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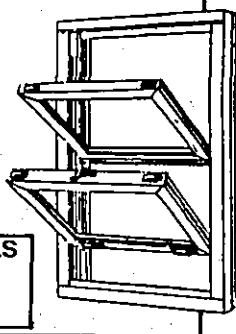
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## Lifestyle homes going on parade

**T**RY A homey encounter. The second annual Parade of Homes exhibit will be a highlight at the builders show.

Visitors can saunter through the 6,600-square-foot promenade done up in an "Old World" theme of brick-paved streets, Victorian lamps, landscaping and gazebos, said Rosalie Lamb, Builders Association of Southeastern Michigan senior staff vice president.

Scattered throughout the display will be renderings of 80 homes, suitable for every lifestyle, in five different counties, Lamb said. Included with the renderings will be information about special features, floor plans and pricing, she said.

But the Parade of Homes is more than just a display of architectural renderings. These homes actually exist and are available to purchase, Lamb said.

The display is a way to gather the work of 80 builders in one place without doing the actual legwork. Potential buyers will be able to see a variety of homes, ranging from condominiums to single-family structures, from Oakland, Macomb, Wayne, Livingston and St. Clair counties without ever leaving Cobo Center.

ALSO AVAILABLE at the display is the Parade of Homes magazine, published by Marketplace Publications, which contains renderings and floor plans of all the homes, said Michael Gauthier, Marketplace publisher.

The magazines contain a map to each home site and give the hours the homes will be open for public tours.

Then, for one month after the show, potential home buyers can take on-site tours of the houses, Gauthier said. He added that builders have agreed to maintain the prices listed in the Parade of Homes magazine.

Gauthier said the Parade of Homes is actually the precursor to the annual

Homearamas, which showcase builders efforts. "Ten years ago, we used the Parade of Homes to kick off the spring building season."

Since then, southeastern Michigan builders have held Homearamas, but these events have one drawback, Gauthier said. "Instead of 80 or more builders, the Homearamas are limited to only 10 or so homes."

THE PARADE of Homes also feature homes in a wider range of prices than Homearama, Gauthier said. Instead of elaborate homes costing \$300,000 or more, the Parade of Homes will feature more modest houses starting at \$80,000.

The \$1.2-million homes, of course, also will be featured. "Most homes will be in the \$150,000 to \$200,000 range."

Similar programs are held — and are quite successful — in other parts of the state and country, he said. "Grand Rapids holds an annual Parade of Homes and they have 170 builders (participating)."

Builders in the Minneapolis area have nearly 500 builders in their annual Parade of Homes, Gauthier said. "That's what we're hoping for. With an area like southeastern Michigan, we ought to have at least 250 builders involved."

A NEW feature for this year's Parade of Homes will be a home builder competition, Gauthier said. A panel of five architects will judge the homes and award prizes to builders of the two best homes in each of four categories: homes priced under \$100,000, \$100,000 to \$200,000, \$200,000 to \$300,000, and \$300,000 and up.

Judging will be based on the design, architecture, special features of the house and the value of the house for the money. Winners will be announced Thursday, March 21, at a luncheon for builders and mortgage bankers preceding a keynote speech on the building industry by Gov. John Engler.

## On tap: pools, spas, gazebos and jacuzzis

**G**ET IN the swim. This year at the builders show, the Southeast Michigan Pool Association will display 7,000 square feet of above-ground and in-ground pools, spas, gazebos and jacuzzis.

The Southeast Michigan Pool Association is a local chapter that brings together, in one exhibit, all the new advances and pool products as well as patio furniture and spa enclosures.

Ten different pool dealers will display their wares at the show. Among them will be Viscount Pools, Pietila Pools, Sunspace, Dobat Pools, Michigan Pools and Cornwell Pool and Patio.

Kevin Zacharski of Viscount Pools, manager of the Southeast Michigan Pool Association, is enthusiastic about this year's display.

"It's the best time for consumers who are interested in pool products to see all that's available to them," he said.