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a Mediterranean home
that satisfies clients
inside and out*

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Top 100 products

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I've attended IBS for at least the last 20 years. The educational programming is invaluable. The ability to see new products firsthand is an important aspect of my business. And I'm always learning something new from the show's expert presenters — some are incredible motivational speakers.

— Barry Glantz
President, Glantz and Associates Architects, Inc.

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inspiring architects and custom builders

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Competitive spirit

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Competition is good. It makes us better at our jobs, forces us to learn new practices, and helps businesses evolve. But it's also important to know when to put the competitive spirit aside and take advantage of our network. With this approach, attend conferences, seminars and cocktail events with an open mind.

Isn't the reason you attend the International Builders' Show and similar events because you want to learn? What better way to learn about new tools than from those who understand what you're going through? And don't forget it goes both ways. Share your experiences with your peers, and help them to understand a tool you've used.

By partnering together on the Goven Residence, Peterson and Calvis Wyant had to communicate with each other. If the builder needed more detail in the design, Peterson shared that information. And if Peterson needed to know something about the budget, Calvis shared it.

In the process, both parties learned different ways of operating a business. "They have been doing this for 20 years and have a unique process," Peterson says. "It was great that they shared the information and taught us [their process]."

Be competitive but also remember that sharing stories can be done without exposing company secrets. ■

Maureen Alley
By Maureen Alley, editor

I've always believed that our competitors are also our peers. They are the same people we network with at events, conferences and seminars. Peers share information to keep industries moving forward. We share new information to evolve with practices and technologies. But the fact that they are also our competitors creates a conflict of interest.

Competition breeds a different spirit. We see it in sports, politics and our careers. We battle against each other to stand out. We strive to win the sport's medal, or win the client in our careers. But does this competitive spirit conflict with the networking spirit that is a must in managing a successful career?

BUT it's also important to know when to put the competitive spirit aside and take advantage of our network.

The cover story (see page 16) brings this issue front of mind. Calvis Wyant Luxury Homes — a design/build firm with an in-house designer — partnered with an outside architect, Peterson Architecture & Associates, to complete the Goven Residence.

Though Calvis Wyant partners with outside architects for 10 percent of its projects, Peterson Architecture usually keeps designs in-house. Erik Peterson, president, found himself out of his comfort zone at the start of the project. "We didn't embrace the design/build off the bat because we weren't used to it," he says. Eventually, both parties came together and worked in a collaborative effort to complete a project they are both proud of.



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Debating the value of design/build

Discussions at the CRAN Symposium in Texas often centered around design/build

The recent AIA Custom Residential Architects Network symposium, which took place in my hometown of Austin, Texas, Oct. 2-4, was a rounding success judging from the attendees' enthusiasm for repeating the event next October in Indianapolis.

Of the many seminars and gatherings during the weekend event, one of the highlights was a bus tour of select homes from the local AIA Home Tour. Most agreed that this was one of the best-run tours (now in its 24th year) and exhibited Austin's forward-thinking designs.

The symposium featured terrific presenters and topics. Among them was a two-hour seminar on BIM presented by principals of two top architect-led design/build firms: James Walbridge, AIA, from San Francisco, and Stuart Narofsky, AIA, from New York City. Not your cut-and-dry presentation; everyone was blown away with the product and high level architectural design and implementation from these two architect-led design/build firms.

Both architects did a great job discussing the benefits of using ArchiCad and Revit, among many other tools used to communicate their designs. Interestingly, the discussion quickly turned to that of design/build. It was reaffirming to me to see such enthusiastic response to the magic of residential design/build from a national audience of residential architects.

It was phenomenal to see the high level of architectural detailing that these design/build firms were able to achieve in an environment in which the distance between the designer and the craftsman is shortened by virtue of the organization of the single firm. These two firms are representative of the modern-day quintessential master builder.

Among the many other great seminars targeted specifically to residential architects

was a final wrap-up session, in the format of a roundtable discussion, moderated by *RD+B's* editorial director, Rob Heselbarth. Panelled by three of the seminar presenters, including Dale Mulfinger, FAIA, from Minneapolis, James Walbridge, AIA, from San Francisco and Harold (Bud) Dietrich, AIA, from Tampa. Design/build practices were one of the subjects that lingered for a long time on the floor.

The questions and comments ranged from liability issues, client relations, contractor relations, conflicts of interest, and largely, the role of the architect in a design/build firm.

It wasn't until the word Realtor was brought into the discussion that several people erupted

will determine which entity will lead the next project. After many years of experience and many conversations with home builders and architects, I have come full circle to the conclusion that running a design/build company requires an individual with a good right- and left-brain combination, and most importantly a keen sense of entrepreneurship.

Entrepreneurs can come from many different disciplines to achieve success in the design/build arena. I am the first to push for the architect-led design/build entity (see October issue, page 8), and I continue to believe that architects are well trained for this



DESIGN/BUILD practices were one of the subjects that lingered for a long time on the floor.

and started to share stories of having to compete with Realtor-organized design/build companies. As the discussion continued to heat up, and I couldn't resist jumping in to comment. I reminded the group that while design/build seems to be a source of aggravation for some architects, people have been extremely successful for many decades in the commercial arena putting together these teams under the name of "real estate developer." It's only a matter of time before the custom real estate industry begins forming great design/build teams. Realtors are well-positioned to understand customers, to know the market and how to market a company.

We have to recognize that, in the end, it will be whoever appeals most to the client that

endeavor. This discussion, however, brought me to the realization that ultimately it goes beyond selling a trade or craft; it's about a consortium of professionals delivering an end product. The bottom line is that a successful design/build entity will inherently be led by a good entrepreneur. ■

LUIS JAUREGUI, AIA, has been a member of the local and national chapters of the American Institute of Architects for more than 20 years. He is an active leader within the Homebuilders Association of Austin, Texas, serving as president, and as director at the local, state and national home builders' association levels. Read past columns at rdbmagazine.com.



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Help yourself, and your clients

Professional Services Agreements can form foundations for client relationships while weeding out the tire kickers

In last month's column (October issue, page 10), "Anatomy of an Initial Sales Call," I reviewed the highlights of an incoming prospect call during which my prospect, Joe, began the call by asking: "Is there anyone available to discuss building a custom home?" The column concluded with Joe accepting my request to meet.

If he had lived nearby, I would have suggested we meet at my office. Instead, I suggested we meet at a local coffee shop around the corner from where he had a property under contract.



EXPERIENCE has taught me that I am much better off starting the interaction by finding out what they want to know.

I drove by the site before the meeting so I was familiar with the property. It had an old home on it they intended to demolish. I began by asking which questions I could answer for them. When working with a couple, I find it critical to quickly assess if there is a dominant individual and then address the majority of my focus toward him or her. It was immediately obvious that Mary was more immersed in the process than Joe. Although the dominant person is not necessarily the decision maker, I find I need to connect with the alpha of the pair or I will have a lower likelihood of success.

Experience has taught me that I am much better off starting the interaction by finding out what they want to know as opposed to focusing on selling the virtues of hiring me or my company. Mary began by explaining she was feeling stressed and overwhelmed already. She explained that after they were under contract, they discovered the

lot was substandard to current zoning for overall size, and a variance was required. Her lawyer had not advised her of this condition prior to their signing the contract. Mary asked: "What time and budget are required for obtaining a variance?"

Loaded question, right? I told her: "Don't shoot the messenger. But first, you should be entitled to void the agreement. You may need another lawyer other than the one you have. If you want to proceed, you will need a planner, engineer, surveyor, lawyer and about two to four months of coordinating, preparing, notifying neighbors and

is truly worth because I am only offering you this service for one reason: If you are successful with your variance application, then you will know me and my company. You will be in a position to feel comfortable hiring me as your builder. You will only be committed to the terms of the PSA. Would you like me to send you a proposal?"

Mary asked me how much I would charge. I answered I needed to think about it but would e-mail a PSA proposal in a few days.

Below is an abbreviated version of the preamble of the PSA they received:

"This PSA is for the purpose of detailing the professional services that the Builder will provide to the Client to assist in the lot acquisition, plan selection/design and estimating of the cost to build one new single-family home on Client's property.

- We offer this service with the express purpose of assisting the Client with defining the new home project so that we can demonstrate to you our ability to work with you as a key member of your team needed to build your new home.*
- Although Client is not obligated, we would like the result of this PSA to be an Agreement between us to build your dream home!"*

paying town application fees and attending one or more evening Board of Adjustment hearings. And you may or may not get what you seek. Total estimated cost can be anywhere from \$7,500 to two or three times that amount."

