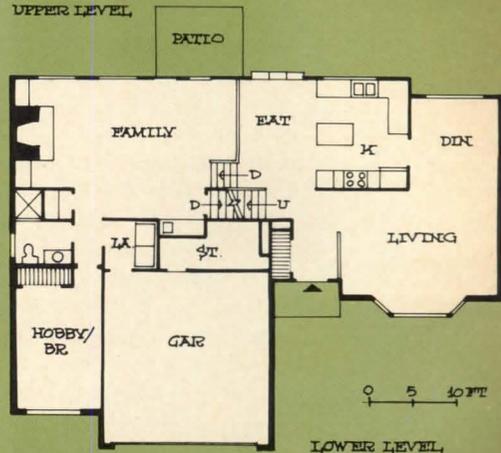


LOWER LEVEL

## designs for a divided market



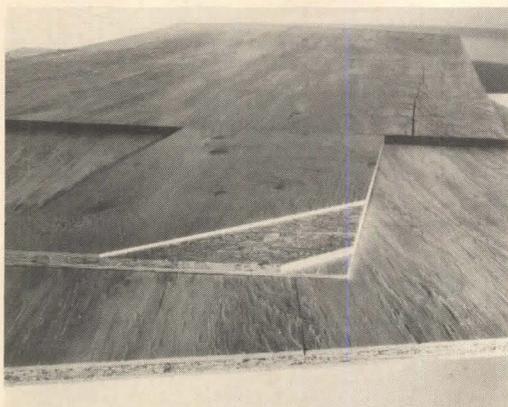
UPPER LEVEL



LOWER LEVEL

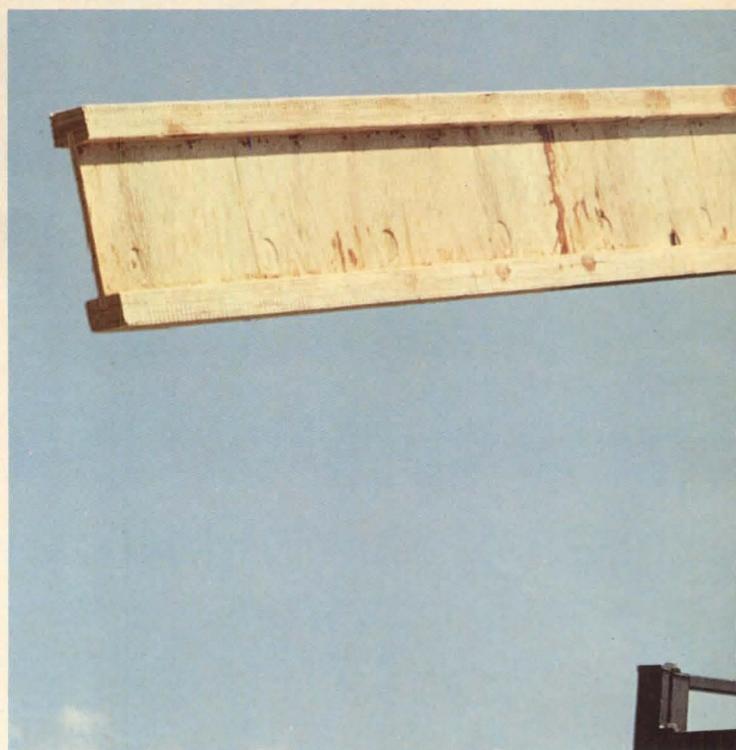
# Could these product

## 3 are on the market right now



**1. Composite sheathing** Core of the three-part sheathing (*above*) is made of long wood strands, all running at right angles to the grain in the plywood sheets. Panels are 4' x 8' in 1/2'' and 3/8'' thicknesses. Recommended for roofs, walls or subflooring, this is the first commercial panel using COM-PLY principles (*see p.91*). Called Plystran, it's by Potlatch. Georgia-Pacific expects to produce a similar panel.

**2. Waferboard** Resembling particleboard, waferboard (*not shown*) is formed of thin hardwood chips bonded under heat and pressure with phenolic resins. But, unlike most particleboard, it is an exterior-grade construction board. Standard size: 4' x 8' in 3/8'' and 1/2'' thicknesses. Biggest use: wall and roof sheathing. Cost is competitive with or, in some cases, slightly less than plywood sheathing. Waferboard is made in Canada as Waferweld by Champion (also sold in the U.S.) and as Aspenite by MacMillan Bloedel. Louisiana-Pacific will be the first to build a U.S. waferboard plant (in Hayward, Wis.).



# level lumber prices?

Potentially, yes—because they tap little of the virgin timber now supplying the construction market. Instead, these structural wood products are manufactured from lower grades or small pieces of softwood, lumber-mill scraps and trimmings, forest residues and species of unusable hardwood often called “junk” by the industry (a typical example: aspen).

TO NEXT PAGE

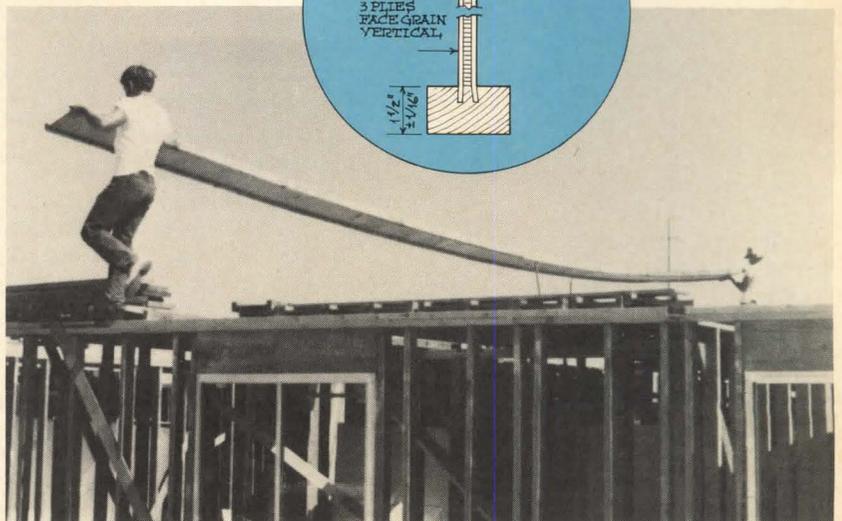
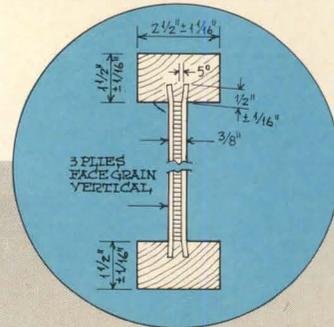


**3. Wooden I-beams** As you see above, one man easily carries a 16-foot, factory-produced I-beam because it weighs only 29 lbs; an equivalent, solid-wood 2×10 weighs around 56 lbs. At right, two men handle a 24-foot, 2×12 I-beam, tipping the scales at less than 50 lbs.

The new beams have a high strength-to-weight ratio. Over a given span, manufactured beams at 24'' o.c. will support the same loads as solid wood beams, equivalently sized, at 16'' o.c. Their strength lets you drill their plywood webs with holes big enough to carry piping, wiring cable or even ductwork.

Homebuilders who use the I-beams say their in-place cost is from 5% to 15% less than that of solid joists and rafters.

Two companies make beams. Trus Joist, Boise, Idaho, produces the Residential TJI (*above and left*), which has a plywood web and laminated wood flanges (called Micro-Lam®). Wood I Systems, Tualatin, Ore., makes the Wood I (*right*), with plywood web and dimensional wood flanges. Web ends are splayed (*inset*) to add strength.



# 4 are still undergoing field testing

As more manufactured lumber comes to market, it should ease a supply-and-price squeeze that has plagued builders for years. There could be less demand for Douglas fir, southern yellow pine and other softwood. And this, of course, could mean less upward pressure on softwood prices, which rose 22.1% from June 1977 to June 1978 while all building products were up 12.8%.

The new wood products already on the market offer some immediate advantages. Homebuilders have found, for example, that factory-made I-beams cost up to 15% less in place than solid-wood joists and rafters.

Also, two forms of wood-fiber composition sheathing with the structural capabilities of plywood are now available in some areas at less than plywood prices.

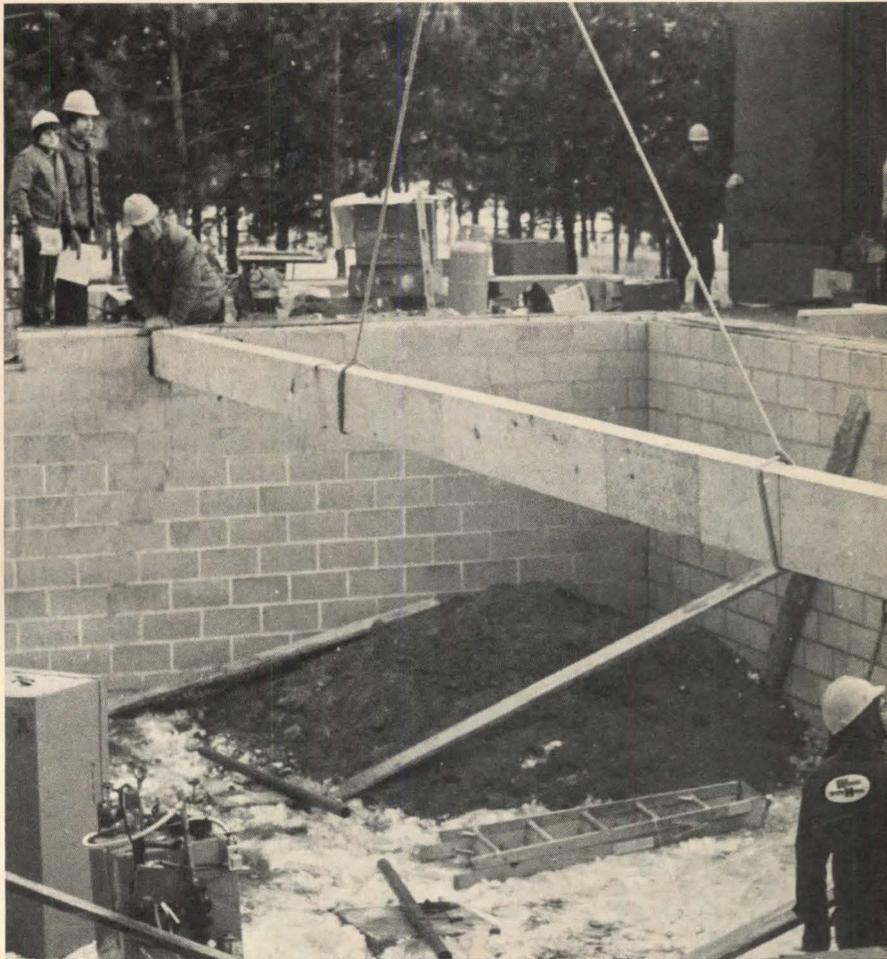
In the factory, beams and panels are made from waste material in a process involving the use of heat, phenolic adhesives and pressure. The reconstituted wood rolling off production lines lasts as long as conventional lumber and plywood. It's usually truer than dimensional lumber, it's often stronger and, when production goes into high gear, it will probably be less expensive. All products now on the market meet requirements of the model building codes.

