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"We've been asked before (to participate), but this is more subtle," says where an average person could buy into," Mike Falsetta said. "It's reasonably priced."

Falsetta calls these homes the most expensive in Sterling Heights. The home, featuring a barrel vault ceiling in the family room, a curved balcony and an angled kitchen, is named after a wine-growing region in California. Upstairs in the boys bedroom, a Lionel train runs along the sill.

Falsetta applauds the mixed-use character of this subdivision, where condominiums serve as a buffer to the main road and density goes from high to low.

John Altadonna of J.B.A. Homes, Inc., Troy, likes the site location and its related wildlife.

His model, the Franklin, is a 2,150-square-foot, split ranch, single-family home priced at \$232,500. A three-sided Majestic cove fireplace divides great room, nook and hearth room.

"Ambience is important, starting with the foyer," Altadonna said. "When I walk into the foyer, I like an open airy feeling, a feeling that welcomes you into a home."

"The unique layout has spacious rooms with a lot of light," Altadonna said.

Milton B. Rotenberg and John E. Harbar of JAD Homes, Bloomfield Hills, present two attached ranch condominium homes, the Burgundy and the Angelica, both priced from the mid-\$130,000s and about 1,450

square feet. Both can be built with optional lot.

"Condo living is lifestyle, and lifestyle is part of the plan," Rotenberg said.

Today, condominium owners are not just empty nesters. They are younger, married couples and singles, he said.

Half his condominium customers are empty nesters and the other half are single women, a group that he sees increasing, Rotenberg added.

"Every unit has its own private entry," Rotenberg said. "This is an upgrade of a development we did in Clinton Township in 1987-88. People are looking for an easy lifestyle."

"With this subdivision, you can be close to the grandkids and not have a 3,000-square-foot home to take care of. This is what a planned community is like. Architecturally, we maintain the dignity of the site."

The JAD condominiums feature circle-top windows, first-floor laundry rooms and fireplaces.

"We're the best builders in the world — we're Italian," said Anthony L. Fiorimonte, a partner in Sorrentino Builders Inc., Clinton Township, with Michael A. Sorrentino and Christopher B. Sorrentino.

Sorrentino Builders are presenting the Lakeside Lifestyle, a traditional single-family home, priced at \$244,900. It was chosen by Lakeside Center as its premiere home and is completely decorated by stores in the Sterling Heights mall.

The company utilizes a German troubleshooting, quality-control

system called the Deming method to improve and spot check the building process.

"This was a way that got all the glitches out so that we don't have to go back (to correct them) after closing," Fiorimonte said.

The home features a Jacuzzi whirlpool in the bath and on the patio, a cathedral ceiling and loft over the gathering room, a first-floor library and a three-car garage. "We have stained woodwork with a cozy, comfortable Groose Pointe look," Fiorimonte said.

John Roselli, owner of Dynacraft Custom Home Builders Ltd., Mount Clemens, calls himself "the new kid on the block" when discussing his first participation as a Homearama builder, spurred by mutual friends.

He has worked his way up in the trades, first as a rough carpenter with supervision from his father, Giuseppe, while working on a de-

gree in finance and then as a licensed builder.

Several Roselli family members are involved in the Beverly Ann, a 2,500-square-foot, ranch-style, single-family home, priced at \$229,900. His mother, owner of Madeline's Draperies, is providing the drapery and blinds for the model and his brother, David, is landscaper.

Roselli's home is one of three Homearama homes that feature outside steps leading from the basement, like those found in old farmhouses, prompting clients to say: "It brings back memories."

Roselli, kiddingly calls it, "the bomb shelter."

"It's great for bringing big things into the house (like lawn furniture) or for when you've been working outside and don't want to track dirt into the house," he said.

It also provides easy access to the basement work area — for winemaking, as an example, Roselli

said.

There's no wasted space in Roselli's house. Closets, cabinets and storage areas are built-in, where possible. The first-floor laundry has three built-in hampers.

Roselli insulates garages and basement walls and places basement pipes off to the side walls to facilitate finishing the basement, which has extra high ceilings.

Michael Garofalo of Petra Building, Novi, knows Sterling Heights inside and out. He was born and raised there.

His home, the Wellington, a

3,150-square-foot home, priced at \$230,000-\$265,000, is the most expensive home in this Homearama.

The Cape Cod single-family home, with brick and stucco exterior, has a great room with a two-story ceiling and wet bar. The first-floor master bedroom and bath features cathedral ceilings, a walk-in closet, a step-up Jacuzzi tub flanked by Roman columns and a separate shower and two sets of stairs.

"It speaks for itself, it's a gorgeous house," Garofalo said.

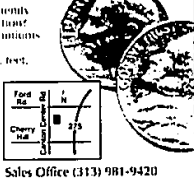
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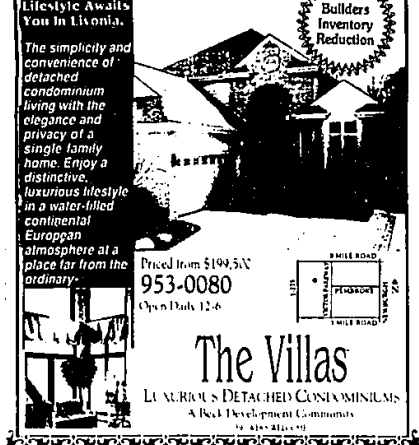
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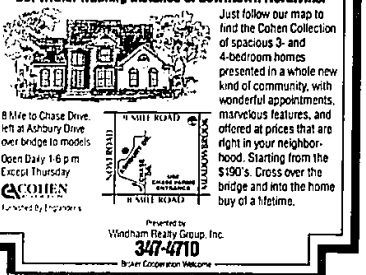
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