Although it was not my intent, my summary increased their doubts, fears and stress levels. Variance applications in New Jersey are as I described, but clearly none of their advisers had given them a clear vision of what they were about to tackle. So, I asked them if I could offer my help and outlined my proposal for them.

"Why don't I send you my Professional Services Agreement so you can take advantage of my experience having gone through dozens of variance applications? I can hire the professionals required on your behalf. I can manage the process for you. I will charge you a small fee for my time. It will be only a fraction of what my involvement

Every PSA is customized within an existing framework. Have you considered using a PSA to enhance your sales efforts? Feel free to contact me at granthomes@msn.com for additional help creating your PSA. ■

JAY GRANT is president of Grant Homes, a residential design/build firm in Mendham, N.J., focuses on building luxury custom homes and renovations/additions. He is the recipient of more than 20 industry awards including best website for granthomesusa.com. Grant is available for business consulting. Send e-mail to granthomes@msn.com. Read past columns at rdbmagazine.com.



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For more info circle #105

The feds step in

First NAHB and USGBC focus on green practices and now the FTC moves to impose new green-product labeling laws

NAHB and the USGBC have been effective at keeping federal whole-building green regulation at bay, whether it was their aim or not. I suspect this was NAHB's intention all along. For USGBC it's just a natural consequence of its strident environmentalism. But when you stop to think about it, what has happened recently seems nothing short of diabolical.

Imagine if I told you this story: A deep-green environmental group, along with one of America's largest antiregulatory, builder-advocate trade associations both create green standards. Each group cleverly works to get its regulations, which benefit their members, to leverage the force of law. Then, as if guided by an invisible hand, municipalities start adopting these standards, sometimes whole-hog, because they don't have the expertise (or cash) to develop their own.

Then, the International Code Council partners with NAHB to insert aspects of NAHB's green regulations into the nation's building codes. As a result, the onerous feds keep quiet, convinced that the private sector is doing a great job. Meanwhile, the growth of another government program (Energy Star) continues. And even though it's billed as voluntary, conforming to its performance standards is required of any serious building product manufacturer. The program self-propagates to become the most successful government environmental program in world history, as the manufacturers self-impose green regulations and pay for testing of their competitors' products.

Sounds crazy, right? But that's pretty much what happened. If only things worked this well in green product labeling, where marketers' claims have been so egregious — and industries

have been so averse to meaningful self-regulation — that the feds finally stepped in with adult supervision in the form of the Federal Trade Commission.

You can't blame the feds here, when you find companies like S.C. Johnson making

and the company is a member of the trade association, that too must be disclosed to the consumer. Claims of "renewable" have to be specific about material sources. Also, now a new set of rules governs claims of "nontoxic" or "free of," and a manufacturer cannot claim



NOW, marketers have to qualify their claims on the product packaging and limit the claim(s) to specific benefit(s).

a big marketing push around Windex and Shout being "Greenlist" products (implying that Greenlist is a third party), until you realize that the certification was created by none other than S.C. Johnson. This effort may have temporarily won the company a few concerned moms, but it certainly gave them a costly class-action lawsuit which is pending. You may detect the same manipulation of consumers with such labeling claims as "powered by nature," "inspired by nature" or "eco-friendly." The labels are everywhere; Ecolabel Index claims there are almost 90 in North America alone.

But now, because of new FTC action, any manufacturer that makes an environmental claim faces tighter rules because the FTC revised its "Green Guides," which were created 12 years ago. Now, marketers have to qualify their claims on the product packaging and limit the claim(s) to specific benefit(s).

The new FTC rules also demand that companies disclose if their green certifications are from true third parties, or created in-house. If a trade association certifies a product,

a process uses "renewable energy" if any part of the product was derived from fossil fuels. Wow, strict!

Are the new labeling laws welcomed? I'd rather they came from industry sources, if only because industry sources can react faster and better to the market, as we saw with SFI, FSC, CSA and American Tree Farm.

FTC's reluctance to step in did not do the green building movement any favors. All it did was introduce doubt and cynicism among buyers. On the other hand, the inability of manufacturers to collaborate with an honest, long-term strategy has cost all of them more money and turned off some consumers who otherwise would have been their biggest advocates. ■

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INSINKERATOR DISPOSERS: MADE IN THE USA, ALWAYS READY TO SHIP.

The last thing a builder wants to deal with during a home construction or remodeling project are unnecessary delays because of supply chain issues. Lost time equals lost money and an unhappy customer. And avoidable delays to kitchen projects are especially frustrating because they are one of a builder's more intricate rooms to plan and finish.

InSinkErator®, a division of St. Louis-based Emerson Electric Co. (NYSE: EMR) and the world's largest manufacturer of food waste disposers, makes millions of household disposers every year at its production facility in Racine, Wisconsin. As a result of its well-established supply chain, InSinkErator ensures its food waste disposers will be ready to ship when you are ready to build.

Purchasing American-made disposers is not only good for the country - as a builder, the advantages for procurement and operations are clear. A food waste disposer can easily be installed at the same time and on the same trip as the rest of the plumbing, achieving greater efficiency. This reduces one more opportunity for delay at your sites.

InSinkErator offers a disposer to fit any lifestyle, from the Badger® series, offering proven performance at an exceptional value, to the Evolution Series®, which has changed the food waste disposer category with its sound and grind capabilities. Homeowners appreciate the recent advances in disposer technology that make it possible to discard virtually any kind of food scraps, from potato peels to chicken bones, without concern about clogs or loud noises.

With a model designed to suit every homeowner need, InSinkErator disposers are the world's leading brand and the choice of 9 out of 10 plumbing professionals. Should the customer ever need service, you and your plumber know exactly who to call to quickly resolve a service issue. Almost every plumber has 24-hour access to InSinkErator replacement disposers.



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Over budget? No problem

Elicit a calm response from your client by remaining calm yourself

For the past few weeks my design team has been planning a project in my home town. The homeowners discovered our website and services and called to schedule an interview meeting. During the interview process the homeowners were determined to have multiple bidders price the project because that is the way they have worked in the past. After listening to their wishes, I asked them if they would be open to a different approach that would accomplish the same results but more efficiently. Their curiosity was piqued and they wanted to learn more.

I left the homeowners' house with a long list of need-to-haves, would-like-to-haves and would-love-to-haves. After discussing their wish list, we moved to everyone's favorite topic: Money! Their financial investment range was about half of what their program could handle. I knew I had to set clear expectations upfront to ensure that I would not be facing the firing squad when I returned with a project that was twice the size of their pocketbook.

Our 3-D design team created the existing 3-D model, untangled the circulation flow of the house and designed a home that would work for the homeowners and their growing

family. Our design/builder reviewed the plans and came back with a price that was twice the homeowners' established financial range.

This is common, but the key to selling the project is to remain calm. Most salespeople at this point would be ready to jump to another deal because this one has gone south. There is no reason to panic if you have set clear expectations with the homeowners.

The day arrived for our presentation and the homeowners were excited to see their project come to life in 3-D. As we toured the virtual house, the homeowners were happy



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Cost more? No. Work better? Yes. End of story.

to see that we had listened to their ideas and designed their home to the lifestyle they desired.

The husband asked, "Are we within budget?" to which I replied, "No, you are over your budget." He asked, "How much over?" I said, "Way over." I added in a relaxed tone of voice, "We redesigned your home based on your needs and goals, and the project affects

Drawing your customers toward your business methods and procedures enables your sales team to keep control of the project and process. Allow the homeowner to choose a proven project delivery system that will deliver and meet expectations. People will listen to how you can help them if your story is compelling and it creates a win for all parties.

and remember that you are there to facilitate the design/build process which allows the homeowner to discover qualified options provided by a professional design/build team.



STAYING relaxed and in control is critical during any sales call, and it makes a big difference to the outcome of the sales process.

almost 3,000 sq. ft." The husband reacted in the same tone of voice and said, "I can live with less and maybe we can do the project in phases?"

The homeowners scaled the project down and felt good about moving to the next step.

