

Homearama builder wins peers' plaudits

By Susan Buck
staff writer

THE SUCCESSFUL, soon-to-be successes and dreamers will dot the Homearama Spring 1992 showgoer list.

Lovers of luxury will delight in the amenities afforded by the 10 new homes at Meadows At Oakland Farms,

developed by M.J.C. Construction, Mount Clemens, and S.R. Jacobson Development Corp., Birmingham.

The Oakland Township homes are valued at \$350,000 to \$500,000 each.

The show is sponsored by the Builders Association of Southeastern Michigan. Dual-income young professionals, in the 35-50 age group with families, are targeted as buyers.

Builders are quick to assert they welcome browsers, too.

"Homearamas are marvelous marketing tools," said Robert R. Jones, president of Robert R. Jones Associates, Inc., West Bloomfield. "People come back four or five years later (when they are ready to buy). We have what we call our 'followers'."

NEWS-WISE: Jones, 55, headlines the parade of builders in Homearama Spring 1992.

He recently earned a gold medal in the Builder's Spotlight Business Excellence

Awards. Only three gold medals were presented in the competition sponsored by the National Association of Home Builders, Builder Magazine and Marvin Windows.

Jones won in the small-builder category. He stands out because he copyrights his designs, doesn't negotiate prices and deplores debt.

According to the January issue of Builder Magazine, Jones has "in six years built without any leverage, a company with \$4.5 million in assets and a net worth of more than \$2 million."

Jones doesn't like to borrow money to build. Instead, he banks money from previous sales to fund current and future projects.

"We don't like debt and that's putting it succinctly," Jones said in an earlier interview. "In real estate, it's always popular to be leveraged, to use someone else's money. I've always believed you have to have things under control. Debt permeates a lot of things."

IN HIS seventh Homearama, Jones is presenting "The Knorrwood," a 3,732-square-foot home in the \$350,000-\$495,000 price range.

"The price range has to be in the range that we build in," Jones said. "We're not in starter homes. These are attainable, not affordable, homes."

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HOMEARAMA I

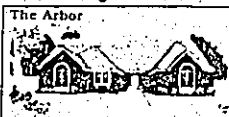
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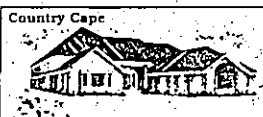
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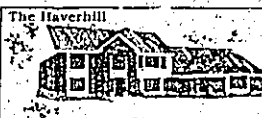
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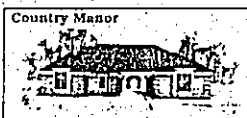
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The Knorrwood



Builder: Robert R. Jones Associates, Inc., West Bloomfield. Robert R. Jones, 851-3434.

Home designer: Robert R. Jones Associates Inc.

Landscaper: Northwind Farms.

Interior design: Perlmutter-Freiwald Inc./Craig Steinhaus.

Square feet: 3,782. **Bedrooms:** 4. **Bathrooms:** 3 1/2.

Price: \$350,000 to \$495,000 (est.).

Features: New design concept with round wall corners. Floor-to-ceiling bay windows in living room and dining room. Half-round top windows in family room and breakfast room. Fireplace in breakfast room and family room. First-floor owner's suite. Nine-foot, four-inch ceilings in first-floor library and master suite. Twelve-foot ceilings in family room, breakfast room and kitchen. Two-story ceilings in living room, dining room and foyer. Two full baths upstairs; one private bath and one shared bath with individual dressing areas. Unique rear-positioned, side-opening garage.

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