



'Forgotten majority'

Keating homes for average-income families

Bloomfield Hills-based Keating Community Homes Inc. is introducing three new model homes at the Builders Home Flower and Furniture Show, which the average-income family can both afford to build on the home-site of its choice.

The new home builder has financing and plans to sell 1,200 of these three-bedroom homes in the Detroit area this year before offering its new concept in "scattered lot" affordable housing in other parts of the country.

Base priced from \$61,999 to \$74,990, including lot, the 1,100- to 1,400-square-foot homes can be built on Keating home sites throughout Oakland and Livingston counties.

Keating's large inventory of home sites is scattered throughout the Oakland County communities of Farmington Hills, West Bloomfield, Troy, Rochester Hills and the townships of Commerce, Waterford, Orion and Oxford, as well as in the Livingston

County communities of Brighton and Howell.

THE LOTS RANGE from almost every type of setting a home-seeker could want — from treed lots in existing neighborhoods, to rural settings and even sites with lake privileges. The variety of locations provides families the opportunity to "shop" school systems.

Keating also will secure a home site in other communities, or will build on lots already owned by a home buyer.

Visitors to the three Keating model homes on display at the builders show will find that these three-bedroom, two-bath homes offer standard and optional features normally found only in much more expensive homes.

Some of these standard features include cathedral ceilings in the living room, dining room and kitchen, built-in dishwasher, garbage disposal and gas range, garden tub, carpeting throughout, gas furnace and hot water

heater, drywall construction, six-panel doors, oak cabinetry, energy-efficient design and a five-year service warranty on the plumbing, heating and electrical systems, as well as on appliances and frame construction.

Howard T. Keating III, general manager of Keating Community Homes and one-time builder of luxury homes, said the special features in the homes were designed to appeal to the large 25- to 40-year-old Detroit-area population of singles, couples and families with young children and household incomes between \$25,000 and \$45,000.

"OUR RESEARCH FOUND that this average-income household is the forgotten majority in today's new residential marketplace," said Keating.

"They want a stylish home, a home they can be proud to entertain in," he said, "and they want to be able to choose a community with good schools. But today, that adds up to a new home that starts at more than \$100,000.

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— Howard T. Keating
general manager

"The average-income household can't afford to spend that much on a home," he said. "Many are renting while they try to save up the downpayment."

Keating said he priced his new homes so that the monthly mortgage payment would be less than the average buyer is now paying in rent for a three-bedroom apartment or used home.



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