Staying relaxed and in control is critical during any sales call, and it makes a big difference to the outcome of the sales process. If you are nervous, your client will be nervous. If you are calm and relaxed, your client will be calm and relaxed. Go with the flow

Our design/build system works when we work with qualified clients. The problem in today's economic climate is simply the level of qualified customers has fallen below the line of services we can provide. If you find yourself reaching below this line, you run the risk of being a nonprofit company. This affects your entire team, you and the entire company. Selling just to sell will delay the inevitable, so why do it? Stay strong in your core business belief systems. ■

JOSEPH DELLANNO is the founder of My Design/Build Project, a Web communication application for design and build teams, and president of My Design/Build Coach, providing design/build business training. He is also president of Design Solutions Inc., a national design firm. Send e-mail to info@mydesignbuildproject.com. Read past columns at rdbmagazine.com.

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Peers unite
to create a
Mediterranean
home that satisfies
clients inside
and out

By Maureen Alley, editor

Mix together home styles from northern Italy, the need to capture both mountain and cityscape views, step limitations, a high-end community with strict guidelines, and a builder and architect who had never worked together. These were the main ingredients in this home — the Goven Residence — located in the SilverLeaf community in Scottsdale, Ariz. Needless to say, this project included plenty of challenges and obstacles at the onset, but turned out to

be one that both the architect and builder are extremely proud of.

“It’s a vacation home in a high-end community called SilverLeaf. It’s a very prestigious neighborhood that wraps around a golf course,” says Scott Edwards, vice president, Calvis Wyant Luxury Homes, also located in Scottsdale. “It’s on a higher lot on a mountain, and the homeowners wanted to capture the city lights below and the mountain view. But they were insistent on not wanting a lot of steps in the home.”



MARK BOISCLAIR, MARK BOISCLAIR PHOTOGRAPHY

views

↑ The front courtyard of the Goven Residence was a major component of the home's design and was intended to give the impression of a small Italian village. The front courtyard was influenced by the homeowners' trip to Italy. Stone massings and decorative iron were added to enhance the Italian design. See photos below to view the homeowners' inspirational photos. ↓

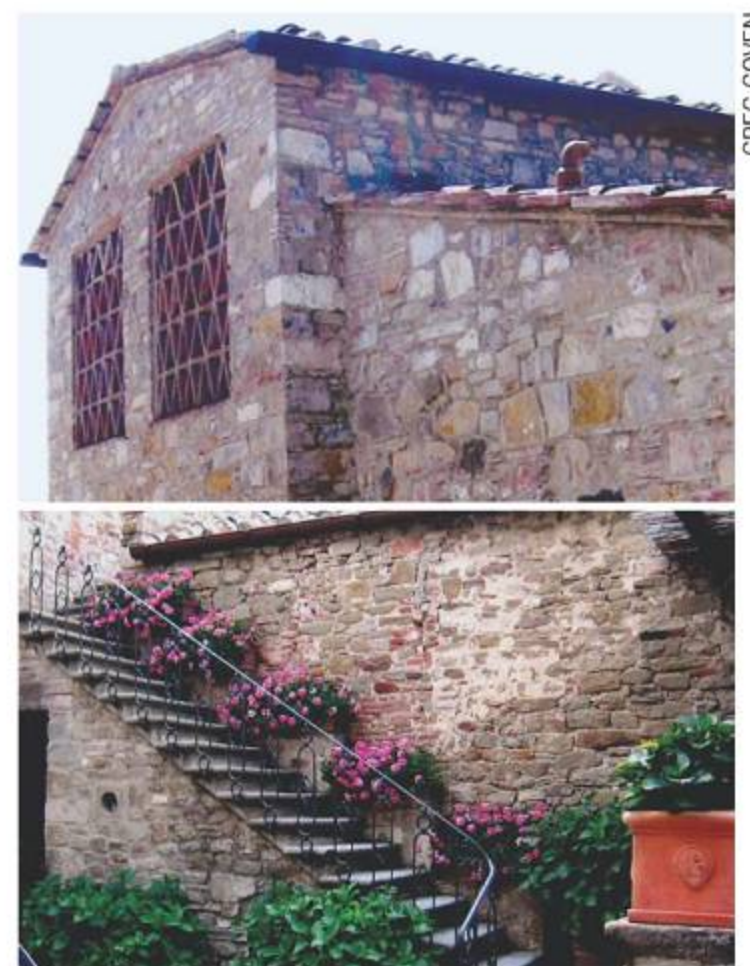
After traveling through northern Italy, the homeowners wanted this house to replicate the designs from that region. To do this effectively, they presented photos from their trip to the project architect, Erik Peterson, AIA, president, Peterson Architecture & Associates in Scottsdale. The home features a rural Mediterranean style — one of only a few styles SilverLeaf accepts.

"We love it when clients provide photos. The more information, the better," Peterson says. "Sometimes a client gives us stuff that doesn't

make sense together. But this client gave us images that were all in the same family. The rural Mediterranean style led to something cozy and warm." (See photos to right.)

SITE OBSTACLES

The homeowners wanted to minimize the amount of stairs in this house for when they get older or have older visitors. "Although it is a two-story house, most of that space is where guests won't go — office space and kids' bedrooms," Edwards says. "Retaining walls were



GREG GOVEN

used to allow the house and the pool area to be on the same level.”

Edwards notes it’s common in the area to see step-downs to the pool with another step down to other parts of outdoor living areas.

In addition, the SilverLeaf community only allows builders to disturb a certain amount of a site’s lot. “With the development allowing us to disturb only so much of the lot, it was a challenge to stock material,” Edwards says. “You can only deliver to the jobsite as much as you can use. You can’t store it there. So you have to concentrate on how to stage material. You can’t take roof tile all at once — it has to be in small bites.”

The site also included an arroyo — a water runoff from the mountain — that the builder, architect and homeowners didn’t want to disturb. To do this, a bridge was created over which the driveway spans.

DIFFERING VIEWS

One of Peterson’s goals in his work is to capture as much natural light as possible. This was also the case with the Goven Residence — especially since the homeowners wanted views of the neighboring mountain and cityscape.

“The entire house was set up in a u-shape pattern that allowed every room to have a view,” Peterson says. “It was the major force in the design.”

The front of the house faces the mountain, whereas the back of the house offers views down the valley to the city below. The varying views changed the design. “There are more intimate settings off the front of the house — small courtyards with intimate views up the mountain,” Peterson adds. “The broader entertainment areas have expansive views [of the cityscape].”

+ Site Plan



↑ The site was located on a mountain with an arroyo which was left undisturbed.

↓ The back outdoor living area was designed to be on one level without step-downs — a homeowner request.





↑ Outdoor living was another important feature in this home due to homeowner request. The back of the house takes in cityscape views while the front of the house takes in views of a mountain.

Peterson also considered entertaining in relation to time of day. "It is difficult to sit on the back patio when the sun is setting, but the mountains really light up. Therefore, the home-owners can enjoy the changing colors on the mountain by sitting on the front courtyard," Peterson says. "Then they can move to the back after the sun sets."

To capture the Italian rural Mediterranean feel the homeowners were looking for, stone and courtyards were major design factors in this house. "We used a lot of stone veneer that was quarried locally, stone massings, decorative iron and large outdoor spaces," Edwards says. "In addition, there is a detached casita that helps to give the home a village feel." The casita was designed as a smaller version of the home, set aside from it to not overpower the design of the main house.

Peterson emphasizes the courtyards' role in making the homeowners' pictures of Italy come to life. "The front courtyard is a big deal. The house extends around it. You are always passing the courtyard when inside the house," Peterson adds.

COMPETITORS TO PEERS

Calvis Wyant is a design/build company with an in-house design team, though it does partner with outside architects for 10 percent of projects. Edwards knew of Peterson's local and national reputation, and referred him to the homeowners.

Because Peterson and Calvis Wyant had no previous work history, the start of this project was a bit of challenge.

"We were past competitors and here we were as a team. At first, we were apprehensive," Peterson says. "We did our own thing at first. But once we sat down, learned from each other and accepted how each other does things, it was great. Initially, we didn't embrace the design/build right off the bat because we weren't use to it."

"It was a great process. They have been doing this for 20 years and have a unique process," Peterson adds. "It became a very collaborative effort. They shared some of their in-house secrets on construction, and we shared ours on design."

CONSISTENCY TO THE END

Neither Edwards nor Peterson would change the end result, and both are extremely proud of its outcome. Ironically, both find the outdoor spaces to be their favorites. "The outdoor spaces turned out wonderfully. They capture the owners' rural Mediterranean vision, and gives them a space that is perfectly suited for outdoor entertaining," Edwards says.

"The outdoor sitting area with its views of the mountains and city is a space that really turned out to be magical," Peterson says.