Research on many of the products shown here began in 1973. It was inspired, at least in part, by 1,500 homebuilders who marched on Washington in April of that year to protest high prices and short supplies of lumber [HOUSE & HOME, May '73]. Soon after, the Forest Service, American Plywood Association and many big mills revved up research activities.

Much of today's research focuses on using up leftovers. Lumber-mill residues alone account for more than 50% of all cut logs. Only 40% of a saw log goes into lumber. Little more than 45% of a veneer log gets converted to plywood. The rest is sawdust, bark, trimmings and shavings.

In the forests, according to the Forestry Sciences Laboratory, Athens, Ga., about 3.2 billion cubic feet of wood from sound, rough, rotten or dead trees lay untouched in 1970. Even more lies unused today. Left-behind wood equals about one-third of all hardwood and softwood harvested in the U.S. last year.

—JOHN INGERSOLL

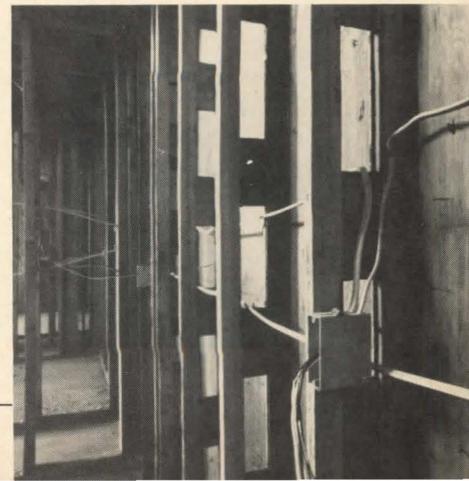


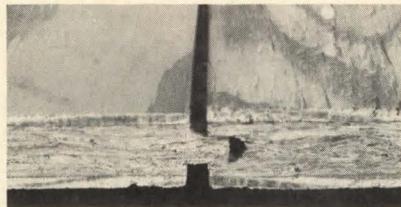
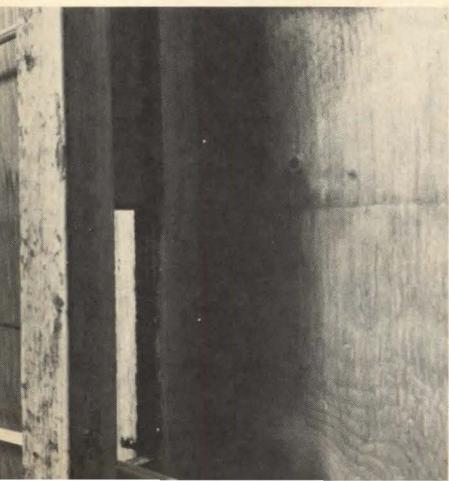
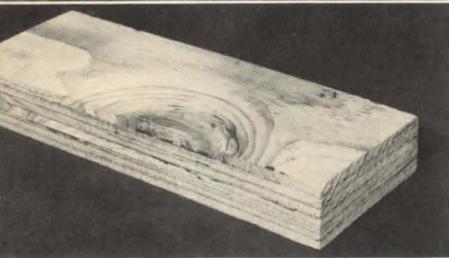
**1. Press-Lam beams** Supported only on foundation walls, house-wide beam (*above*) goes into demonstration house. Clear span enhances use of the basement. Close-up of the beam (*right*) shows thick plies ( $\frac{1}{4}$ " to  $\frac{1}{10}$ "'), which are laid up in parallel laminations. Developed by the Forest Products

Laboratory, Madison, Wis., Press-Lam has been adapted commercially. Several northwest companies are producing a form of Press-Lam as truss chords and ridge beams for mobile homes. Forest Products predicts more general use and competitive pricing within four years.

**2. Wood I studs** Closest to market of any on this page, 2x6 Wood I studs (*right*) await code approval and refinement of production machinery—perhaps a matter of months, according to Technical Director John Gustafson of Wood I Systems.

Open-web construction of studs speeds up wiring and plumbing work. Six-inch depth of studs makes room for R-19 batts, which press together through web openings, raising insulation value slightly.

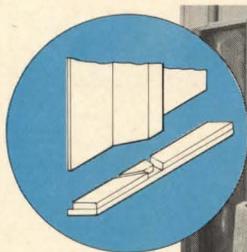




**3. COM-PLY** This is the biggest potential user of wood scrap and forest residue. Reconstituted wood fibers, running in one direction, form core of plywood sandwich (*decking close-up, top*). In a Marietta, Ga. demonstration house (*above*), COM-PLY decking, joists, studs and roof sheathing are used. Developed by Forestry Sciences Lab, Athens, Ga., American Plywood Assn.

#### 4. Studless flakeboard wall

Pleated configuration of formed flakeboard matches slots cut in top and bottom plates (*below and inset*). A brainchild of the Forest Products Lab, Madison, Wis., pleated panels are now in the first round of research. Commercial use may be a decade away.



## What happened to yesterday's predictions?

In October 1958, this magazine published a similar roundup of advances for manufactured structural wood products. Today the industry is batting over .500. Three products named in 1958 are still going strong. A fourth, in new form, is now a hot item. Three went down the chute. The '58 list:

- **Glue-lam beams.** Laminated dimensional lumber and laminated boards are still selling briskly, especially for light commercial construction.

- **Finger-jointed wood.** A winner for millwork, and increasingly used to form dimensional lumber. So named because the glued end-to-end joint looks like a pair of locked fingers.

- **Paper-overlaid plywood.** Now called medium-density overlaid plywood, it has a paintable surface that makes it big in siding. A glossy paper version goes into much concrete formwork.

- **Plywood box beams.** Transformed into wood I-beams (*see pages 88-89*), they are expanding into the residential market at a fast pace.

- **Also-rans.** Stressed-skin panels, 2x4s from laminated 1x4s and paper-overlaid #3 boards fizzled in the market.

And, of course, there are the familiar. Some wood products have been around so long, we tend to pass by them. For the record: *plywood; hardboard; particleboard; composition board* (Homasote, Upson).

**Sign of a house  
that will sell fast.**

**Sign of a home  
that will cost less.**



## **Introducing the Carrier Energy Savings Opportunity Program.**

Here's a plan to identify the houses you build as "energy savers"—the kind today's buyers will look at first and settle on fast.

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To make the sale, Carrier's computer shows how much any energy-saving option package adds to the monthly mortgage payment. Then it projects how much these features will save on the customer's monthly energy bill. It shows how the options put the buyer out ahead every month. From there, it's a simple step to a quick closing.

This new Carrier program includes a complete merchandising package designed to bring energy-conscious home buyers to you. With co-op advertising. With posters to identify your homes as energy savers. With hard-selling tags to point out the energy-saving features.

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Easy-to-clean styling



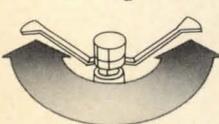
Saves water - energy too.

# Good looks aren't the only reason for your customers to "Make it a Moen."

Recommending Moen products to your customers is good business because they give your customers unmatched benefits that translate to easy selling, and satisfied home buyers.

**Easiest maintenance.** Your customers can just about forget faucet problems which means you can forget about bothersome service callbacks. This unique, patented cartridge, standard on all Moen faucets, gives years of trouble-free service. If replacement is ever needed, a simple cartridge-change renews the life of the faucet.

**No fiddling around.** To get the desired water temperature, all your customers have to do is pre-set the handle before they turn the faucet on. No wasted water, no aggravation, no "fiddle factor." What's more, Moen gives the widest range of temperature selection.

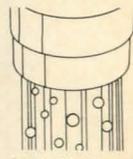


**Easy-to-clean styling.** Women tell us they really appreciate how easy it is to keep a Moen bright and shining. No dirt-catching grooves; the smooth

surface wipes clean in a moment. And

both men and women like the sophisticated styling that gives a quality look.

**Saves water - energy too.** Only Moen has the exclusive Flow-Rator® standard on all faucets - a feature sure to appeal to your energy-conscious customers. It automatically controls water flow for savings of up to 43% over conventional aerators. On Moen showerheads, the Flow-Rator cuts water usage up to 56% and still gives a great shower. And it also saves energy: since an estimated 60% of wasted water is heated.



And remember. Moen is spreading the word that you're the expert on faucets. With attention-getting ads in Better Homes and

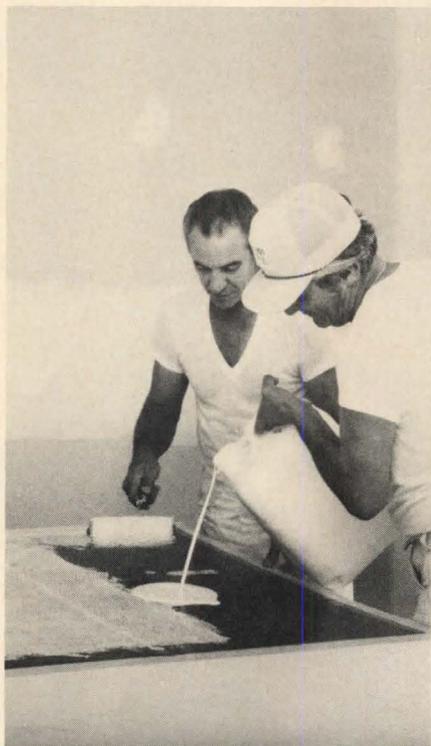
Gardens, Sunset, Southern Living, Reader's Digest and Saturday Evening Post. For details on tying in with Moen's national advertising, see your Moen man. Or write Moen, a Division of Standyne, Elyria, Ohio 44035

