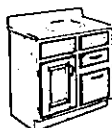


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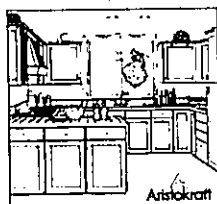
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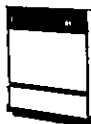
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3 builders each unveil 2 houses

By Susan Buck
staff writer

WHY MOVE. Improve."
For years that was the
motto of Fairway Custom
Homes in Southfield, which
held the patent on the dormer for 17
years, said Adam Helfman, vice
president.

Now Helfman, a recent Michigan
State University graduate in the
building and construction program,
wants to see the family name of the four-
generation business back in the limelight
as a new home builder.

The company, founded in 1926, began
building new homes after World War II.
Remodeling was later added. "I'm the
youngest builder with the oldest
company (in Homearama)," said
Helfman, 23.

Unhappy homeowners, seeking home
improvement, have continually aired
their gripes to Fairway Custom Homes.
The houses these homeowners bought
just never seemed to have the desired
look. So they sought solutions from
Fairway.

After years of listening to what's
wrong or lacking in houses, Helfman
decided to build two new model homes
for this year's Homearama where
specifications are just what the customer
ordered.

"We've learned what customers
want," Helfman said. "We're showing
what complete construction we can do.
Why not make a statement?"

The Bellevista, a Cape Cod model by
Fairway priced at \$249,900-\$279,900, is
already sold. The great room features a
see-through fireplace, a large French
door and a circle-top window. The
master bedroom is on the first floor.
"The London" by Fairway is priced at
\$209,900-\$239,900, and is for sale. The
laundry room is on the upstairs level, a
request his company has increasingly
heard from some homeowners, Helfman
said.

HELFMAN, AS well as Lawrence
Cohen of Cohen Associates Inc., West
Bloomfield, and Tom Schroder of
Cornerstone Building Inc., Novi, all are
displaying two homes in this year's
Homearama.

Cohen, a West Bloomfield resident,
participated in Homearama in West
Bloomfield two years ago. He has 24 lots
available in Riverbridge. "I've watched
that area for so many years," Cohen
said.

He's impressed with the Novi school
system and that the subdivision is "not
more than a walk to downtown
Northville. "It's a delightful area," said
Cohen, who often browses in downtown
Northville.

Cohen's two Homearama homes are
Aspen II, a Tudor, priced at \$195,000 to
\$234,000, and Collingwood II, a
traditional country home, priced at
\$200,000-\$234,000.

The Collingwood II's master bedroom
and adjoining master bedroom make a
separate, private "home within a home"

suite. The master bathroom offers a
separate shower with two wall seats for
togetherness, and a built-in tub.

Cohen has built in the Woods of Novi
subdivision, at 13 Mile and Decker,
where pricier homes are found.

"The market is a pyramid," Cohen
said. "It's very important to stay in the
\$180,000-\$190,000 area to reach a much
broader spectrum of people. Our
economy has been struggling since
Operation Desert Shield."

Elevations people favor were studied
when Cohen planned the Aspen II, a
Tudor home that features a spacious
family room with oak flooring that
extends from the kitchen through the
foyer, hall and powder room.

"We've done custom homes up to \$1
million," Cohen said. "We all get tired
doing the same home. These
(Homearama homes) are move-up
homes, not starter homes."

Homearama homes are completely
decorated. Cohen's homes will even have
shoes in the closet. Lots in Riverbridge
subdivision are basically 70 feet wide
with some as deep as 200 feet, Cohen
said.

TOM SCHRODER of Cornerstone
Building, Inc., Novi, presents The
Currington, a colonial, priced at
\$236,000-\$256,900, and The Wellington,
a contemporary ranch, priced at
\$209,000-\$216,900. Both are already
sold.

Among many features, The
Currington has a first-floor library with a
fireplace. The spacious upstairs bedroom
opens to a walk-out "Juliette" balcony.

Dryvit, which covers The Currington's
exterior, has an additional R-10
insulation value and needs no
maintenance. The material has been
used commercially and in the southern
residential market, Schroder said.

The Wellington's foyer has a 12-foot,
diamond-shaped, vaulted ceiling.
Schroder takes great pride in his
custom homebuilding, which includes
lakefront homes.

His Homearama homes were pre-sold
before building. "We're not a mass
producer," Schroder said. "We spend
more personal time with customers. We
rarely build the same house twice. Our
homes are very, very different."

Riverbridge aglow

Continued from Page 2

Thomas Ricketts, chairman and
president.

"These beautiful homes will feature
the latest in natural gas technology and
energy conservation measures, including
natural gas heat, appliances and other
conveniences that prospective
homeowners often want as part of their
purchase," said Tim Warner, Consumers
Power Metro Region marketing and
sales manager.

A plan book highlighting each home is
included in the admission to Homearama
Holiday 1991.

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