The end result was a Calvis Wyant signature home, the Goven Residence. "We had good clients who made quick decisions, were a pleasure to work with and accessible," Edwards adds. "It was one of our most enjoyable projects — it turned out to be a gorgeous home." ■

+ Company Stats

Calvis Wyant Luxury Homes
Scottsdale, Ariz.
calviswyant.com

Peterson Architecture & Associates
Scottsdale, Ariz.
peterson-architecture.com

+ Project Stats

Name: Goven Residence
Project location: Scottsdale, Ariz.
Project size: 10,658 sq ft.
Cost: \$5.6 million

+ Exterior

Roofing: Tejas Borja
Framing: Georgia-Pacific
Brick/stone/stucco: Sto Corp.
Doors: Sierra Pacific
Garage doors: Custom/Chamberlain Liftmaster
Windows: Sierra Pacific
Insulation: CertainTeed Corp.
HVAC: Trane Inc.
Drive paving: Pavestone Co.

+ Interior

Locksets/hardware: Ashley Norton
Lighting: Savoy House
Fireplaces: Isokern Fireplaces
Central vacuum: Beam Central Vacuum Systems

+ Kitchen

Sinks: Rohl
Faucets: Rohl
Range: Viking Range
Ovens: Viking Range
Appliance drawers: U-Line Corp.
Refrigerator/freezer: Sub-Zero Inc.
Wine storage: Marvel
Dishwashers: Viking Range
Microwave oven: Viking Range
Coffee system: Miele Inc.

+ Bath

Tubs: Hydro Systems
Showers: Rohl
Toilets: Toto USA
Faucets: Rohl
Sinks: Toto USA
Spa/sauna: Mr.Steam
Washer/dryer: Maytag Corp.
Plumbing fixtures: Santec Inc.

+ Technology

Home control system: Crestron Electronics
Lighting control: Lutron Electronics
Structured wiring: On-Q
Security system: GE Co.
Theater projector/TV: Meridian
Theater speakers: Bowers and Wilkins
Media server: Kaleidescape Inc.
A/V equipment: Integra

+ Outdoor living

Lighting: Savoy House
Fireplaces: Isokern Fireplaces
Grill: Viking Range
Refrigerator: Marvel

TOP 100 products 2010

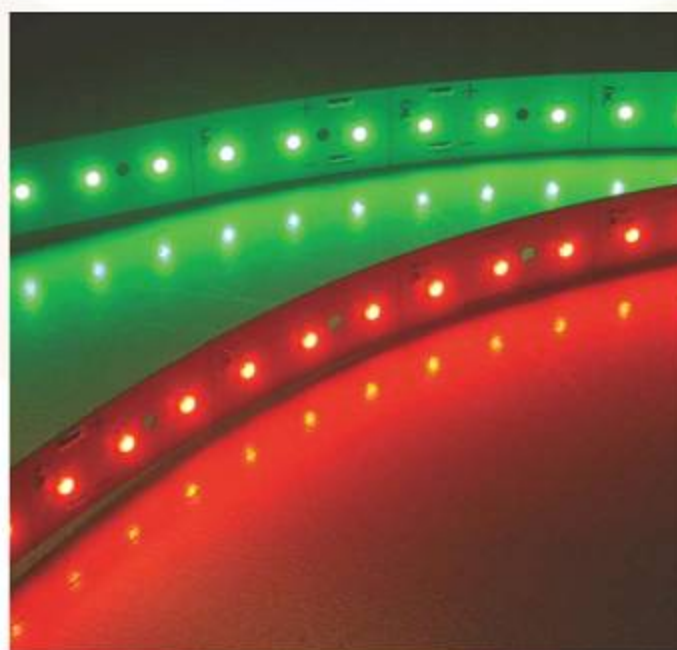
Welcome to the *Residential Design + Build*

2010 Top 100 Products section. Throughout the past 12 months, readers have requested information about the products we publish. In the following pages, we rank the products that generated the most interest. To learn more about any of these 2010 Top 100 Products, use the Reader Service Card inside this issue and circle the number you see below each product description. More information can also be requested online through the e-inquiry system on rdbmagazine.com.

1 Open Joist from **Universal Forest Products** is an open-web, all-wood floor truss engineered with strength and load-carrying capabilities, while using less wood fiber than solid-sawn joists. Each truss is tested to a load equivalent



of 2.1 times the required residential design load. Short lengths of sustainable harvested lumber minimizing waste. The truss can earn 4.5 LEED points. Finger joinery and waterproof/fire-resistant structural adhesive support a lifetime warranty. + **FOR MORE INFO CIRCLE #1**



2 Walls, countertops, and tables can come alive with a chic glow from **LED Inc.'s** Flexible Strip. The LED light can be used along any edge needing a dramatic lift, as the strips bend up to a radius of 44 mm. They also are 100 percent dimmable and can be cut to any size. Available in six colors including red, blue, green, amber, white and warm white. The strips are sold in sets of 10, 20-in. long strips each with 30 LEDs.

+ **FOR MORE INFO CIRCLE #2**

3 **CertainTeed Corp.** introduces its EnerGen photovoltaic solar power roofing system. It is designed for ease of installation and improved aesthetics. The system features Uni-Solar thin-film laminates that integrate with traditional asphalt roofing shingles. A lightweight design requires no rooftop penetrations, and the laminates lie flush with traditional roofing shingles. Photo: Courtesy Michigan Governor's Mansion.

+ **FOR MORE INFO CIRCLE #3**



4 Regency Fireplace Products offers the Horizon HZ42 and HZ42ST gas fireplaces, which feature clean lines, panoramic viewing areas and reflective inner panels. Model HZ42ST is a see-through fireplace, which allows it to be viewed from separate rooms. The models are available with multiple firebed options, including spa stones, pebbles and crystals. + **FOR MORE INFO CIRCLE #4**



5 LiteSteel Beam from LiteSteel Technologies is a lightweight, cold-formed steel structural beam that combines the strength of steel and the installation workability normally associated with wood products. Builders should see significant time and money savings in applications such as basement beams, garage beams and long-span headers. The beam is strong yet easy for framers to work with. It can be lifted and hand-carried on a jobsite, and can be installed without a crane.

+ **FOR MORE INFO CIRCLE #5**

6 Boise Engineered Wood Products' new Simple Framing System includes services designed to help dealers and builders design and build homes more efficiently, at lower cost and in fewer days. The services include software, color-coded framing placement plans, material and cut lists and pre-cut holes for mechanical and electrical runs. + **FOR MORE INFO CIRCLE #6**



