

NEW HOMES

SUNDAY, JUNE 1, 1997

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Westfield offers landscaping at base price

Danny Veri, a builder who sold all 34 lots within seven months in Canton's Camden Park a couple of years ago, is enjoying lightning-like success at his current project, Westfield Estates in the same township.

Nearly two dozen of the 79 lots in the platted sub off Haggerty between Cherry Hill and Palmer roads sold within a month after the model was opened.

"We realistically market to get a project completed in a year," Veri said. "It benefits everybody - customers, trades, us."

Residents don't have to endure years of construction with noise and debris, subcontractors can anticipate a steady work load, and the builder doesn't have to worry about high carrying costs.

So what's the draw at Westfield Estates?

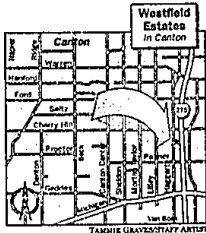
"Two unique features to us is we fully landscape each home at base price ... and if you originate a mortgage through our lender (Jamestown), we give \$2,000 credit," said Bill Dempsey, on-site sales rep.

"I think we're the most competitive builder in the township," Veri said of his prices. "I think our standard features go above and beyond our competitors - landscaping, cast iron kitchen sinks instead of stainless steel. All ceilings are textured."

"Plymouth-Canton schools is a nice feature in this price range," Dempsey said. "It's drawing a lot of attention."

"You get an easy location for Ann Arbor, Detroit, wherever highways will take you," Veri said of easy access to I-275 at either Ford Road or Michigan Avenue.

And because Veri knows that the handful of lots that back up to the freeway on the property may be difficult sells, he offers a



fireplace and air conditioning at base price on those constructions. That's at least a \$5,000 value.

Quick occupancy - Veri says he can build a new house in three to four months - also impresses would-be purchasers.

Base prices at Westfield Estates range from \$148,900 for a bi-level of 1,910 square feet with two bedrooms and one bath to \$177,400 for a Cape Cod of 1,860 square feet with four bedrooms and 2-1/2 baths.

Veri's eight plans include a variety of choices - ranch, colonial and quad. A two-car garage, dishwasher and carpeting are included at base price in all plans.

"A lot are first-time new buyers with young kids," Veri said. "We have a couple of soon-to-be newweds. I would say a large majority of customers are 40 and under."

"Their first impressions are the prices," Dempsey said. "They tell us looking around it's very hard to find anything in Canton under \$200,000."

"The next thing is they're impressed to find we're landscaping lots. They like the fact we will allow them to make some modifications, changes. Most will



Savannah Model: This house at Westfield Estates includes a great room, kitchen/nook and a room on the first floor that can be used as a formal dining room or a den. Three bedrooms are upstairs.

add square footage, move walls, increase the size of a shower," Dempsey said.

The model, a 1,785-square-foot colonial, includes a great room; kitchen/nook with island, pantry and pass-through wall to the great room; and a separate room that can be used as a formal dining room or den.

The half-bath on the main living area is strategically placed off the laundry and garage so kids don't have to tear through the whole house to get there from outside.

The master has a shower, walk-in closet and sit-down

dressing area. Two other bedrooms and a full bath also are upstairs.

Base price is \$165,900, the model with upgrades about \$176,000.

Brick and vinyl siding are primary exterior materials on all plans.

Westfield Estates is serviced by city water and sewers. The sub will have sidewalks.

The property tax rate is about \$33 per \$1,000 of state equalized valuation, half of market value. That means the owners of a \$170,000 house there would pay just over \$2,800 the first year.

Scott and Vickie Ragland will be moving into a four-bedroom colonial with children Bradford and Kayla.

"Our primary consideration in our search was finding a home in a good school district," Scott said. "Construction in Westfield more closely matched our price range."

The Raglands did their homework, checking out Veri's work during various stages of construction in other projects before buying. "It always impressed us with the quality we saw in homes," Scott said.

Bill and Jan Thomas bought a four-bedroom colonial for them-

selves and son Austin.

"You get a lot for your money, and the quality of building is worth it," Jan said. "It has a large laundry room and open kitchen, family room together. It had storage in the garage."

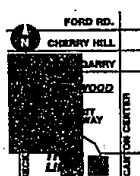
"No matter who we've spoken with - people on site, people who have built with him (Veri) before, mortgage lenders - have nothing but good things to say about the builder," Jan Thomas said.

The sales model at Westfield Estates, (313) 398-6366, is open 1-6 p.m. daily except Wednesday when it's 1-7 p.m. The office is closed Thursdays.

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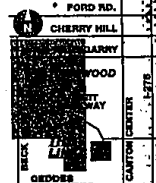
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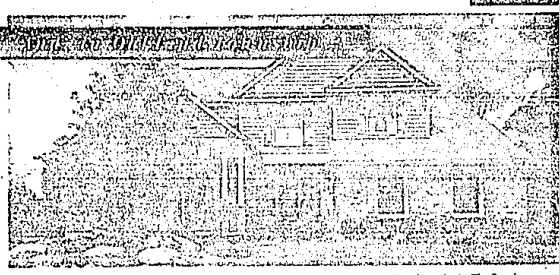
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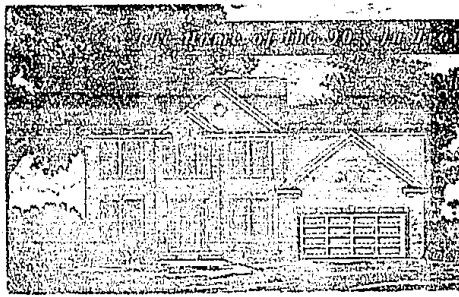
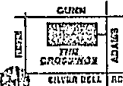


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