

# Technology one trend in new homes

Parade of Homes includes new cars, 'Trading Spaces' star

By ALISON LAURIO  
Freeman Staff

WAUKESHA - Phoning home takes on a new meaning with a house called "The Legend." With one call while driving home from work, you can turn on the oven, lights and stereo system.

Once inside the kitchen, you can control everything from air temperature and lights to the security system with a touch-screen computer, according to builder Al Eckhart.

"I've never seen this in a Parade of Homes," he said. "I saw this in Atlanta, and it sparked my interest. Homes seem to be getting more high tech. The home is wired for computer systems - high-speed digital wiring - in every room so it's there for anything you want to do."

Smart on the inside, the house, built by Eckhart's Woodhaven Homes & Realty Inc. of North Prairie, has a handmade brick exterior and is one of 30 in the 2003 Parade of Homes, the 58th annual event hosted by the Metropolitan Builders Association.

The homes this year boast an even wider variety of sizes, shapes and costs, so the theme of "Something for Everyone" is exactly suitable, MBA Executive Director Matt Moroney said.

"From million-dollar luxury homes to starter homes, the people attending will definitely see something there for everyone," he said.

Heidi Heilert, MBA's chief operating officer, said the association has added some new features to the parade this year.

New cars provided by area dealers will be parked in some of the driveways, something they plan on continuing in years to come, she said.



Sam Castro/Freeman Staff

Above, David Rodrigues, president of David & Goliath Builders Inc. of Pewaukee, and Ann Rodrigues, vice president, look over the blueprint for the Cobblestone Ranch home. The home, in the Twin Creeks subdivision in the town of Jackson, features a blend of cobblestone and brick facing, a fairly unusual feature of the home, said Ann Rodrigues. Below, the cold and hot water distribution center includes Rehau Pex-A pipes, which do not freeze or shatter.

## AT A GLANCE

**What:** 2003 Parade of Homes

**When:** 3 p.m. to 8 p.m. weekdays and noon to 5 p.m. weekends and Labor Day from Aug. 16 to Sept. 7

**Cost:** \$10 at the gate and \$8 in advance for adults; and \$5 for children 12 and under - only available at MBA office or the gate

**Features:** 30 fully decorated and landscaped homes

**Where:**

- The Western Hills subdivision in Hartford has 13 homes ranging from 1,800 square feet to 2,500 square feet that are designed for first-time homeowners or empty nesters.

- The Twin Creeks subdivision in the town of Jackson has 14 homes ranging from 2,100 square feet to 4,800 square feet.

- The Hawks Landing subdivision in Mequon has three luxury homes ranging in size from 6,100 square feet to 7,400 square feet that have features like smart technology, home theaters and spa-like baths.

**For more information:** (414) 431-4663 or [www.mbaonline.org](http://www.mbaonline.org)



# Parade

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"Research has shown that of the people constructing a new home, the majority purchase a new vehicle within two years," Heilert said.

Four designers from the cable television show "Trading Spaces" designed four of the rooms in houses in the Twin Creeks subdivision, which is in the town of Jackson. One of the designers, Genevieve Gorder, will be at the Twin Creeks site for special events Aug. 16, she said.

"It's the first time ever the 'Trading Spaces' program has partnered with a builders' association like this," Heilert said. "One of the reasons we wanted to do this was to see more decorating ideas, and it's a way to provide this with something truly unique."

Another first-time addition to the parade is in the Cobblestone Ranch, a home built by David &

Goliath Builders Inc. of Pewaukee, which is the parade's first concrete masonry unit house, MBA said. The house is located in the Twin Creeks subdivision.

David Rodrigues, president of David & Goliath, said the concrete block is an engineered structural block that is reinforced with steel and Durawall.

"The block is hollow in the center, which gives it higher insulation value," he said. "The energy efficiency of this house is incredible."

The house is waterproof on the outside and a special foam used on the walls meshes the block to the

wood frame, so it "all becomes one structure," Rodrigues said.

"It's hurricane, tornado and earthquake resistant," he said.

The house has pure polymer pipes that are seamless,

will not break down and are not susceptible to erosion or corrosion; a low-maintenance Decra steel roof that is new to the residential market in Wisconsin; and

all in-floor heating, Rodrigues said.

It has high-efficiency windows and appliances and better insulation because "energy efficiency is a huge trend," said Ann Rodrigues, vice president of David & Goliath.

Other trends include less formal rooms – sometimes no dining room – and flexible spaces that can be made into an office, extra bedroom or whatever is wanted, she said.

Besides the move to high-tech homes, Eckhart said a lot of people are asking for screened porches.

That goes along with the trend toward more comfortable and open spaces, Heilert said.

"We're still seeing an open concept in design and a combining of liveable spaces; more have a great room," she said. "People want technology and energy efficiency, including air quality. And from a landscaping standpoint, they are looking at the back yard to try and create that retreat."

Moroney agreed.

"Most of everything happening in the real estate industry is emphasizing comfort over formality," he said.

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## Local builders on parade

Fifteen of the 25 builders with houses in the 2003 Parade of Homes are from Waukesha County. They are:

- Allan Builders Inc., Oconomowoc
- Aspen Homes Inc., Pewaukee
- Badger Home Builders Inc., Waukesha
- Coventry Homes Ltd., Waukesha
- David & Goliath Builders Inc., Pewaukee
- DBR Concepts Inc., Menomonee Falls
- Demlang Builders Inc., Sussex
- J. Anthony Homes Inc., Pewaukee
- Joseph Douglas Homes, Brookfield
- Kettle Creek Homes Inc., Elm Grove
- Meridian Homes Inc., Nashotah
- Schaper Homes Inc., Oconomowoc
- Westridge Builders Inc., Waukesha
- Wolter Brothers Builders Inc., New Berlin
- Woodhaven Homes & Realty Inc., North Prairie

– Metropolitan Builders Association

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