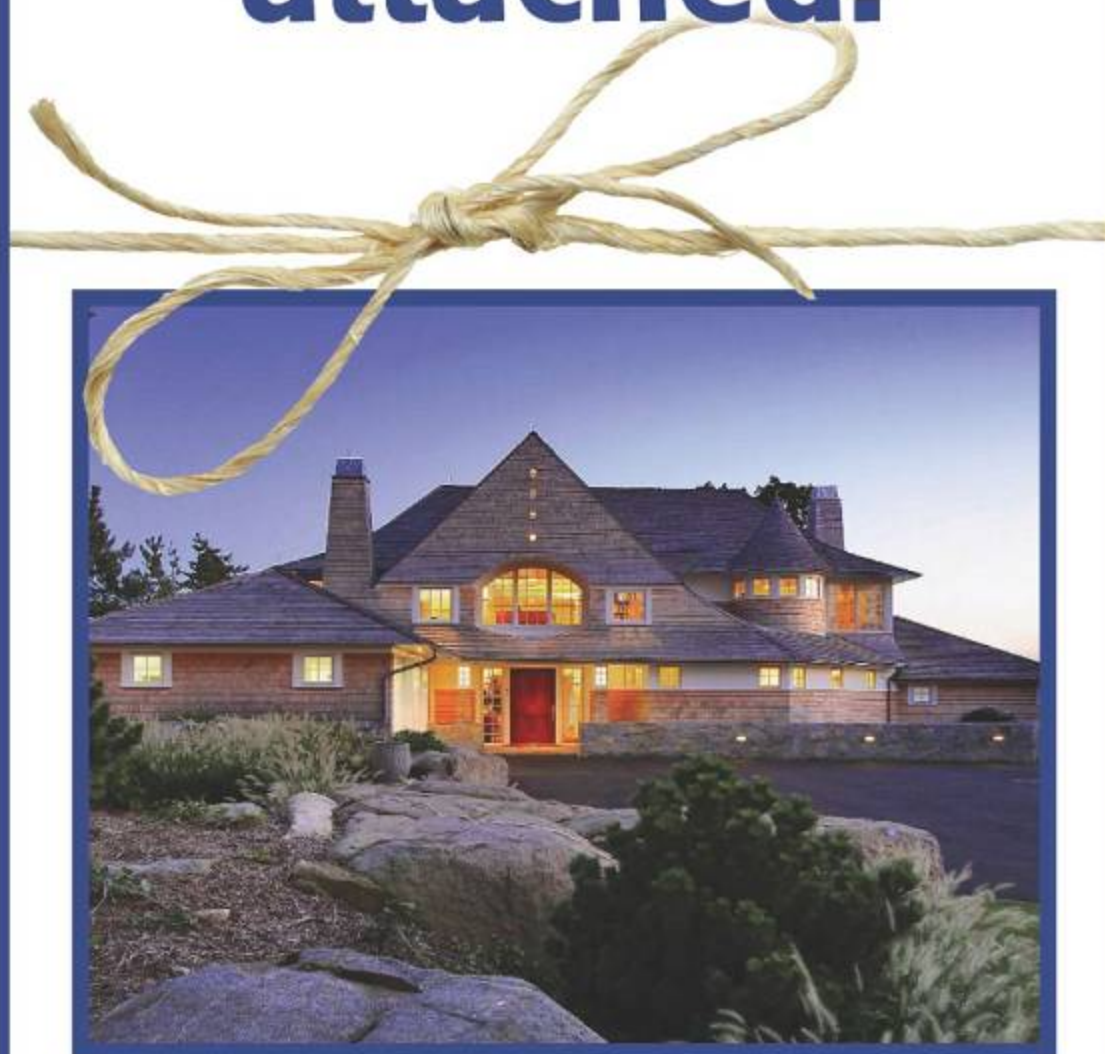
7 Nautilus from Georgia-Pacific is a structural sheathing and building wrap in one. The wrap is laminated to the sheathing, eliminating the need to install a separate wrap. Nailing guidelines on the panels are visible through the building wrap. Special seam tape helps reduce air leaks, and a water-resistive barrier complies with the ICC codes including the ability to sustain 50-mph wind-driven rains.

+ **FOR MORE INFO CIRCLE #7**



8 The two-story Steel Strong-Wall prefabricated shearwall from Simpson Strong-Tie is not only code listed, but can be installed at the corner to save wall space. The engineered shearwalls are available in widths as narrow as 15 in. for stacked applications which allows for designing and building multistory homes with larger windows, doors and open spaces without sacrificing high load values. + **FOR MORE INFO CIRCLE #8**

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Brindisi & Yaroschak Custom Builders, Inc.
Architect: Bartels Pagliaro Architects
Photo: Olson Photographic

For more info circle #107

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www.geberit.us
866/787-3924

9 The **Outdoor GreatRoom Co.** has introduced its line of indoor/outdoor fire products that feature Venturi Flame



Technology, which creates a spinning aesthetic. The products can be used in portable fire pits, on fire tables and in fireplaces using a gel fuel.

+ FOR MORE INFO CIRCLE #9



12 **Centor Architectural's** new S1E Eco-Screen is a large horizontal retractable screen and blind system (up to 24 ft.) for windows and doors. It is designed to overcome problems such as limited size options, obstructed views, performance issues and inability to keep insects out. Ideal for large openings leading to outdoor living spaces, it allows for sweeping views, natural light and fresh air.

+ FOR MORE INFO CIRCLE #12



10 The aromatherapy towel warmer by **Mr.Steam** releases aromatherapy oils that may help with relaxation, reduce anxiety and invigorate the body. From the 200 Series Collection, it is available in three designer finishes including polished chrome, satin nickel and oil-rubbed bronze, and is offered in several heights to meet varying design concepts. It is wall-mounted and operates on household 120VAC. + FOR MORE INFO CIRCLE #10

11 **Solid Wood Closets** creates closet organizing systems made with 100 percent real solid hardwood. No MDF, melamine, particleboard, plywood or wood veneer is used in construction. Features include full panels, a furniture-quality finish, quality metal hardware and simple installation. Orders can be shipped in 48 hours.

+ FOR MORE INFO CIRCLE #11



13 The Xtreme fireplace, which is part of **Travis Industries' Fireplace Xtrordinair** line, is a linear gas fireplace with an extensive presentation of flames. The fireplace, which can be operated with low- to no-heat output,



is available with limited-edition interior fire art, interior top and bottom lighting, three liner options and three glass floor media options. + FOR MORE INFO CIRCLE #13

14 **Jeld-Wen's** new Custom Wood Contemporary interior and exterior door line offers homeowners the opportunity to create their own unique door styles using a combination of intriguing details and natural materials such as glass, metal and wood. Floating panels, inlaid metal accents, and a mix of wood species allow homeowners to customize their doors.

+ FOR MORE INFO CIRCLE #14



How Do You Access Parts on the Geberit System?



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For more info circle #109

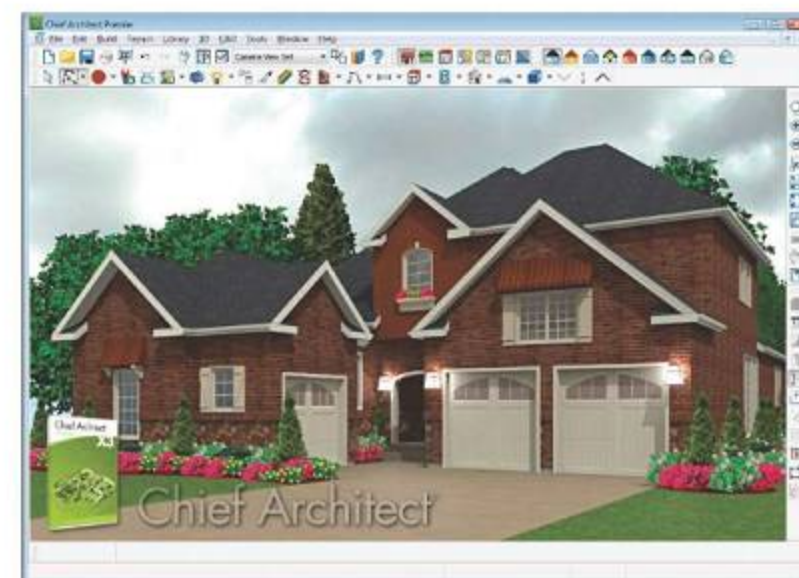
15 Simpson Door Lumicor decorative acrylic panel interior doors are made with translucent resins and encapsulated materials such as grass, paper, metal and patterned fabric. Customers can choose from resin panels with natural, textile or industrial materials, or create their own custom panel.

+ FOR MORE INFO
CIRCLE #15



18 The Ava tub from **Aquatic** is an accessible bathtub featuring a high entry point that allows users to sit. The tub's operation is controlled electronically with redundant keypads on both the inside and outside of the tub.

+ FOR MORE INFO CIRCLE #18



21 Chief Architect is specifically designed for the residential and light commercial design professional. Its 3-D visualization tool is designed to help sell projects to clients. In addition, users can produce construction drawings that allow for more cost-effective design work.

+ FOR MORE INFO CIRCLE #21



16 Eldorado Stone's Snapped Edge Accent Line is designed to capture the authentic appearance and masonry craftsmanship of natural stone accents. Each stone features irregular and natural randomness to the edge detail. Available in three colors — sand, walnut and pewter — each embodies a unique artisan appearance with random highlights of color on the surface and edge details.

+ FOR MORE INFO CIRCLE #16



19 The eChoice tubular skylight from **Solatube** reflects 99.7 percent of the light it captures. The optics of the dome can capture low-angle light even when the sun is lowest in the horizon.

+ FOR MORE INFO CIRCLE #19

17 LifeTime Lumber is a low-maintenance, eco-friendly and fire-resistant deck, dock and fence material designed as a unique, wood-alternative lumber made from inert



material recovered from the electric power generation industry. It is designed to be resistant to rot, termites, and mold and mildew. It doesn't absorb water, significantly expand or contract.

+ FOR MORE INFO CIRCLE #17



20 The Sole Power Tile from **SRS Energy** is a photovoltaic roofing product designed for curved roofing systems. It blends with several styles of clay tiles from U.S. Tile, providing energy and preserving a home's roofline. The combination of clay and solar tiles delivers the Spanish-style aesthetics of traditional curved clay tile roofs commonly found in the Pacific West and Southwest.

