

Homearama offers builders exposure

One Homearama down, two to go. The first of three showcase of idea homes for 1992 conducted by the Builders Association of Southeastern Michigan ended last week in Oakland Township.

Upwards of 40,000 attended, according to John Scaccia, a Rochester Hills builder and chairman of that show. "It was a very, very good response," he said.

Subsequent Homearamas are scheduled to run today through June 21 at Victoria Park Subdivision in Detroit and this fall at the Vineyards Subdivision in Sterling Heights.

"People go through Homearama for more reasons than just to purchase a home," Scaccia said. "A lot go for landscaping ideas, deck ideas, general decorating. Some go to buy furniture. Plan books we give out, people seem to hang on to them for

several years. "Homearama, as far as my company is concerned, gets results. Where else can a builder get that kind of exposure, 30,000-40,000 people?"

None of the models had sold as of the end of the Oakland show, but Scaccia predicted that they would go within a month after their tour took time to analyze what they observed.

James Bonadeo, a Plymouth builder and president emeritus of the B.A.S.M., is chairman of the Detroit Homearama. He expects a different kind of crowd for this exhibition.

"Normally in Homearamas, people come out to see houses decorated. They're not buyers," Bonadeo said. "In this one, we're going to get the cautious, but a lot of people who want to buy."

"The Homearama market has

been for people who drive Mercedes Benzes, Volvos, BMWs, Lincolns. With this low cost, it's going to be possible for a lot more people in the market to buy. We're going to get all the Ford and Chevy people."

Models in the Detroit Homearama are priced at \$80,000-\$145,000. Homes in suburban shows typically are valued at several hundred thousand dollars.

Where 10 large models were open during the Oakland Township show, 25 will be presented in Detroit.

"I would look at traffic flow, floor plan, practicality of the house — enough baths and beds, workmanship," Scaccia said. "Decorating is important. Exterior elevations would be very important to me. It has to have curb appeal."

"If I were a buyer and I had three kids," Bonadeo said, "I'd look for a

house I could afford and, second, one which would take care of my family. Then you have the aesthetics. Some like ranches, some colonials, some tri-levels. At this (Detroit) showcase, we have something of each."

Orders had been taken for 87 houses in the Victoria Park Subdivision as of Memorial Day, Hamedo said. "It shows you what kind of market we have in Detroit for the right priced house," he said.

Victoria Park is off Dickerson two blocks south of Jefferson. Homearama hours are 3-10 p.m. Monday through Friday and noon-10 p.m. Saturday and Sunday.

Tickets are available on site for \$6. Discount coupons for \$5, good Monday through Friday, are available in advance through Detroit Edison and Standard Federal Bank offices.

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