

# Builders observe national trends

By Lisa Brody  
Special writer

Area builders, developers and suppliers gave this assessment of what they see as trends for the '90s after touring the National Association of Home Builders' annual show:

• Jeffrey Cohen, Cohen-Shawn Building Corp., Birmingham: "Everybody is looking for large, spacious kitchens, large master baths and open floor plans."

"I continue to see a service-oriented market. I feel people expect a lot because they're more knowledgeable. They're not willing to accept bad workmanship or products, but they are willing to pay more for them (good workmanship and better products)."

• Sue Miller, Bing Construction, Bloomfield Hills: "I'm seeing more traditional or eclectic feelings in homes. The dark jewel tones of hunter green, black and sapphire will be

strong in the early '90s, as will a lot of extra woodwork in trim, moldings, beams and judge's paneling. And wood pickeling is definitely strong."

• Gary Rose, Westhervane Windows, Brighton: "It's a return to romance. Lots of palladian windows and more custom-oriented windows."

"People also want maintenance-free exterior aluminum windows, casements and updated double-hung windows. Look also for Low E glass with insulation and reflective coating, which reflects out heat and ultraviolet rays in summer and reflects them back in room in winter."

• Rex Lanyi, Globe Development Co., Ypsilanti: "This is an era of possibilities. If a builder is willing to take time to develop expertise in certain specialized areas, such as affordable housing, housing for the elderly, even move-up housing for baby

boomers, they will have wonderful opportunities for the next 10 years."

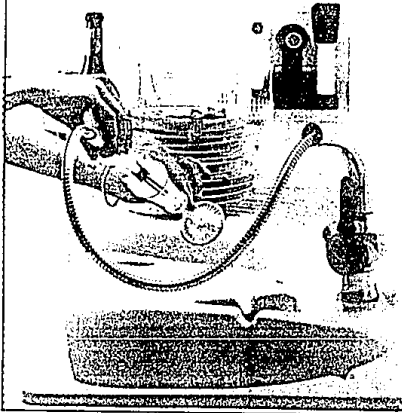
• Jim Boschan, Adams Development Corp., Bloomfield Hills: "The service we provide has to be as good as the quality we build."

• Peter Halan, the Brody Group, Bloomfield Hills: "Sales and marketing will be the keys to the '90s because of increased competition. In addition, service and quality will have to be a builder's primary focus because that's what homeowners are

demanding."

• Fred Greenspan, Fred Greenspan Development Co., Southfield: "People still prefer single-family housing even if it is in the form of condos. People are also looking for maintenance-free housing with more amenities, gadgets and buttons."

• Mark Adler, Adler Homes, Brighton: "Quality and service. Customers want a warranty, which I give them from HOW (Home Owners Warranty)."



## Working faucet

Grohe America's Ladylux has an interchangeable spout for the use of several attachments depending on the kitchen chore.

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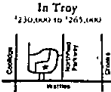
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