**There's only one.**

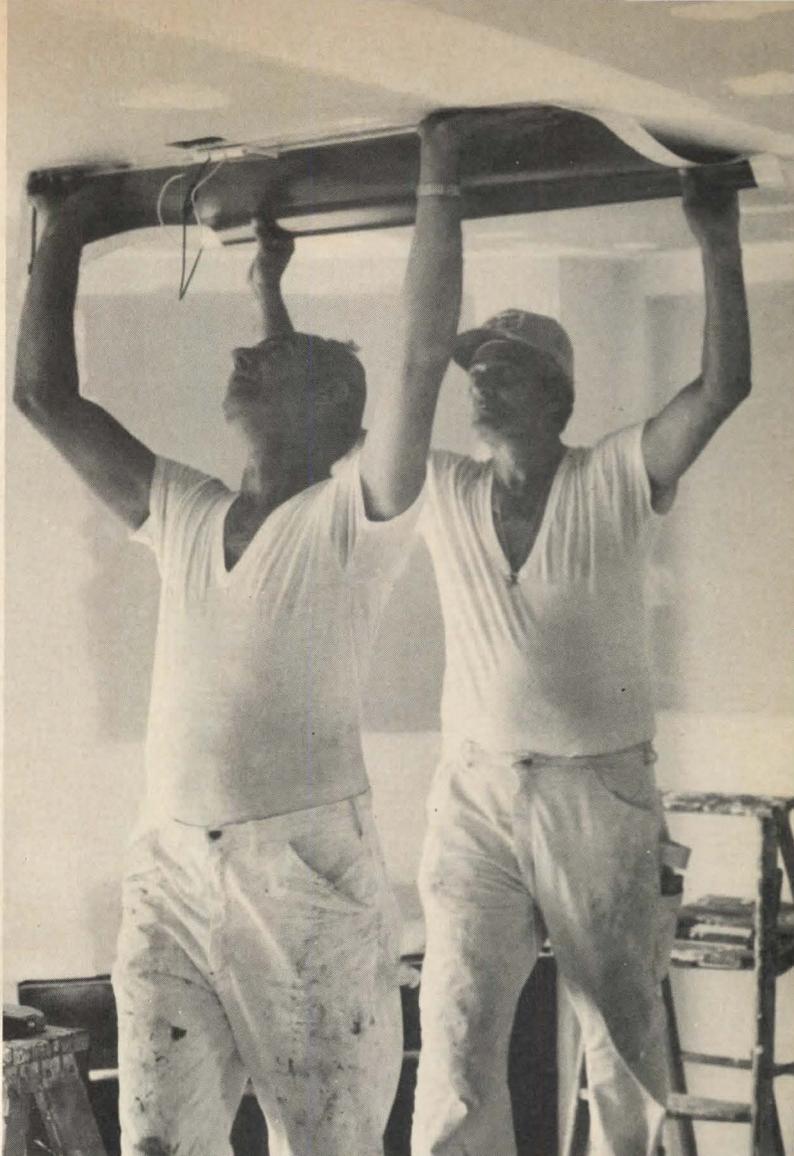


# PRODUCTS

Doors/windows 98  
Kitchens 100  
Kitchens 102  
Lighting 104  
Lighting 106  
Lighting 108



1. Preparation: Adhesive is applied.



2. Alignment: Panel is readied for positioning.

## Lightweight heating panels go

Fast, easy installation (a panel can go up in as little as four minutes) is just one advantage of Energy-Kote™ radiant heating panels.

The low-wattage (per sq. ft.) ceiling panels eliminate the need for furnaces, ducts, tanks, pipes and registers. They cost \$46-\$167 per panel, weigh less than two lbs., aren't noticeable when installed and require little, if any, maintenance. As a plus to the homeowner, they reach full operating temperature in two minutes.

### Where can they be installed?

Anywhere in new or retrofit jobs—single and multifamily housing, and in non-res.

Over 1,500 of the panels are

presently being installed at The Highlands, a community of 128 \$57,000-\$65,000 townhouses which opened last month in Laurel, Md. Builder Mike Feld says that using the panels saves \$300 to \$400 per unit in material and labor costs for drywall, ductwork and framing. Feld is so confident the panels will work that the townhouses are being built without backup heating systems.

Feld says installation is no problem. "Our own subs did the job," he says.

**What are Energy-Kote™ heating panels?** They're thin, rectangular sheets constructed of a polyester film laminate. A patented electrically conduc-

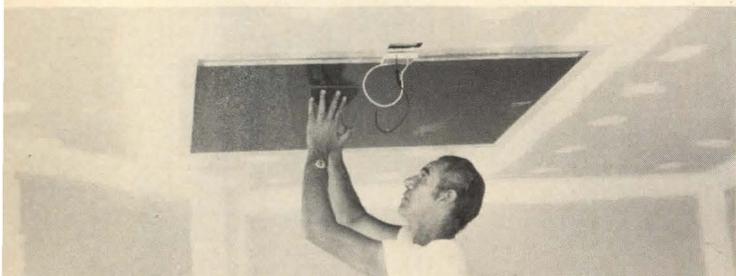
tive coating sandwiched between two layers of the polyester film converts electric current into thermal energy.

**What else should you know about them?** They are available in three varieties. Flexible (for residential use) and rigid (for industrial use) panels are .005" thick, and come in 2' x 4', 4' x 4', and 4' x 8' sizes. Drop-in panels (for suspended ceilings) are 1 1/8" thick and come in a 2' x 4' module. They plug into ceiling junction boxes: Some operate on 110/120v circuits; others on 220/240v.

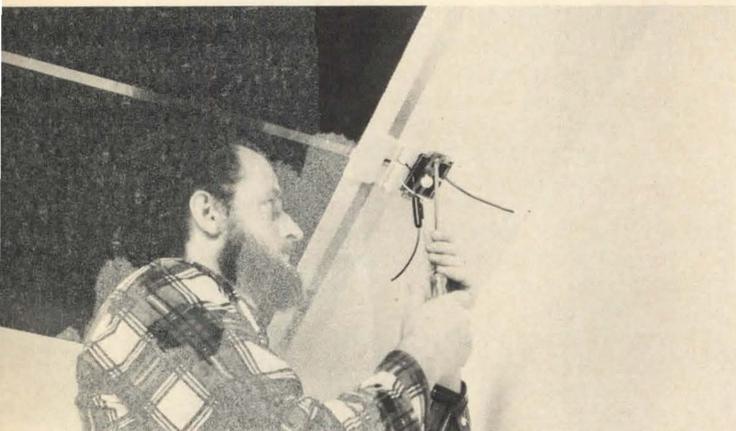
Panels operate at 130°F-140°F. Wiring is limited to two short lines (attached to one panel edge) that connect



3. Installation: Aligned panel is bonded to ceiling.



4. Refinement: Leveled panel is smoothed with scraper.



5. Hookup: Panel wires are connected to junction box.

## up like wallpaper

to the junction box.

One 4' x 8' panel will heat an area of approximately 150 to 175 sq. ft., depending on the heat-loss factor involved. Panels must be installed separately, but where multiples are required, two or more panels can be hooked to a common thermostat.

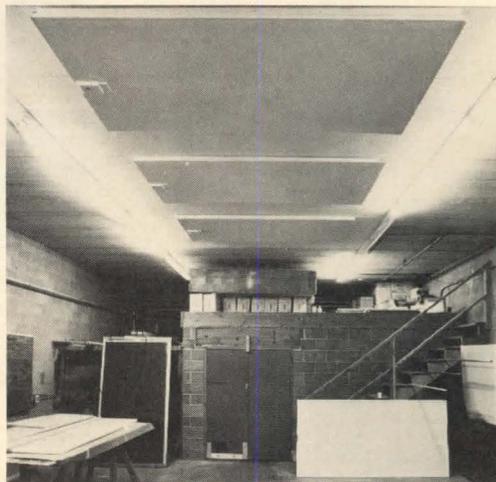
Energy-Kote™ heating panels have been approved by MET Electric Testing Lab, a nationally recognized independent testing laboratory based in Baltimore. And Underwriters' Laboratory (UL) is ready to begin testing. Austin Weatherell, engineering group leader at UL, says tests will involve fire casualty and shock hazard.

To test the energy efficiency of the panels, Potomac Electric Power Co. (PEPCO) compared them with a conventional electric resistance forced-air heating system in two bays of an existing warehouse. The objective: to heat each bay to 70°F. In three test runs, nine Energy-Kote™ panels in one bay (photo right) used 31% to 35% less electricity than the conventional system in the other bay.

The panels are currently being edged into national distribution. Builders interested in obtaining them now should contact the manufacturer. Thermal Ventures, Kensington, MD. Circle 200 on reader service card



**Finished application:** Heating panel blends into rest of ceiling when painted over, as shown above. Only junction box is visible.

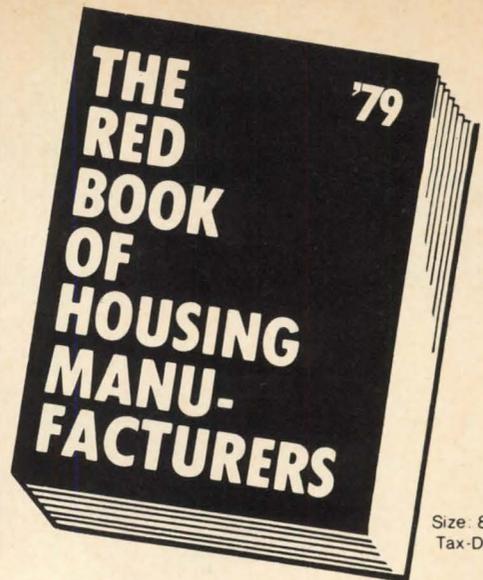


**Warehouse bay (above),** with 13½' ceiling, maintained a constant temperature when heated with drop-in radiant ceiling panels.

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At Majestic, we don't like the idea of paying for unnecessary parts any more than you do. That's why we're pioneering the development of modular built-in fireplaces.

Take our ENERGY SAVING™ fireplace for example. This heat recirculating fireplace will deliver approximately 100% more heat than a conventional built-in fireplace. The unit's efficiency can be increased substantially by adding optional kits.

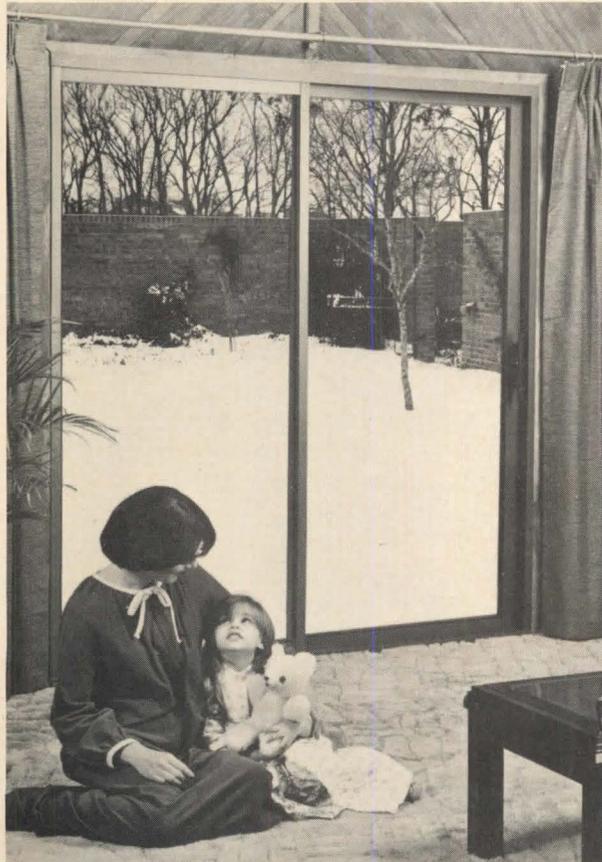
Like our Outside Air Kit, which provides outside air (rather than warmed room air) for combustion. Or our beautiful Glass Enclosure Kit (that minimizes heat loss). And more. The point is, you don't have to buy what you're not going to use.