+ FOR MORE INFO CIRCLE #20

22 Handcarved from solid blue-gray granite, each Helios Fire Vessel by **Stone Forest** is



carved using hammer and chisel, allowing the individual character of the rock to lend each vessel its own unique character. The fire vessel accommodates a gas line.

+ FOR MORE INFO CIRCLE #22

23 Therma-Tru expands the Fiber-Classic family to include mahogany grain. The Mahogany Collection replicates the rich look and feel of mahogany hardwood, but with all of the advantages of the Fiber-Classic line. Additionally, it will be available in a Craftsman style with new Brookside glass, as well as Sedona Art and Saratoga, decorative glass styles.

+ FOR MORE INFO CIRCLE #23





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24 **Perlick** announces its Energy Star-rated 48-in. undercounter freezer/refrigerator. Totalling 12 cu. ft., the 48-in. Signature Series freezer/refrigerator is powered by a single 1,000-Btu variable-speed compressor and is available built-in or freestanding.

+ FOR MORE INFO CIRCLE #24



25 SalonCenter from **Armstrong Cabinets** is a self-contained pull-out system that allows for organization of hair dryers, curling irons and other vanity items for the home spa. It includes his and hers preparation areas, a makeup area with vanity stool and salon center pullouts that provide abundant storage for linens and supplies. It is shown here in Waverly style in Vanilla Cream finish.

tion of hair dryers, curling irons and other vanity items for the home spa. It includes his and hers preparation areas, a makeup area with vanity stool and salon center pullouts that provide abundant storage for linens and supplies. It is shown here in Waverly style in Vanilla Cream finish.

+ FOR MORE INFO CIRCLE #25



26 **CertainTeed Corp.** introduces four new decking and railing products: EverNew PT and EverNew 20 decking, and EverNew Spectrum and EverNew 20 railing. Each product includes a realistic appearance of wood in a low-maintenance material with a 20-year warranty.

+ FOR MORE INFO CIRCLE #26

27

The **Sharp SuperSteam Oven** is a four-in-one oven that includes SuperSteam Convection, Steam, Convection and Microwave. With 43 automatic settings, this oven cooks a wide variety of foods and can be built-in with an available kit.

+ FOR MORE INFO CIRCLE #27



28

Easy-to-operate casement, awning, single-hung and hopper accent acrylic block windows from



Hy-Lite/U.S. Block Windows

offer maximum airflow, beauty and privacy. Crank-out operations allow ventilation in spaces such as bathrooms,

kitchens, laundry rooms and basements, while controlling privacy and light flow. Acrylic blocks come in clear wave or green wave styles and many other privacy styles and are framed in vinyl.

+ FOR MORE INFO CIRCLE #28

29

Perlick's 15-in. Signature Series refrigerator is versatile enough to fit into a number of applications — including luxury bathrooms and spas. These compact units are perfect for chilling towels after a steam session, bottles of water or champagne, and refrigerating your facial lotions keep them fresh longer.

+ FOR MORE INFO CIRCLE #29



30

PebbleFlex is a soft, safe surface that is UV-stable, doesn't fade, degrade, crack or shrink in the sun.



It is ideal for outdoor spaces, playground space, and even bathrooms, kitchens and showers.

+ FOR MORE INFO CIRCLE #30

31

Clopay's fiberglass entry door systems are customizable, energy efficient, low-maintenance and secure. Numerous decorative glass styles with complementary sidelites, transoms and leaded garage door windows are available.

+ FOR MORE INFO CIRCLE #31



32

The 0.8E **Durastrand OSL Rimboard** from **Ainsworth Engineered** is specifically engineered to accept flexural loads, making it a viable alternative for short-span headers. The rimboard is 1¼ in. thick and is available in depths of up to 24 in. and lengths of up to 24 ft. The structural properties were evaluated by ICC-ES for building code compliance.

+ FOR MORE INFO CIRCLE #32

33

While full-sized brick can be cumbersome in interior design, and requires load-bearing foundations in exterior applications, a thin veneer solution to real brick is **Old Brick Originals**



Thinbrick from **Robinson Brick**. It begins as Robinson's signature full-sized FBX-quality brick which is then cut thin for easy application inside and out.

+ FOR MORE INFO CIRCLE #33

34 **Kolbe's** Heritage Series Craftsman Entrance Doors are available in in-swing or out-swing and a wide combination of sash styles, hardware, glass types, finish, trim options and matching sidelites. These wood doors are built using Douglas fir or knotty alder, and designed to complement Arts & Crafts- and rustic-style homes.

+ FOR MORE INFO CIRCLE #34



36 **Robern's** mirrored M Series cabinet with cold storage is ideal for extending the life of high-end cosmetics, maintaining the quality of health and wellness products, or simply keeping beverages chilled and handy in the home spa. The cabinet devotes half its space to an enclosed cold storage compartment.

+ FOR MORE INFO CIRCLE #36



35 **Duravit's** PuraVida collection by Phoenix Design makes minimalism approachable by giving it a delicate, feminine touch. The collection's soft, elegant curves are designed to create a smooth aesthetic that invites touch with a high-gloss finish. The collection is designed to exhibit a graceful appearance, inviting surfaces and subtle luxury.

+ FOR MORE INFO CIRCLE #35



37 **GAF Materials** announces its product line, CanyonRock premium decorative stone. Standard features include 90-degree corners, minimal overpours, well-defined mortar grooves and a special coating that makes it easier to clean off excess mortar for a neater looking job.

+ FOR MORE INFO CIRCLE #37



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SUBFLOOR

& DECK CONSTRUCTION ADHESIVE

For more info circle #111



38 **Cadsoft** Envisioneer software creates true 3-D building information models to produce visuals, construction documents, framing information and detailed quantity lists. It is designed to be an easy-to-use tool that can portray innovative design ideas to clients, optimize material usage, control costs and minimize the risk of errors on-site, improving the total productivity of construction projects.

+ FOR MORE INFO CIRCLE #38



39 **Google** SketchUp Pro is 3-D modeling software for professionals. It is designed to be easy and intuitive, allowing anyone to model in 3-D quickly and accurately. Use it to quickly explore design ideas, presales visualizations, create professional documents, communicate with clients and contractors, create accurate floor plans to scale and submit bids. + FOR MORE INFO CIRCLE #39

40 **SoftPlan** Architectural Design Software is residential and light commercial CAD software. Users can draw fully assembled items such as walls, windows, beams, rafters and foundations. Once floor plan designs have been completed, it automatically creates elevations, cross sections, framing diagrams, material lists and much more.



The software package impacts bottom-line profits by increasing the speed at which designs can be created and edited. + FOR MORE INFO CIRCLE #40



41 **WAC Lighting** introduces the energy-saving InvisiLED Classic 24-volt Outdoor system of LED tape lights. The fixtures are IP-68 rated for submersion in water up to 5 ft. in depth, as well as UL and CUL listed for wet locations. It offers an extremely low profile and is virtually invisible with a 1/8-in. thickness and 1/2-in. width.

+ FOR MORE INFO CIRCLE #41



42 **Atlantis Outdoor Kitchens'** bamboo doors and drawer heads for exterior kitchens feature beauty, durability and sustainability. The bamboo is selected at the peak of maturity and strength for ultimate longevity and trouble-free maintenance. It comes in nine different door styles. + FOR MORE INFO CIRCLE #42

43 **JM Corbond III** Performance Insulation from **Johns Manville** is a tough, spray-in-place, closed-cell insulation product. It is designed to seal, strengthen and permanently adhere to all



kinds of surfaces while helping to eliminate the chance for mold.

+ FOR MORE INFO CIRCLE #43

44 **Owens Corning** Masonry products is the first manufactured stone veneer maker to qualify for the Greenguard Indoor Air Quality certified. The certifications are for the entire line



of Cultured Stone and ProStone veneer products. The company's masonry veneer products were also approved under the NAHB Research Center Green Approved Products seal of approval.

+ FOR MORE INFO CIRCLE #44



45 **Fiberon** composite decking, railing and fencing products are durable, dense, hard composite materials made from a minimum of 51 percent recycled preconsumer wood products and post-consumer plastic. It is designed to provide long-term performance and low maintenance. + FOR MORE INFO CIRCLE #45

46 **Pella** fiberglass and steel entry doors feature a variety of glass options including decorative glass collections and Low-E argon-insulating glass. In addition, the doors include an energy-efficient core in the door panel to provide comfort and stability. + FOR MORE INFO CIRCLE #46





47 Eclipse Technologies' Aira retractable screens and awning systems contribute points to LEED-certified projects and are designed to increase energy efficiency, provide protection from pests and improve overall quality of life. No-slam gear-driven technology and mesh options such as claw-proof pet screens, and Sheerweave solar screens that are Greenguard certified for indoor air quality round out the product line.

