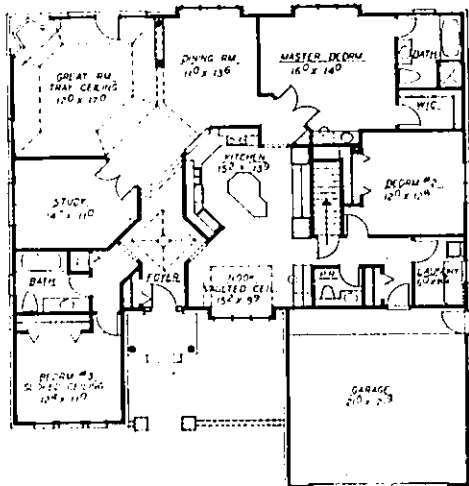


The Wellington

Lot 6

Builder: Cornerstone Building, Novi.
Architect: Cornerstone.
Landscaper: Cornerstone.
Interior Designer: Cornerstone.
Square feet: 2,492. **Bedrooms:** 4. **Bathrooms:** 2½.
Price: \$209,000-\$216,900.

Features: Contemporary Ranch. Brick exterior. The foyer contains 12-foot vaulted ceiling. The great room features pan ceiling. The kitchen includes oak cabinets, island and nook area with vaulted ceiling. Master bedroom has cathedral ceiling, double-entry doors and boxed window with window seat.



Builders showcase their newest ideas

By Susan Buck
 staff writer

AFFORDABLE HOUSING. Move-up housing. Just a couple of terms Homearama builders are using this year to describe their model homes in Novi's Riverbridge subdivision, south of Nine Mile, east of Novi Road. The homes are in the \$200,000-\$280,000 price range.

Stephen Taglione, president of the BBC Group Inc., Farmington Hills, is making his first-time entry into Homearama with The Premier, a traditional home priced at \$229,000-\$254,000.

"The theme this time is affordable housing," Taglione said. "The entries are priced at \$250,000 and below. It's more in step with our largest market of \$200,000 and below. Our market has not been as difficult as others to sell in. Novi is one of the strongest areas to sell in."

Taglione stressed that The Premier's price reflects the total cost, including landscaping.

This model has a California theme, decorated with teal, salmon and coral colors with bleached/pickled oak. The model is being reproduced in Canton Township, Sterling Heights, Riverview, Woodhaven and Pittsfield.

Features include a two-story foyer with open staircase and a step-up master bedroom. "Buyers want a good family home with amenities in the home making it a pleasurable place for family and entertaining," Taglione said.

Today's home shopper values a large kitchen and family room but still wants a formal area for entertaining, Taglione said.

DAN BARTON, who lives and works in Canton, serves as project manager of D & J Property Development Co., Canton.

He's making his debut as a Homearama builder at the invitation of developer Herbert Lawson. "At first I laughed," Barton said. "I didn't consider myself that caliber of builder."

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Homearama leadership comes from many areas

THE COMMITTEE and builders involved in Homearama Holiday 1991, including local business liaisons, are:

- Dennis Dickstein, president of Ralph Manuel Realtors, Birmingham and Farmington Hills, and chairman of the Homearama Committee.

- Jack Ray, builder-developer liaison and senior vice president with Standard Federal Bank.

- Adam Helfman, vice president of Fairway Custom Homes, Southfield, and a Homearama builder.

- Herbert Lawson, president of Herbert Lawson of West Bloomfield and developer of Riverbridge subdivision.

- Irvin Yackness, Homearama show executive director and general counsel for the Builders Association of Southeastern Michigan of Farmington Hills.

- Dan Barton, project manager of D & J Property Development Co. and a Homearama builder.

- William Steele, builder-developer liaison of Detroit Edison in Detroit builder-developer liaison.

- Stephen Taglione, president and C.O.O. of BBC Group, Inc. of Farmington Hills and a Homearama builder.

- Robert Halso, president of Pulte Homes of Michigan, Royal Oak, and a Homearama builder.

- Craig Corbell, president of Michigan Custom Homebuilders Group, Inc. and a Homearama builder.

- Lawrence Cohen, president and owner of Cohen Associates Inc., West Bloomfield, and a Homearama builder.

- Leo Soave, president of Soave Building Company Inc. and a Homearama builder.

- Kevin Biondo, president of Biondo Designers & Builders, Northville, and a Homearama builder.

- Thomas Schroder, president of Cornerstone Building Inc., Novi, and a Homearama builder.

- William Phillips, vice president of Herbert Lawson Inc. of West Bloomfield, developer of Riverbridge subdivision.

- James Bonadeo, president of the Builders Association of Southeastern Michigan and president of Bonadeo Builders in Plymouth.

- Robert Halso, president of Pulte Homes of Michigan, Royal Oak, and a Homearama builder.

- Richard Kravick, residential marketing director for Consumers Power in Royal Oak and a builder-developer liaison.

- Kathleen Clancey, vice president of Fairway Custom Homes, Southfield, and a Homearama builder.

- Adam Helfman, vice president of Fairway Custom Homes, Southfield, and a Homearama builder.

- Jack Ray, builder-developer liaison and a senior vice president with Standard Federal Bank.

- Kathleen Clancey, vice president of Standard Federal Bank, Troy, and a builder-developer liaison.

- Nancy Rosen, account executive with Stone, August, Baker Communications Companies of Troy.

- Paul Dyhdalo, president of Dumlir Corp., Warren, and a Homearama builder.