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**Wood patio doors (above)**, with double weatherstripping, feature 1'' double-glazed tempered insulating glass with a 3/8'' air space between panes. Northern Sash & Door, Hawkins, WI. Circle 218 on reader service card



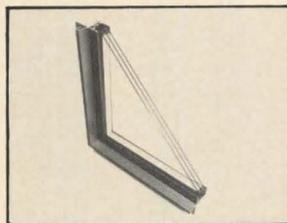
**Sliding glass door (above)** features 1'' insulating glass and a polyurethane thermal barrier. Doors are also available in a three-panel configuration. Howmet Aluminum, Dallas, TX. Circle 219 on reader service card



**Storm/screen window (above)** will fit over almost any available modular-size double-hung window. Wooden-framed unit is suitable for retrofit and new construction. Biltbest, Ste. Genevieve, MO. Circle 220 on reader service card

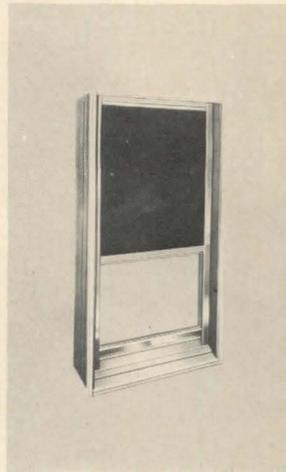


**Double-hung window (above)** features weatherstripping and 3/8''-thick glass. Storm/screen window's glass is sealed into a metal frame with marine-type wraparound vinyl glazing. Season-All, Indiana, PA. Circle 221 on reader service card



**Window cutaway (left)** illustrates makeup of triple-glazed insulating window. One-inch-thick window consists of three panes of 1/8'' glass separated by two 3/16'' air spaces. Viking, Portland, OR. Circle 222 on reader service card

**Single-hung window (right)** is for retrofit applications. Insulating glass is available for the lower operable sash. Tilt-in sash allows easy cleaning from the inside. Louisiana-Pacific, Barberton, OH. Circle 223 on reader service card



**Basement window, "Therma-Snap" (below)**, clicks into place. Inner and outside extruded aluminum frame are separated by a nonconductive vinyl thermal barrier. Window is glazed with insulating glass. Miromel, Akron, OH. Circle 224 on reader service card



# Board and batten made easy.

## New Weldwood Long Ridge Siding

You know your customers like the look of board and batten siding. But you also know what it costs in time and money. With new Long Ridge™ siding from Champion Building Products, you can give your customers what they want, without the bother or expense.

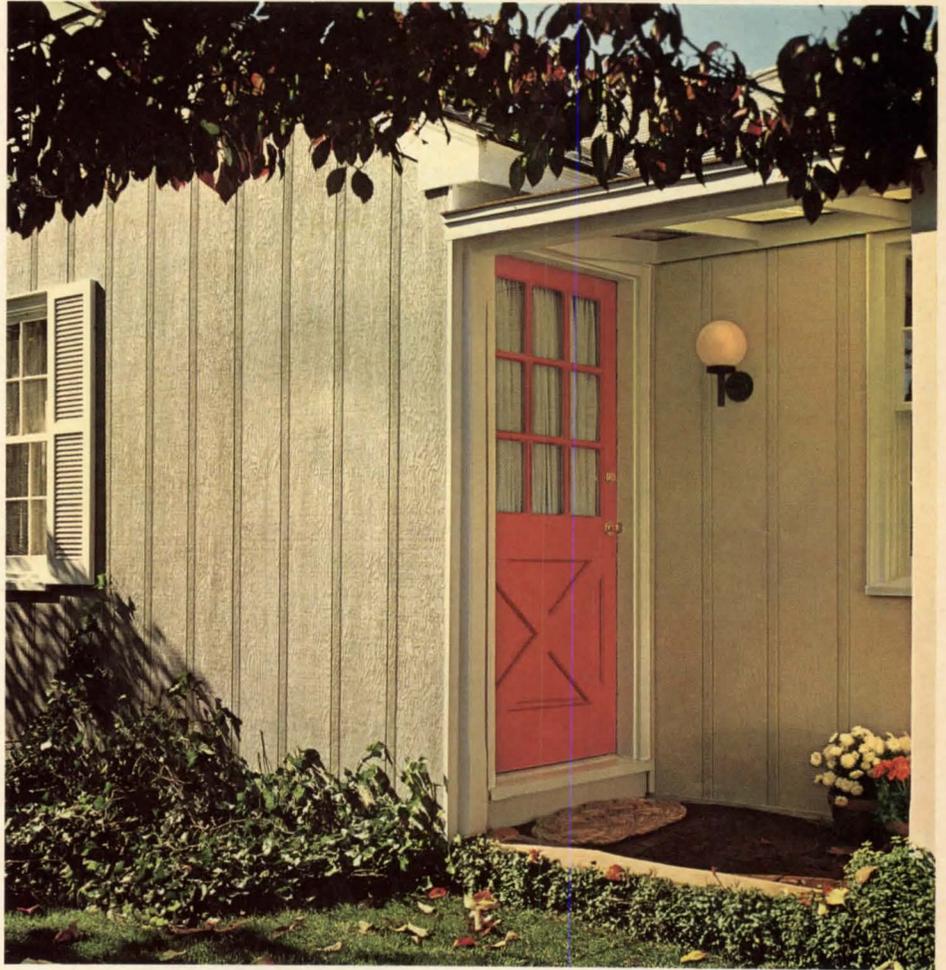
Long Ridge is easy because it has the look of "boards" separated by striated "battens," all on large uniform panels. They go up fast, directly to studs, without corner bracing, or over sheathing. Using only common carpentry tools.

And because Long Ridge is a textured hardboard siding, it's built to take sawing with no chipping of edges. And it takes nailing with less splitting, without pre-drilling.

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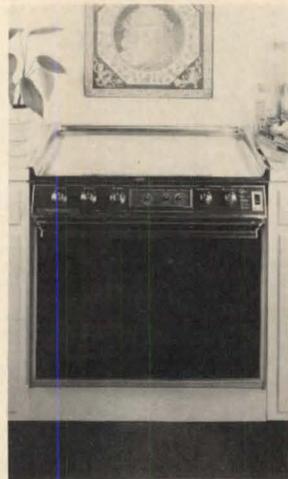


**Maple chopping block (above)** fits into the top drawer of a base cabinet. Board rests on extension drawer glides that support up to 100 lbs. Unit lifts out and can be placed on a countertop. Quaker Maid, Leesport, PA. *Circle 242 on reader service card*

**Smooth-top range (right)** features a ceramic glass cooktop. "Lustra Clean" self-cleaning oven cycle operates up to three hours. Oven also has a low-wattage "Slo/Cook" switch for crockery-style cooking. Modern Maid, Chattanooga, TN. *Circle 244 on reader service card*



**Washerless cartridge (above)** has a swivel disc design. Water flow is constant and uniform under high or low pressure. Central Brass, Cleveland, OH. *Circle 243 on reader service card*

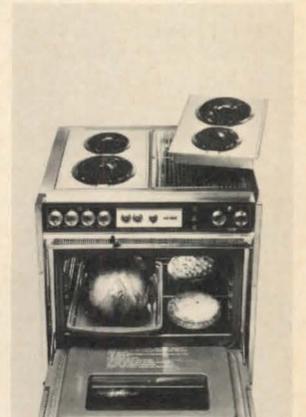


**Space-saving dishwasher (above)** fits into 36" of space under a special 6" double-bowl sink with a disposer. Unit features four cycles, including a short wash with an energy-saver dry cycle. Appliance can be installed on a single 20-amp circuit. General Electric, New York City. *Circle 246 on reader service card*



**Built-in dishwasher (above)** features two spray arms and a porcelain tub and door liner. An energy-saver switch allows the use of air drying. Door panels are available in coffee and avocado. Tappan, Mansfield, OH. *Circle 245 on reader service card*

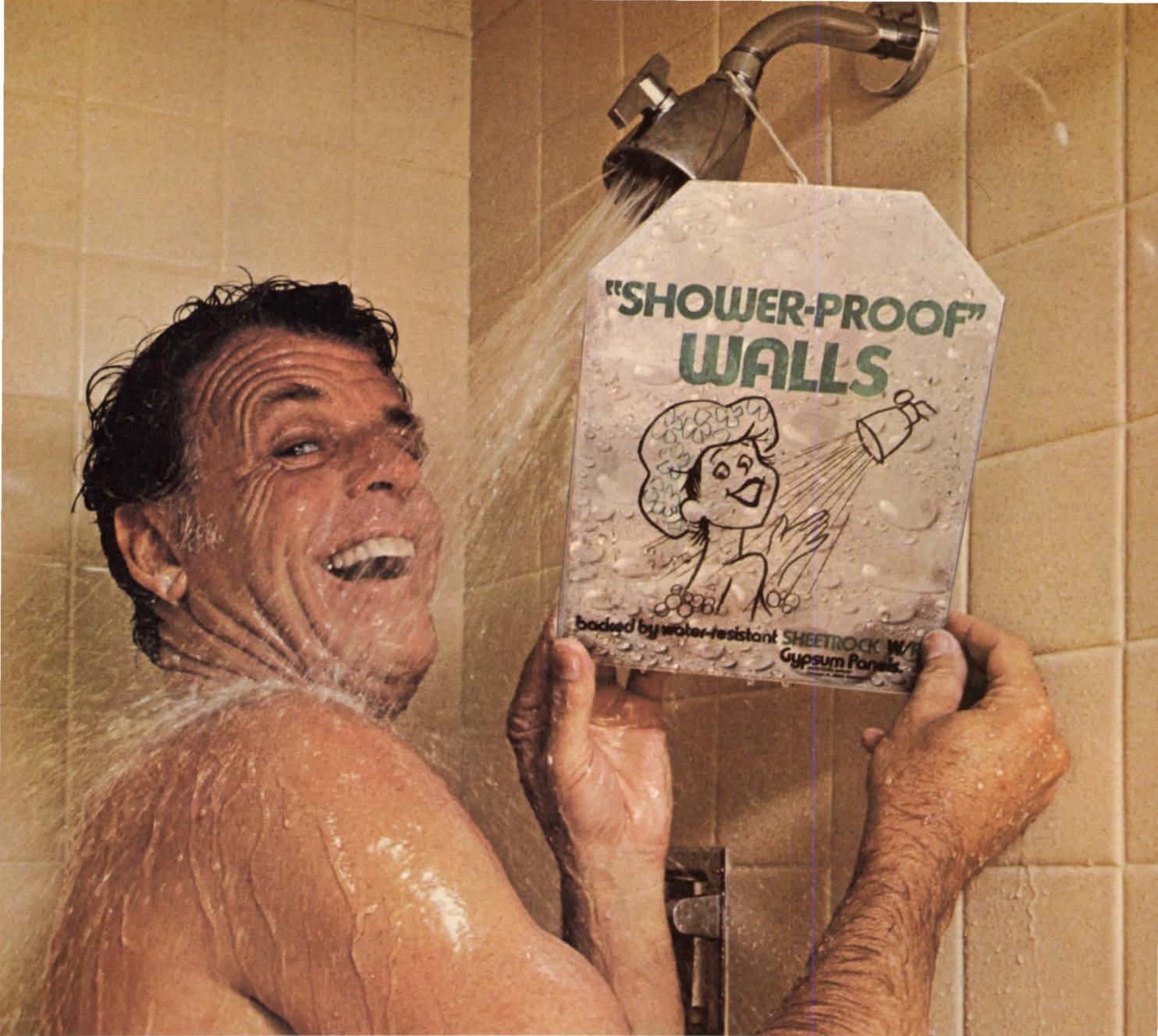
**Full-size oven (right)** installs drop-in, set-in or freestanding. Unit features a convertible barbecue cooktop. Griddle and rotisserie options are also available. Interior is 18" deep x 16" high x 24" wide. Dacor, Glendale, CA. *Circle 247 on reader service card*