+ FOR MORE INFO CIRCLE #47



49 The Convection/Hot Air Oven from **Electrolux** is a convection oven with professional features such as steam cooking. The oven is energy-efficient and has electronic control with full clock automatics, cooking thermometer, choice of 12 different recipe programs, function lock, child safety lock and choice of language shown on the display. Available in stainless steel or aluminum.

+ FOR MORE INFO CIRCLE #49

48 Kalamazoo Outdoor Gourmet introduces its Artisan Fire Pizza Oven, a counter-top outdoor pizza oven with two independently controlled burners. It features a top temperature in excess of 800 degrees.

+ FOR MORE INFO CIRCLE #48



50 The Prairie Bevel door glass from **ODL Inc.** has a privacy rating of eight and honors craftsman elegance with its patina coming, clear bevels and Eaton glass. Ideal for both stained and white door frames, the door glass is artistic and highlights detailed nature-inspired designs.

+ FOR MORE INFO CIRCLE #50



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For more info circle #112

Here are the most-inquired products 51 through 100. For more information on these products in addition to product images, visit <http://bit.ly/2010Top100>.

- 51 **Samsung**
Free Joint Multiseries
- 52 **Eagle Roofing**
Solar Roof
- 53 **Ameri-Cad Inc.**
VisionRez
- 54 **Watts Radiant**
Suntouch Clear Outer Jacket
- 55 **CertainTeed Corp.**
Symphony Composite Slate
- 56 **Custom-Bilt Metals**
FusionSolar
- 57 **Fisher & Paykel**
30-in. Pyrolytic Double Oven
- 58 **GE Appliances**
Monogram Wall Oven
- 59 **Lutron Electronics**
Kirbe Vertical Drapery System
- 60 **Summit Door**
Custom Wood Garage Doors

- 61 **Cosella-Dorken**
Delta-Maxx Titan
- 62 **LG Electronics**
Double-Wall Oven
- 63 **Wolf Appliance**
E Series Built-In Ovens
- 64 **ArcusStone**
ArcusStonecoat
- 65 **KitchenAid**
Architect Series II Warming Drawer
- 66 **Clopay**
Canyon Ridge
- 67 **Fypon Ltd.**
PVC Column Wraps
- 68 **Jaclo Industries**
Modern Series
- 69 **Coronado Stone Products**
Italian Villa Stone
- 70 **Kaldewei Baths**
Superplan Shower Tray
- 71 **Icynene Inc.**
LD-R-50 Insulation
- 72 **Otis Elevator**
At Home Residential Elevator
- 73 **Autodesk Inc.**
Revit Architecture 2011
- 74 **Town & Country Fireplaces**
Clean Face Power Vent Termination

- 75 **Hansgrohe Inc.**
Puravida Single-Hole Faucet
- 76 **Deceuninck**
Kodiak Cellular PVC Decking
- 77 **Gaco Western**
Wallfoam 184 Bio Insulation
- 78 **Geodeck**
Decking
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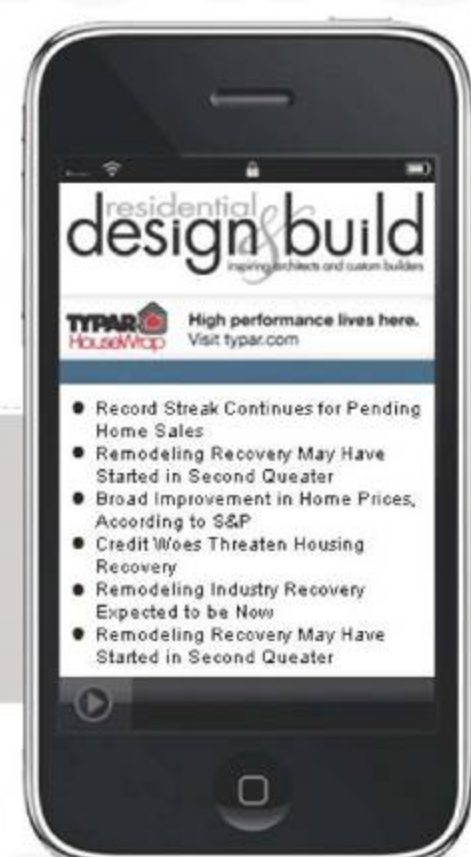


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LiteSteel Technologies Teams Up with Milwaukee Habitat for Humanity to Make a Dream Come True

Bob Kaiser directed three young women to help him lift the 27-foot LiteSteel™ beam (LSB®) and carry it over to the home's foundation for installation. Less than 10 minutes later, the beam was placed into position by hand, providing the main support for the home by spanning the entire length of the basement with no columns.

But that's not the only support this two-story home received on this day. Kaiser and the three women were joined by about 25 other neighborhood volunteers to build the home as part of Milwaukee Habitat for Humanity, a non-profit organization whose mission is to provide simple, decent and affordable housing for local families in need.

Seeing the value and service Milwaukee Habitat provides to the city, LiteSteel Technologies stepped forward and donated the basement beam to its latest new home build, a 1,400 square-foot, two-story home.

"We're very pleased to make a donation to Milwaukee Habitat for Humanity," said Jeff Hoffman, vice president business development for Troutville, Va.-based LiteSteel Technologies. "This organization serves the greater good for the community, and we're happy to be a part of that."

LSB is a patented, cold-formed, light weight steel structural beam that combines the strength of steel with the installation workability normally associated with wood products. Unlike hot-rolled steel W beams or LVLs, LSB can be hand-lifted by framers on a job site, elimi-

nating the need of a crane for installation.

On average, LSB is about 40 to 50 percent lighter than hot-rolled steel or engineered wood alternatives; cost is generally comparable or less than engineered wood products. LSB is heavier gauge than typical stud products. The beams are produced from G-60 rated hot dipped galvanized steel.



Bob Kaiser

LSB can be cut, drilled and fastened right on the job site in a matter of seconds, which is what Bob Kaiser did prepping the beam for installation.

The beam arrived with the lumber package the night before from a local pro dealer. Kaiser used a circular saw with a steel-cutting blade to cut the beam in just a few seconds to a precise measurement of 27 feet to run across the length of the home's basement. Kaiser said most of the homes he helps build for Milwaukee Habitat uses LVLs for the structural support, but found working with LSB had its advantages.

"Working with LSB was fairly easy," he said. "I think it's a lot



better than LVLs in that we don't have to nail them together. It did save us time, and for someone like me,

the weight of the product enters into the equation. This beam is lighter than LVLs and it's just easier to work with."

"We found that LSB is really simple to use and caters to the carpenter who likes to adjust things onsite," added Adam Helt-Baldwin, construction manager, Milwaukee Habitat. "I think the fact that we have volunteers here working and handling LSB says a lot about its user-friendliness. It is saving us a lot of time on nailing and hauling it around."

The strength of LSB gives architects the ability to design homes with longer spans and fewer, or in many cases, no support columns at all. LSB is available in lengths between 24' and

40' to better accommodate basement, garage, floor beam and long-span header applications.

"It's nice to eliminate posts in the basement, especially in these smaller homes where we can give the homeowner as much usable basement space as possible," Helt-Baldwin said. "Everyone these days is on a shoe-string budget, but we're trying to build affordable homes for the long term with quality products. And certainly this beam fits into our mission of using quality products."

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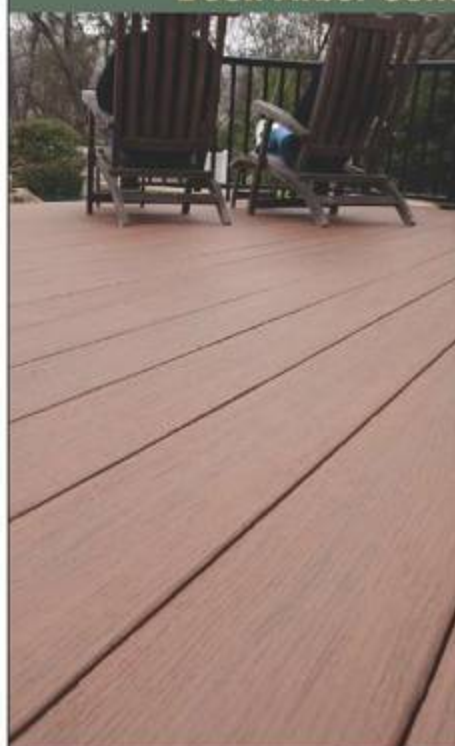
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Disappearing act

Accommodating numerous vehicles in a custom home can create a design nightmare. This is where the Phantom Lift from American Custom Lifts comes into play. As its name suggests, it is a car lift that disappears out of sight — along with the car.

