

# HomesFriday

## Luxury designs are modified to fit your needs

BY SHERRY GIEWALD  
Daily Herald Correspondent

Today, luxury homebuyers expect more than “ordinary” when they purchase a new home, and builders strive to meet the needs of this niche market.

Luxury homebuyers want quality-built homes that show cutting-edge design, architectural details, high-end finishes and on-trend amenities, builders say. Buyers may expect smart house automation such as LED wall pads where they can adjust lighting and thermostats. Voice activation, top-of-the-line security systems and infrared exterior cameras may also be requested options for the luxury homebuyer.

K. Hovnanian Homes caters to luxury homebuyers’ needs by showcasing upscale designs and furnishings that appeal to this segment of the market, said Andy Konovodoff, president of the company.

“If buyers were in a smaller or older home, they want the latest and greatest — what



New home builders in Chicago’s suburbs showcase their houses each spring. On Fridays during the show, the Daily Herald will cover a different housing topic. Future topics are:

- March 16:** Why purchase now
- March 23:** Move-in-ready homes

center where buyers schedule two appointments with a trained professional designer to select options and upgrades that fit their lifestyles.”

Jay Dulla, executive vice president of Meritus Homes, believes the company’s ability to customize floor plans is an attraction for luxury buyers.

“When move-up buyers prefer a different layout than the home we’re building, we’re willing to customize it to meet their daily living needs. We feel pretty strongly about the importance of this to our buyers.”

This is also the focus of North Mark Homes, a division of Revco Ventures Inc., which tailors its homes to a buyer’s specific needs.

“People like our flexible floor plans where they have the option to add a full bath and in-law arrangement on the first floor, a bonus room, loft, sunroom or porch,” said Jeff Pelock, president of the company.

“Our luxury homes feature full brick or stone fronts, hardboard siding and concrete driveways,” Pelock said. “We’re putting more into our homes for better value and a longer-lasting product.”

M/I Homes offers new exterior single-family home elevations that represent the vintage farmhouse trend that is becoming more and more prevalent, said Cheryl Bonk, vice president of sales and marketing for the builder.

### Interior amenities

Today’s luxury homebuyer expects amenities that used to be upgrades, Dulla said.

“Now we need to do more to attract them; 10 years ago, we didn’t need a tile floor or



COURTESY OF AIRHART CONSTRUCTION

**Courthouse Square, luxury row houses in downtown Wheaton, have prices starting at \$617,563.**

granite seats in the shower.”

Builders say luxury homebuyers typically expect 10-foot ceilings and hardwood flooring, or vinyl planks that look like wood floors, throughout the first floor. With today’s open floor plans, this scenario calls for lighter colors to retain the feeling of spaciousness.

In the kitchen, granite or quartz countertops are on the menu along with the large open entertainment space where you can be involved in cooking and still see what’s going on in the space.

Luxury buyers often look for high-end brand name appliances that are known for their quality performance. At Courthouse Square, a row house development in Wheaton, buyers select appliances that reflect their lifestyle, said



COURTESY OF K. HOVNANIAN HOMES

**K. Hovnanian Homes recently opened the Ontario model at its luxury townhouse community, Parkside of Libertyville.**

Christy Whelan, director of sales for Airhart Construction. Their choice depends on how they use the kitchen and how much they entertain. Some enjoy cooking as a hobby, so they’ll do a cook’s

kitchen, while others might choose a simpler cook top and a Wolf stove.

Whelan sees buyers choosing all kinds of fun, creative

See **LUXURY** on **PAGE 2**



COURTESY OF NORTH MARK HOMES

**The Waterford is a 3,130-square-foot home being built in Springfield Pointe subdivision in Bloomingdale.**

Picket Fence Realty

<b>Mount Prospect</b> 4 bedroom, 2½ bath Colonial <i>For Sale</i> 303 S. Lancaster Ave. \$689,900	<b>Mount Prospect</b> 3 bedroom, 1 bath Ranch <i>For Sale</i> 103 N. Main St. \$279,000	<b>Des Plaines</b> 3 bedroom, 1½ bath Bungalow <i>For Sale</i> <b>OPEN SUNDAY 11:00 - 3:00</b> 1358 E. Algonquin Rd. \$349,000	<b>Mount Prospect</b> 4 BR, 2½ BA Ranch on ½ Acre Lot <i>For Sale</i> 311 N. MacArthur Blvd. \$479,000	<b>Palatine</b> 3 bedroom, 2 bath Ranch <i>For Sale</i> 319 Briarwood Ln. \$369,900	<b>Mount Prospect</b> 1 bedroom, 1 bath Condo <i>For Sale</i> 10 S. Wille St., #509 \$189,900
<b>Mount Prospect</b> 3 BR, 1½ BA Ranch on ½ Acre Lot <i>For Sale</i> 1430 W. Lincoln St. \$349,900	<b>Mount Prospect</b> 3 BR, 1½ BA Expanded Ranch <i>For Sale</i> 608 E. Greenwood Dr. \$299,900	<b>Mount Prospect</b> 4 bedroom, 2 bath Cape Cod <i>For Sale</i> 220 N. Prospect Manor Ave. \$319,900	<b>Mount Prospect</b> 1 Acre Residential Buildable Lot <i>For Sale</i> 635 S. Meier Rd. \$299,500	<b>Mount Prospect</b> 4 bedroom, 3 bath 2-Story <i>For Sale</i> 408 N. Eastwood Ave. \$399,000	<b>Mount Prospect</b> 4 bedroom, 3½ bath Cape Cod <i>For Sale</i> 507 W. Henry St. \$439,900
<b>Mount Prospect</b> 2 BR, 2 bath Coach home <i>For Sale</i> 805 Butternut Ln., #C \$239,000	<b>Mount Prospect</b> 2 bedroom, 2½ bath Townhome <i>For Sale</i> 702 E. Shabonee Trl. \$224,900	<b>Mount Prospect</b> 5 bedroom, 2½ bath Colonial <i>For Sale</i> 104 E. Hiawatha Trl. \$549,900	<b>Arlington Heights</b> 3 bedroom, 2 bath Ranch <i>For Sale</i> 1300 E. Miner St. \$349,900	<b>Mount Prospect</b> Office Space Blocks from Train <i>For Rent</i> 500 E. Northwest Hwy. \$16.75/s.f.	<b>Rolling Meadows</b> 4 bedroom, 2 bath Ranch <i>For Rent</i> 2307 Campbell St. \$1,850 / mo.
<b>Mount Prospect</b> 2 BR, 2 bath Coach home <i>For Rent</i> 1005 Butternut Ln., #C \$1,850 / mo.	<b>Mount Prospect</b> 3 bedroom, 2 bath Ranch <i>Under Contract</i> 107 S. Wa Pella Ave. Offered at \$339,900	<b>Mount Prospect</b> 6 bedroom, 2½ bath 2-Story <i>Under Contract</i> 717 N. Pine St. Offered at \$369,900	<b>Mount Prospect</b> 3 bedroom, 2 bath Ranch <i>Under Contract</i> 416 S. Can Dota Ave. Offered at \$469,900	<b>Mount Prospect</b> 3 bedroom, 2½ bath Victorian <i>Under Contract</i> 309 S. Wille St. Offered at \$469,000	<b>Mount Prospect</b> 4 bedroom, 2½ bath Cape Cod <i>Under Contract</i> 802 S. Na Wa Ta Ave. Offered at \$354,900



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