**Water-saving outlets, "Econo-Flo" (above)**, reduce volume to 1/2 or 3/4 gals. per minute. Units screw into the faucet spout. Outlets are available with male or female threads and in vandal-proof construction. Chicago Faucet, Des Plaines, IL. *Circle 248 on reader service card*

**Electric cooking system (right)** features a smooth-top range and a 1.21-cu.-ft. turntable microwave oven. Microwave has temperature probe cooking, five-setting variable cooking and a 60-minute digital timer. Sharp, Paramus, NJ. *Circle 249 on reader service card*





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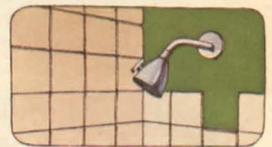
**SHEETROCK®**W/R Gypsum Panels in back of your wall tile help enhance your hard-earned reputation for quality—give your staff a telling sales point to make about your bathrooms—any high moisture areas in your homes.

These protective panels are water-resistant all the way through. The multi-layered face and back paper is chemically-treated to shed moisture—even the solid center core is water-resistant! You'll find this an especially meaningful advantage to both first and second-time home buyers.

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**Aluminum roof fan** (above), for range hood ventilation, moves 1,000 cu. ft. of air per minute. Unit features a 1/2 hp ball-bearing motor with automatic reset thermal protection. NuTone, Cincinnati, OH. *Circle 234 on reader service card*



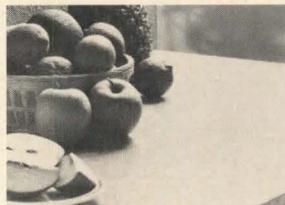
**Electric microwave/range** (left) has a microwave oven that remembers two programs and cooks over three hours without resetting. Unit features two digital clocks that tell time of day and microwave cooking time. Magic Chef, Cleveland, TN. *Circle 235 on reader service card*



**Modular "Sunrain Oak" cabinets** (above) are available in 15', 18', 24' and 30' heights, and in widths from 9' to 48'. Cabinets feature brushed loop hardware. Long-Bell, Portland, OR. *Circle 237 on reader service card*



**"Tilt-Ice" dispenser** (above) offers easy access to ice cubes without opening the freezer-compartment door. Ice-cube bin, which has a 10-lb. capacity, can be pulled out when bulk quantities of cubes are needed. Ice maker refills up to five lbs. of cubes per day. Whirlpool, Benton Harbor, MI. *Circle 236 on reader service card*



**High-pressure plastic laminate, "Glaze"** (above), is suitable for kitchen countertops. Material is available in color tones of solar and almond. Exxon, Odenton, MD. *Circle 238 on reader service card*



**Countertop microwave oven** (above) has a browner element and a cook-and-defrost cycle. Unit can be set for approximately 1 1/2 hrs. of cooking time. Thermador, Los Angeles. *Circle 239 on reader service card*



**Microwave oven, "Model MQ5500"** (above), can perform two operations—such as cooking and defrosting—at the same time. Quasar, Chicago. *Circle 240 on reader service card*

**Freestanding chef's center** (left) includes a microwave oven, a self-cleaning conventional oven and a surface cooktop. Hot-point, New York City. *Circle 241 on reader service card*



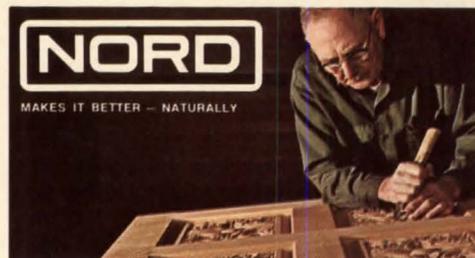
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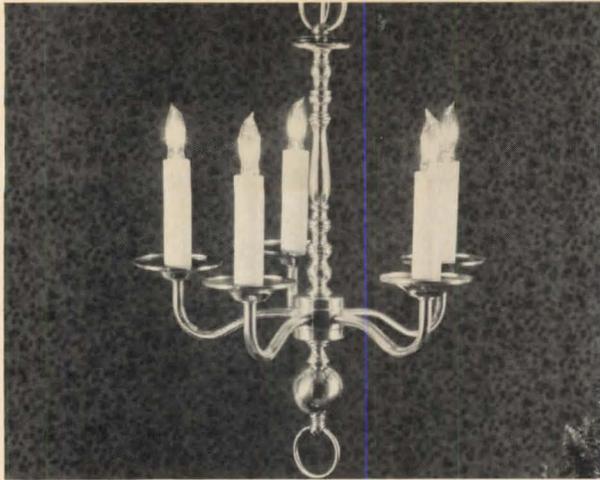
When it comes to making master-crafted architectural spindles, no one does it better than Nord. Whether our spindles are used as a major design component, or as a decorative accent, Nord spindles add the flair that says quality.

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**Handcrafted chandelier** (above) is available in pewter and polished or antique brass. Unit is 10'' wide  $\times$  15½'' high and comes with a 36'' matching chain. Wasley, Plainville, CT. *Circle 209 on reader service card*



**Six-light chandelier** (above) is made of polished brass. Unit is available in 18'', 23'' and 30'' diameters. Progress, Philadelphia, PA. *Circle 213 on reader service card*

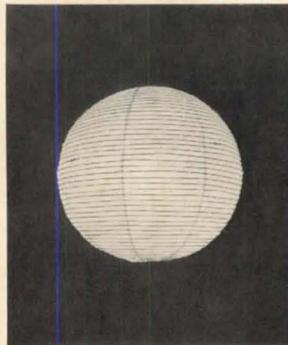


**Wall-mounted double lights** (left) are bell-shaped. Pewter-finished lights are also available in a pair of single wall-mount lights and in a double-swag light. Miami-Carey, Monroe, OH. *Circle 210 on reader service card*

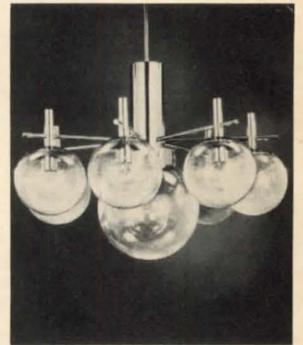


**Pendant lighting fixture** (left) is available with a white or black opaque dome. Unit uses 20w or 22w fluorescent bulbs. Home-Vue, Conyers, GA. *Circle 214 on reader service card*

**Durable lamp** (right), made from extra-strong paper, is available in sizes ranging from 12'' $\times$ 11'' to 48'' $\times$ 49''. Kovacs, New York City. *Circle 211 on reader service card*

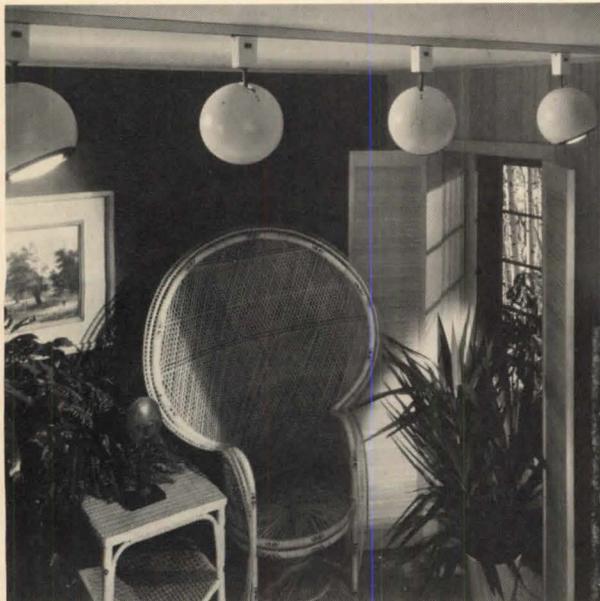


**"Lite Spheres" chandelier** (right) is available with a polished nickel or polished brass finish. Feldman, Los Angeles, CA. *Circle 215 on reader service card*



**Post lantern** (below) features a glass cage with beveled edges and brass channels. Unit is 21¼'' high. Lightcraft of California, Cincinnati, OH. *Circle 216 on reader service card*

**"Premier" track lighting system** (below) features tiny power cubes which join tracks in a number of configurations. Thomas, Louisville, KY. *Circle 212 on reader service card*



**Classpak™ luminaire**, shown as a floor lamp (above), is a HID lamp. An incandescent lamp turns on until the HID lamp is operating at 50%-60% of its full intensity. Unit can also be ceiling-mounted. Johns-Manville, Denver, CO. *Circle 217 on reader service card*

