

What qualities are you looking for in a new home?

New home buyers in the '90s are finding the widest-ever variety of styles and options from which to choose. While those choices may bewilder some, a quick look at current trends in home building should help the buyer make a decision.

"Home buyers look for the latest in style and technology," says Robert R. Jones, president of the Builders Association of Southeastern Michigan and of Robert R. Jones Associates in West Bloomfield. "Those buyers are naturally going to gravitate to builders who offer up-to-date products."

Many of the trends in new homes relate to recent advances in technology. Built-in appliances, including microwaves and hot water dispensers, are the rule rather than the exception in the '90s. Phone jacks in every room, built-in entertainment centers, and even built-in whirlpool baths are among the things buyers are looking for in their homes. Many buyers consider these amenities virtual necessities.

Other popular items fit into the category of luxuries. Master bedroom galleys, spacious bathrooms with dual vanities, high ceilings, and home fitness centers are among the "extras" new home buyers are looking for.

"There is also a move back to classic styling," Jones continues. "We get many requests for skylights, radius corners, and tone-on-tone floor surfaces which help increase visual space. Overall, many new homes would be considered neo-classic in their design theme."

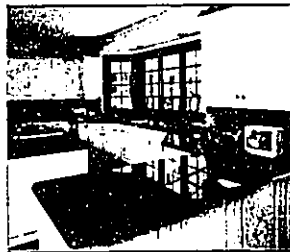
Perhaps the one item that is getting more attention than any other from most home buyers in the '90s is the overall quality of the home. Buyers are looking for workmanship that will last and that will ensure their new home will be a showplace well into the next century.

High-gloss cabinets, a wide array of built-in storage spaces, plentiful shelving in closets, and even pop-out ironing boards are all features that today's buyer will find attractive and useful while adding to the "finished" appearance of the home. Combining those features with careful detail work will give the home a desired high-quality effect.

"More and more buyers are realizing that spending a few more dollars up front pays off in improved appearance, reduced maintenance, and increased resale value," Jones states. "Cutting corners is a thing of the past. Buyers today want the highest-possible quality of workmanship."

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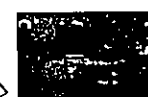
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