“It’s a two-deck platform system that transports vehicles above or below grade,” says Brad Davies, president of the Escondido, Calif.-based company.

In a home application, users drive onto the platform if it’s in the “up” position and lower it into the basement. Then, the top platform acts as the floor and ceiling in the basement. “The Phantom Lift is often found in high-end homes where land is valuable but there isn’t enough space for a garage,” Davies says. “A basement is built below grade to accommodate the lift.”

Numerous safety features and add-ons are intended to enhance the product. If a homeowner attempts to lower a car to a place where another car is located, an infrared light is triggered and notifies the user. “Every lift gets a camera and monitor so [users] can see what is below the lift. It includes sensors around it so no one walks under it when in operation,” Davies says.

ACL works closely with architects and builders to determine the right product with the right specifications. “[The architect] provides us with drawings of the home which we give to our engineering department. Then they determine which model fits, and which safety features are required for that model. They will provide a quote and conceptual drawings. When the product is ordered, we provide detailed drawings on how to dig the pit, handle the plumbing — all the details they will need on-site,” Davies says.



“Some contractors install the product themselves and this doesn’t affect the warranty.”

It takes an average of 90 days for ACL to build the product after it receives confirmation from the architect or builder. The Phantom Lift is for serious car owners/homeowners at a cost of \$50,000. This includes delivery and installation, but excludes taxes, permits and excavation.

For more information on the Phantom Lift, circle 123 or visit phantompark.com — Maureen Alley ■



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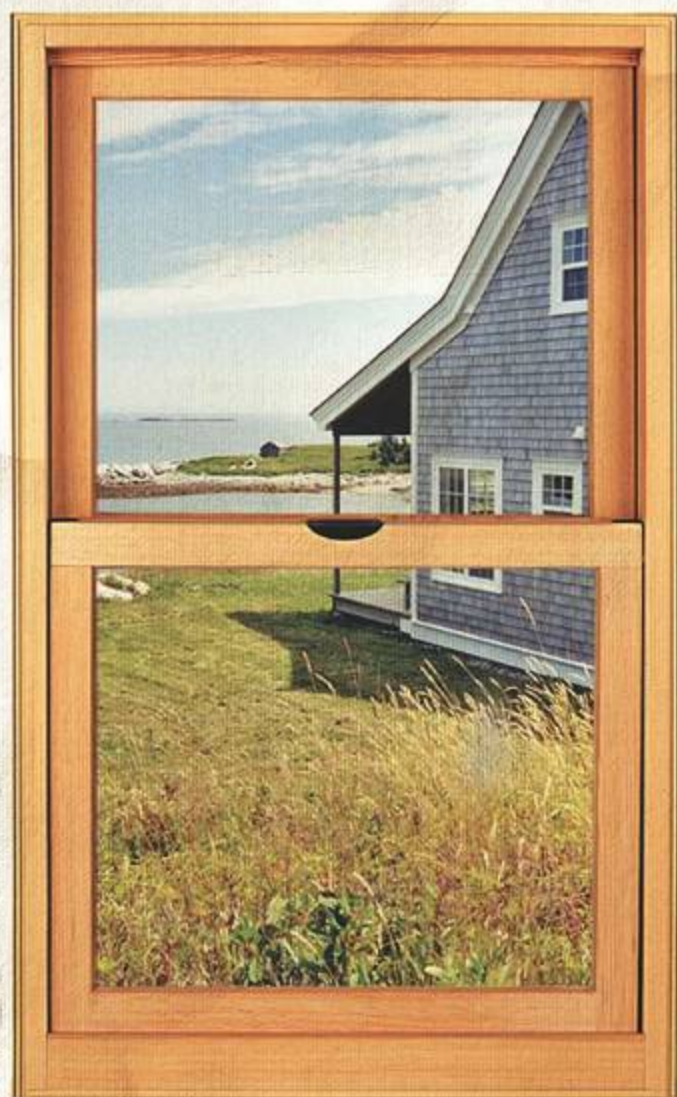
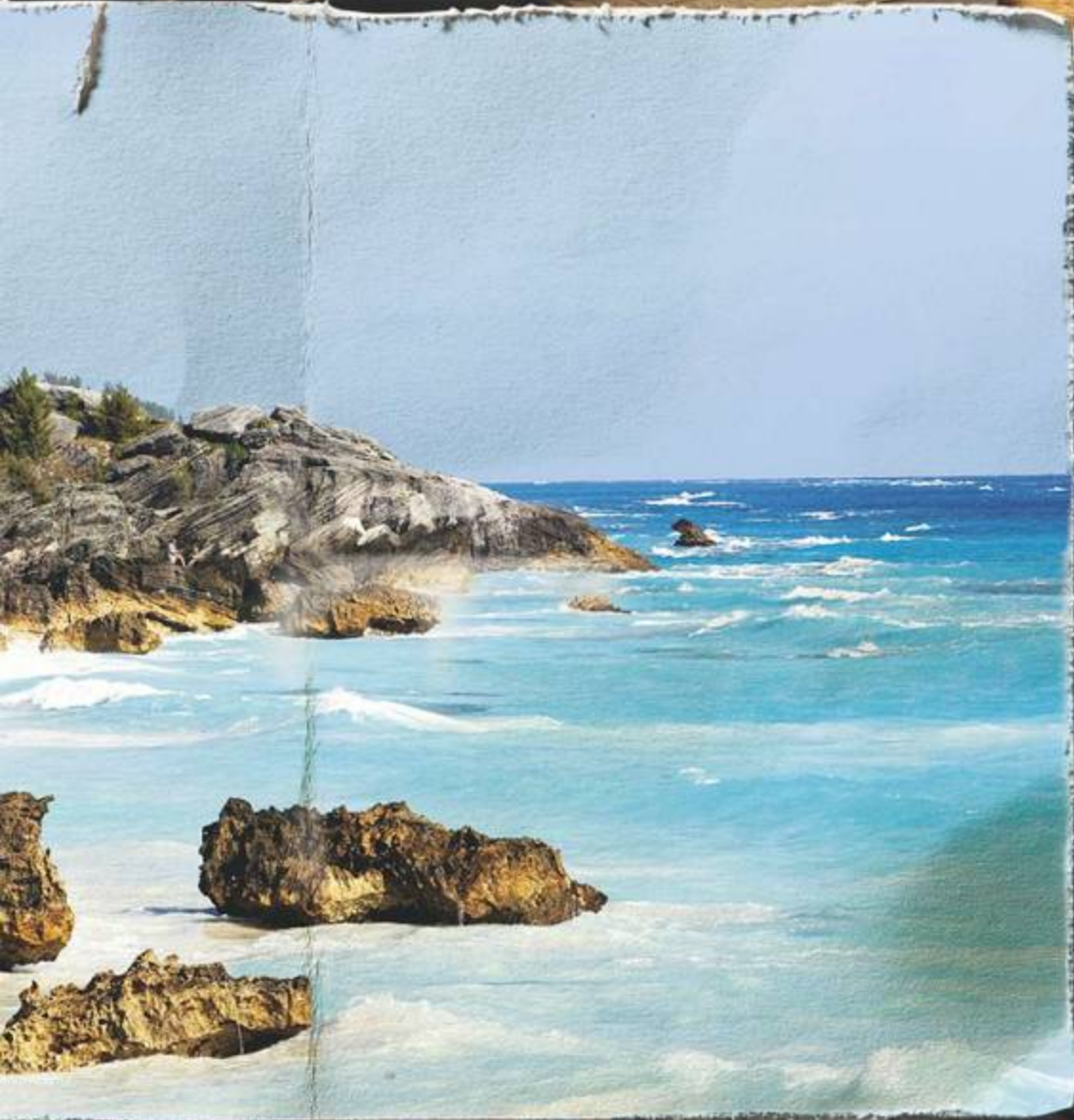
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