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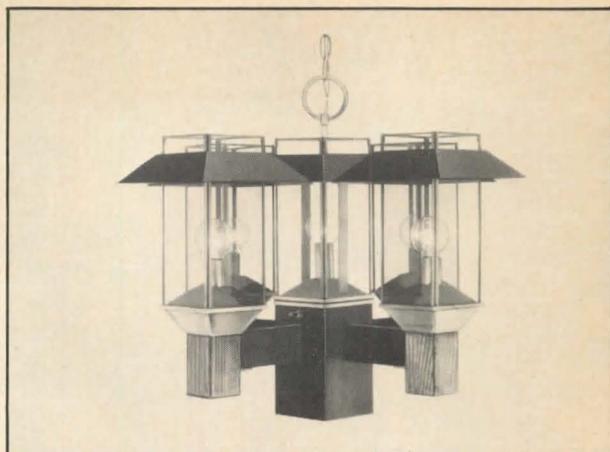
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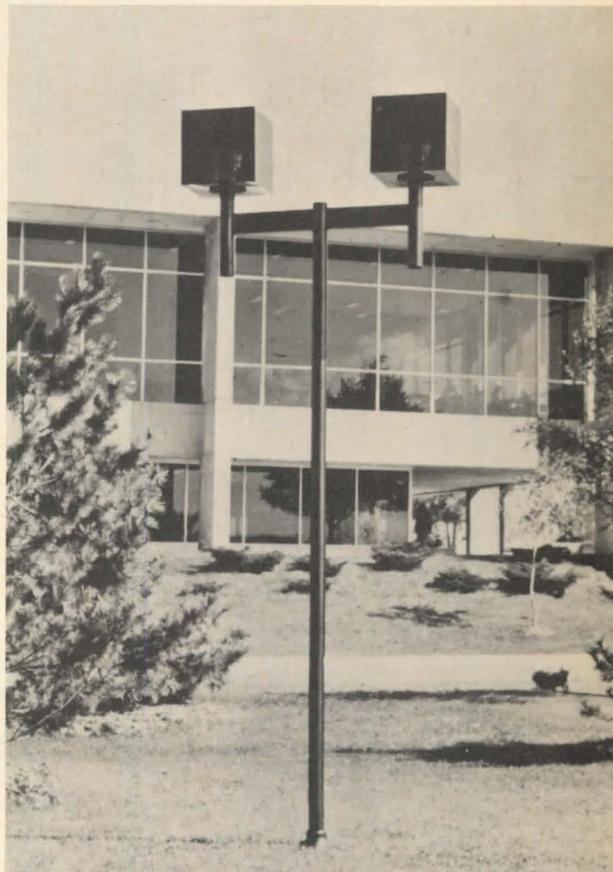
## LIGHTING



**"Tower of Glass" chandelier** (above) has a dimmer control for the "up" lights and another control for the downlight. Halo, Elk Grove Village, IL. Circle 201 on reader service card



**Tubular table lamp** (right) rests on a 7" diameter chrome disc base. Fixture houses a 60w "T" bulb. Architectural Supplements, New York City. Circle 202 on reader service card



**Outdoor light fixture** (above) is suitable for walkways, paths or parking areas. Cast aluminum unit is factory wired for fast installation. Hubbell, Christiansburg, VA. Circle 203 on reader service card

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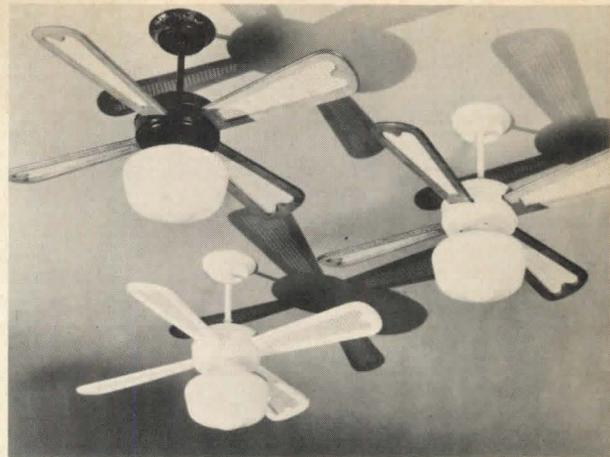
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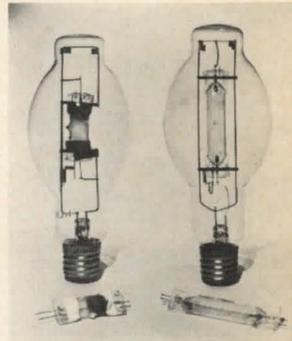


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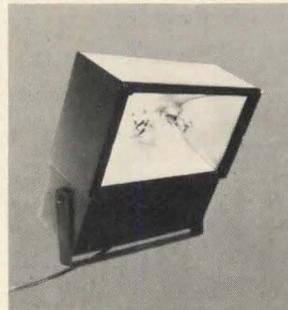
## LIGHTING



**“Little Fannie” ceiling fixtures** (above) feature wooden blades with cane inserts. Units come in black, white and yellow. A&G, Oceanside, NY. Circle 204 on reader service card



**Metal halide 300w bulb** (right) is designed to operate on the same ballast as the 400w mercury vapor bulb (far right). Westinghouse, Bloomfield, NJ. Circle 205 on reader service card



**HID floodlamp** (above) is made of heavy-gauge extruded aluminum. Reflector is available with a specular or diffuse surface. Keene, Union, NJ. Circle 207 on reader service card

**HID lamp** (below) is for use in large indoor areas, such as auditoriums. If the outer glass breaks, a spring-loaded switch (magnified) will immediately shut off the lamp. GTE Sylvania, Stamford, CT. Circle 206 on reader service card



**Electromagnetic ballast** with an improved circuit design (above) is used in the Maxi-Miser™ II lights. Each lamp provides illumination equivalent to a conventional 40w bulb, yet averages 19% less watts. GE, New York City. Circle 208 on reader service card

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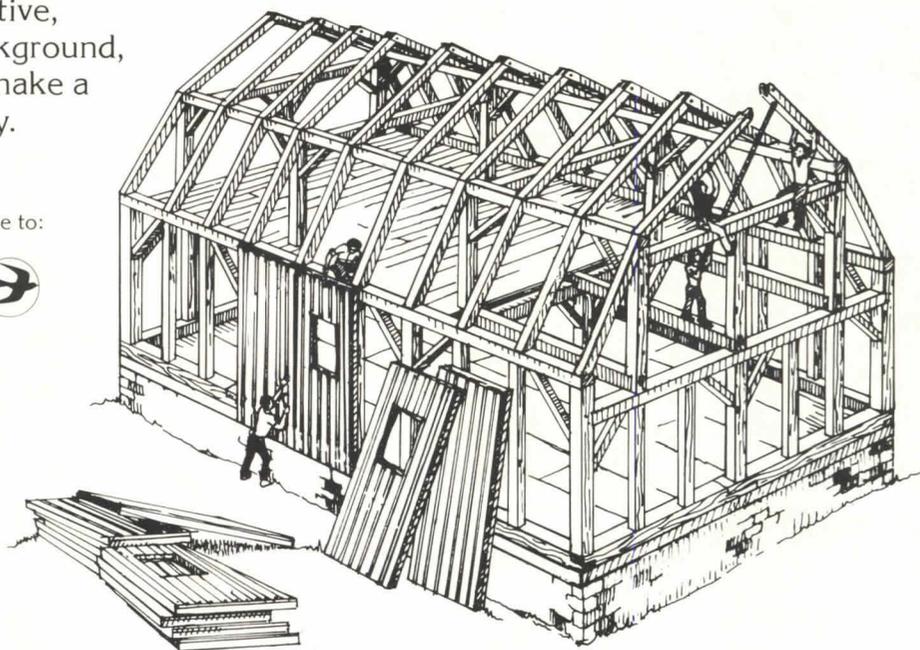
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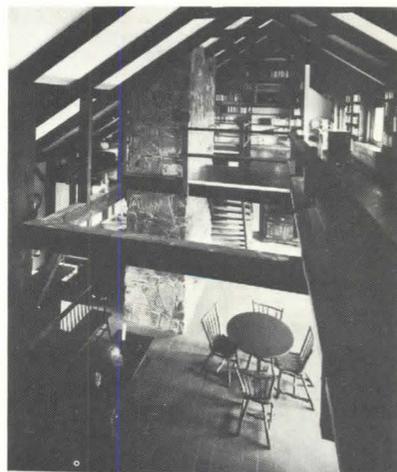
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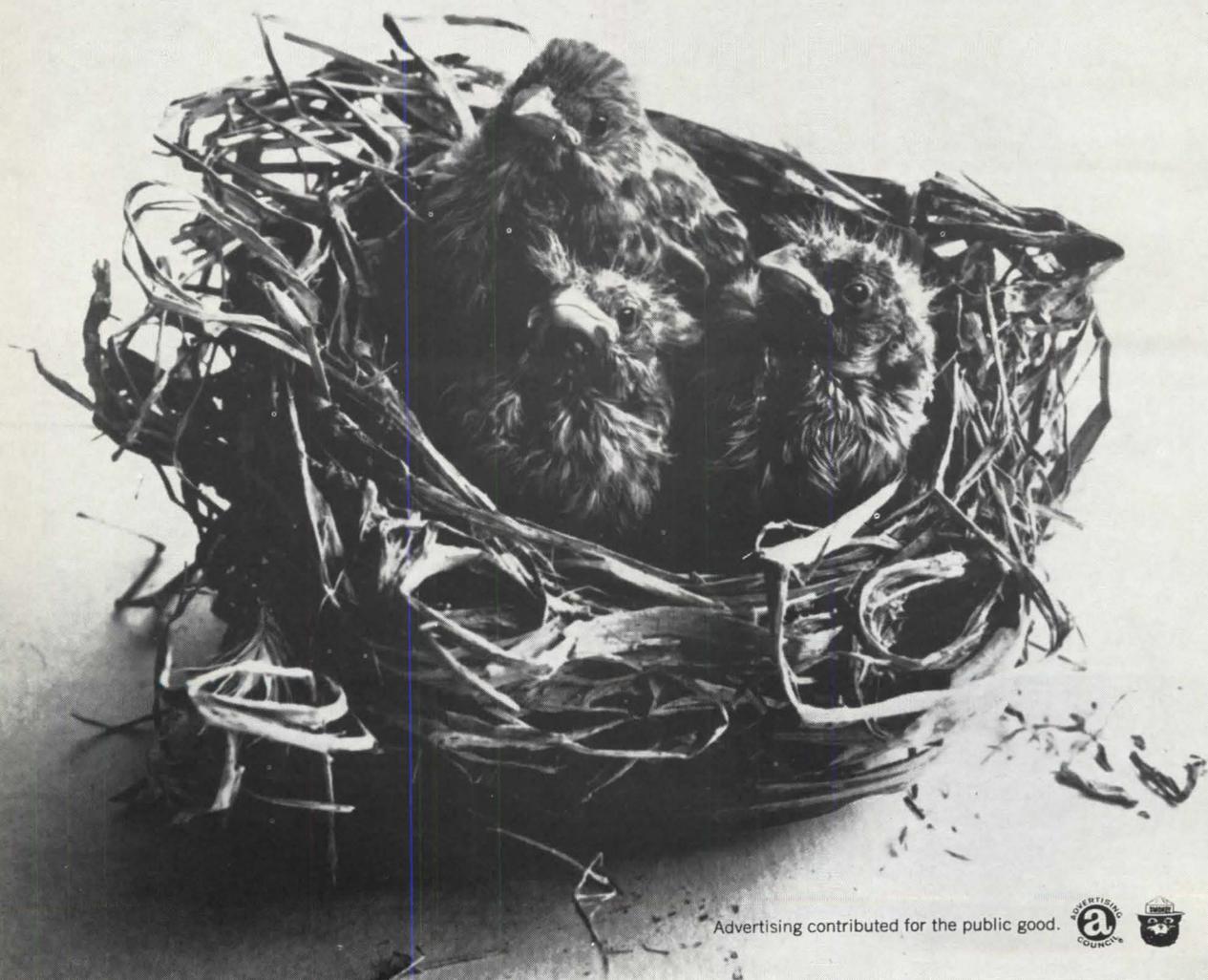


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Mr. Kelley is the author of "Cost, Rent and Profit Computer: Rental Apartments," published by HOUSING Press, and of "Practical Apartment Management," published by the Institute of Real Estate Management.

# a housing briefing

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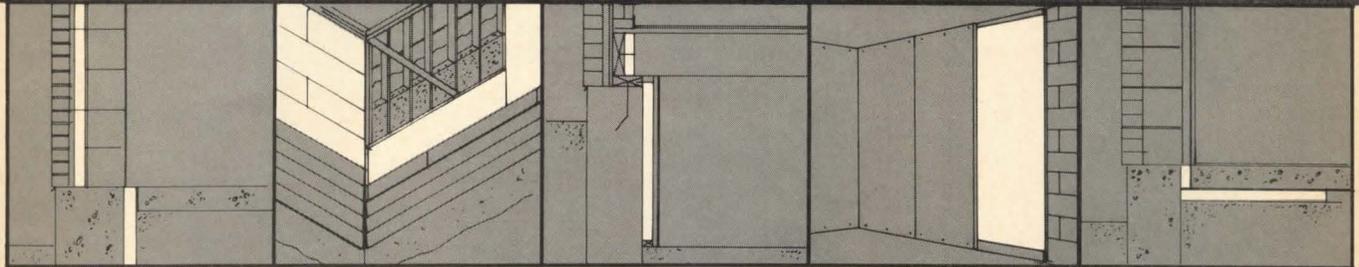
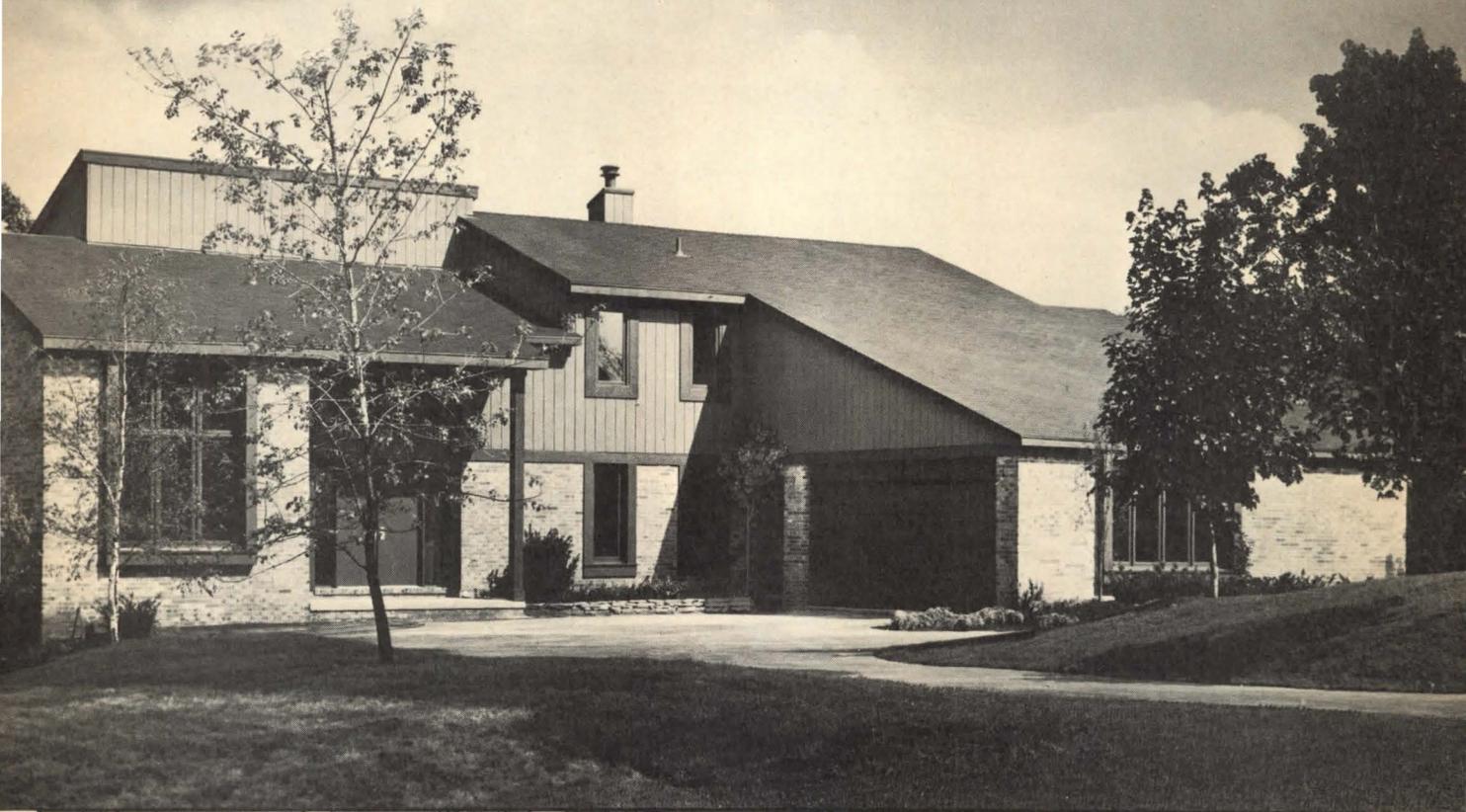
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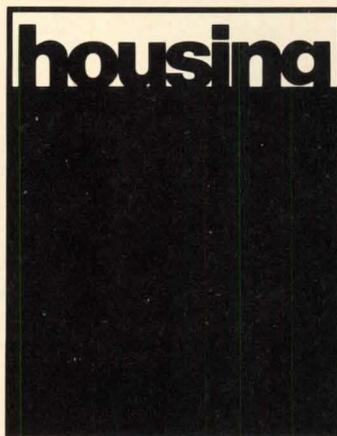
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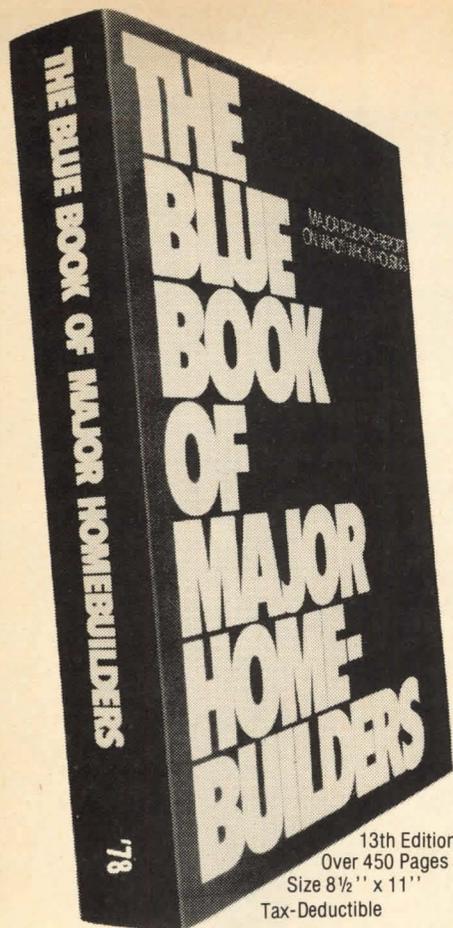
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A 16-page full-color brochure focuses on **energy-efficient heating/cooling systems**. Illustrations, photographs and features are included for a range of products in the line. Friedrich, San Antonio, TX. *Circle 301 on reader service card*

Two brochures are offered: one on installed **electric heat units** (full-color) and the other on **ventilating and circulating fans**. Each gives information on the entire line. The latter brochure describes data on the "Original Olde Tyme Ceiling Fan." Available for

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**Energy-saving electric radiant heating panels** can be used for total heating, supplemental heating or as backup for solar, according to an eight-page brochure. Specifications, diagrams and installation instructions are provided. Cutaway drawing of a panel is included. Aztech International, Albuquerque, NM. *Circle 302 on reader service card*

A four-page brochure claims that Vent-A-Matic® **power attic ventilator** reduces cooling costs and conserves energy. The complete line of ventilators is discussed, with photographs. Butler Ventamatic, Mineral Wells, TX. *Circle 303 on reader service card*

How the **Plen-Wood home heating and cooling system** conserves energy and cuts construction costs is the topic of "The Plen-Wood System," a 22-page booklet published by the NAHB Research Foundation. It also discusses the system's adherence to

codes and construction features. Detailed diagrams and explanatory notes are included. American Plywood Assn., Tacoma, WA. *Circle 304 on reader service card*

Heating with a touch of nostalgia—**antique stove reproductions**—is the subject of a new brochure. Six cast-iron "Coronet Stoves" are depicted; among them "The Franklin," "The Potbelly" and the "Box Heater." A section on accessories is also featured. Mundo, Burlingame, CA. *Circle 305 on reader service card*

### Films on loan

The topic is solar energy. And the films can be borrowed—without cost—from the National Solar Heating and Cooling Information Center. Subjects include: solar installation procedures; firsthand experiences of builders who construct solar houses; and financing details from lenders. For more information, contact Diane Cavallo, Datalog, Chilton Co., Radnor, Pa. 19089, or call (215) 687-8200.

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Because whether you're a small or large builder, today's skyrocketing costs mean you simply can't afford to miss your market

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And because if you haven't trained your salespeople—or your Realtors—to sell your particular product, you can't expect them to sell effectively

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- How to develop successful sales/marketing strategy
- How to create an effective sales environment
- How to select the right sales people for your program
- How to train those people to sell your homes

**You'll learn to develop special techniques for selling specific buyer groups, including . . .**

- The first-time buyer
- The family move-up buyer
- The family move-down buyer
- The single buyer
- The empty nester
- The retirement buyer
- The resort-home buyer

**You'll explore the advantages of builder/Realtor cooperative sales programs and how to set them up. Specifically, you'll learn . . .**

- How to establish a successful builder/Realtor relationship
- How to execute builder/Realtor agreements
- How to operate equity trade-up programs
- How to determine compensation and incentives
- How to develop a comprehensive training program
- How to simplify builder/Realtor forms and systems

**You'll review these basic skills and techniques as they apply to market-oriented selling**

- Qualifying prospects
- Building perceived values
- Handling objections and serious questions
- Creating a sense of urgency
- Closing the sale
- Preventing cancellations
- Building referrals

**And you'll have ample opportunity to discuss all these subjects, plus your own particular concerns, with Dave Stone and your fellow students in both formal and informal sessions**



Dave Stone's expertise in real-estate sales and sales management comes from years of on-the-job experience. He began his career as a homebuilder and salesman, then served as General Manager of Stone & Schulte, a realty firm that represented some of the most successful homebuilders in Northern California. He is currently President of The Stone Institute, a marketing and sales consulting firm with both building and realty clients in all parts of the country.

In the past few years, Dave Stone has been widely hailed as homebuilding's leading teacher of sales management. He has lectured to more than 100,000 builders, sales executives and salespeople, many of them at Housing's seminars. He has produced training films and tapes for the housing and real-estate industry, and has authored nine books on real-estate sales—among them the best-selling "How to Sell New Homes and Condominiums," published by House & Home Press.

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**Special seminar features**

An early-bird brainstorming session where Dave Stone will discuss individual problems

A comprehensive workbook that will serve as a permanent reference guide

Detailed sales-training schedules

Checklisted management-systems forms that you can apply to your own operation

A personally developed management-action plan for ideas and programs that you can begin to implement immediately

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# a housing seminar

# Market-oriented sales management

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## Seminar fee \$395

The full registration fee is payable in advance, and includes all luncheons, workbooks and other meeting materials.

## Seminar hours

Registration starts at 8:30 a.m. the first day. Programs run from 9:00 a.m. to 5:00 p.m., with a special optional brainstorming session beginning at 7:30 a.m. the second day.

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Housing Magazine does not make individual room reservations for seminar participants, but we have arranged with the hotels to hold a limited block of rooms for our attendees. You can reserve your room at the Four Seasons in Toronto by calling (416) 964-0411; at the Hyatt Regency in New Orleans by phoning (504) 561-1234; and at the Hilton in Scottsdale by phoning (602) 948-7750.

Be sure to say you are attending the Housing Magazine seminar to identify yourself with our group. This will assure you of the special room rate. In most cities space is limited so please make your reservations as early as possible.

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An income tax deduction is allowed for expenses of education (includes registration fees, travel, meals, lodgings) undertaken to maintain and improve professional skill. See Treasury regulation 1.162-5 Coughlin vs. Commissioner 203F. 2d307.

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# Enter the 1979 HOMES FOR BETTER LIVING AWARDS PROGRAM

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The American Institute  
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and the editors of  
Housing Magazine



**Eligibility:** Any house or apartment building in the United States or its possessions built since January 1, 1976 and designed by a registered architect is eligible. Entries may be submitted by any architect, builder, developer or owner.

**Entry categories:** Custom-designed houses — one-of-a-kind detached houses, designed for private clients including year-round and vacation houses and remodelings and additions.

Merchant-built houses — single-family detached houses for sale or rent including vacation and year-round, promotional and zero-lot-line houses and remodelings.

Multifamily housing — apartment buildings: Attached housing such as townhouses, duplexes, triplexes and fourplexes. Multi-building projects including PUDs and sections of PUDs.

Remodelings must take in the whole structure. Custom additions to a detached house must be tied into the original design of the house. No single room or single apartment remodelings are admissible. Redecorations are not admissible. Changes must be structural. Photos of both before and after construction will be required for judging. All categories include modular housing.

**Registration: Fee:** \$50 per entry. **Deadline:** registration forms postmarked by midnight, October 31, 1978.

**Submission of material:** A spiral binder — color coded to project category — will be sent to each registered entrant in December, 1978. This should be filled with sufficient photographs and plans to illustrate the design. Detailed instructions will be included in the binders. **Deadline:** submissions postmarked by January 31, 1979.

**Judging:** Will be held on March 13 & 14, 1979 at the American Institute of Architects headquarters in Washington, D.C. The panel will consist of outstanding architects, housing industry leaders and editors of *Architectural Record* and *Housing*. There are two types of awards: First Honor Awards and Awards of Merit.

**Winners:** Will be notified immediately after judging. Award certificates will be presented and slides of winning projects will be displayed during the 111th annual convention of the American Institute of Architects, June 3-7 in Kansas City, Mo. Winners will be expected to provide AIA and *Housing* with slides of winning entries, and will be charged a \$25 fee by AIA for production of the annual award-winner presentation at the convention. Winning binders will not be returned.

**Conditions:** Entries must be approved by all parties concerned. The Entrant represents that he is the sole proprietor of all rights in and to the material, illustrations and photographs submitted; that such items are free from copyright restrictions that would prohibit publication by *Housing*; that Entrant hereby grants to *Housing* the right to publish such material, illustration and photographs at such times and in such manner as *Housing* shall determine, and agrees to indemnify and defend *Housing* from any claims arising out of or in connection with any such publication by *Housing*. The Identification sheet (white) must be signed to validate your entry.

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Architect name \_\_\_\_\_

Street, city, state, zip \_\_\_\_\_

Project name & location \_\_\_\_\_

Entry submitted by \_\_\_\_\_ (Name of person to whom correspondence should be addressed) (Phone) \_\_\_\_\_

Company and address \_\_\_\_\_

Check appropriate company category(ies) Builder  Architect  Developer  Owner

H 10/78

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Mail to: Dept. HFBL, Housing,  
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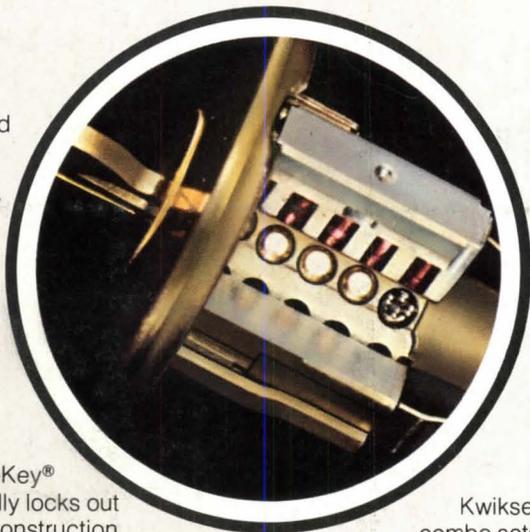
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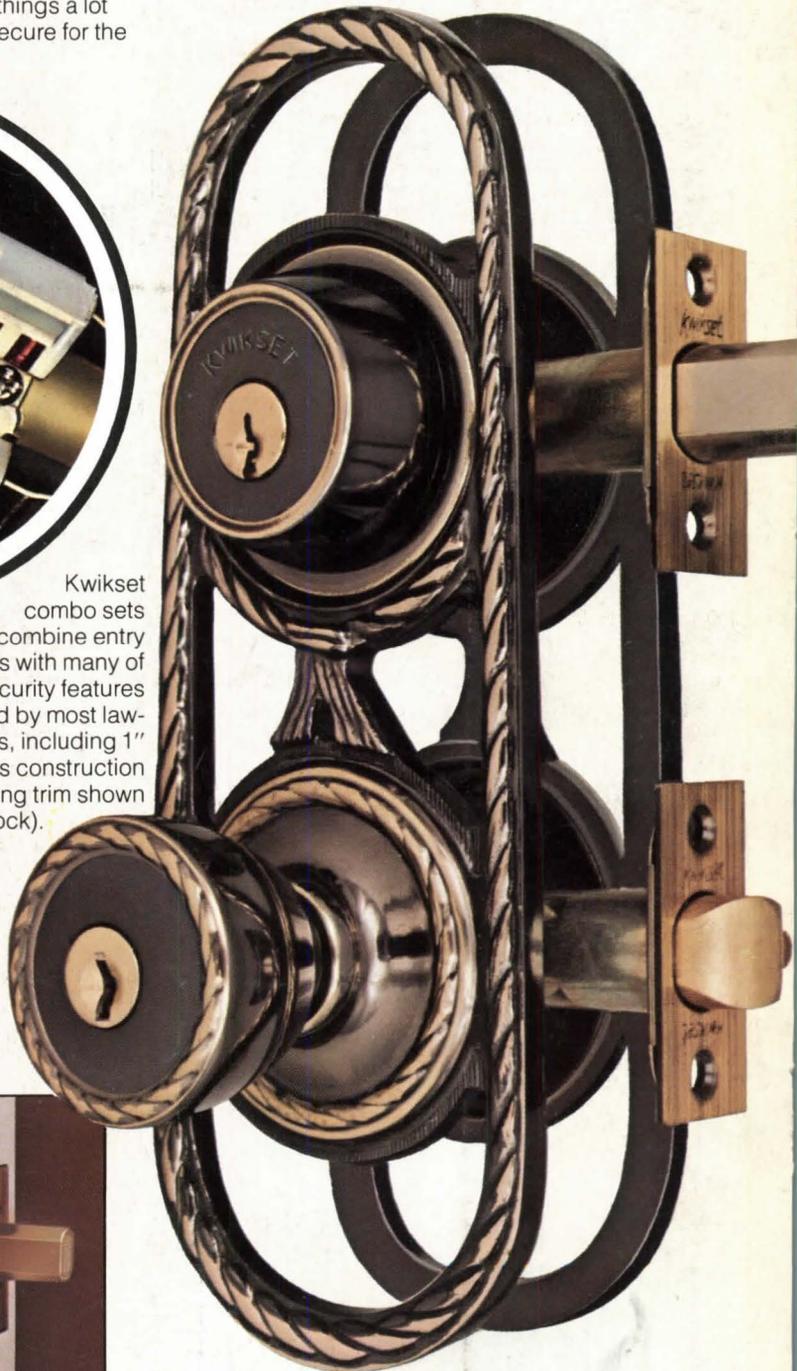
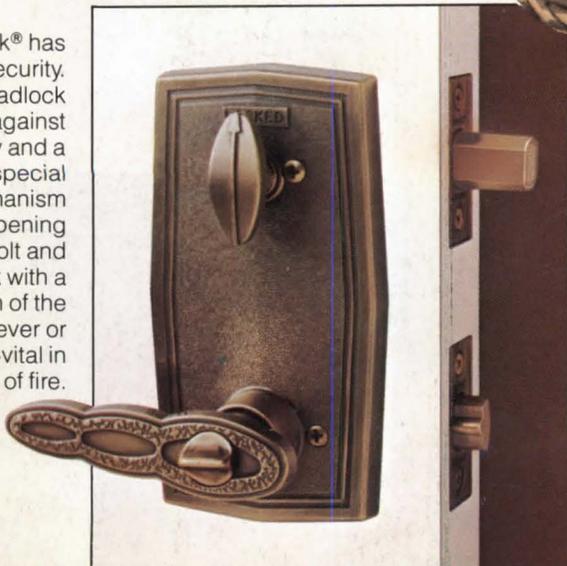


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