

# Model Behavior

By Brandy Snow

MODEL HOMES AREN'T JUST an advertisement for a home design group — they are a catalyst by which a dream home can be experienced. Just walking in the front door of a model home enables visitors to fully understand how a home looks, lives and functions, which far outweighs just pouring over the two-dimensional paper plan. Instead of imagining how the home will look, clients actually experience each room and what it would be like to live life in the home. They can determine which conveniences and finishes are must-haves. How large of a dining room is needed? Is there enough storage? Is the kitchen island spacious enough? These are just a few questions potential homeowners can explore and answer before building their own home, ensuring they pay for exactly what they want.

Jim Rosewater, co-owner of Paragon Homes of Charlotte, Inc., an independent franchise of Arthur Rutenberg Homes, says their model homes enable homebuyers to fully immerse themselves in the design, and helps them make educated choices about what elements will work best for their family's needs. "Experiencing a home is far superior to simply perusing a catalog of plans or starting completely from scratch," says Rosewater. "AR Homes has an extensive network of luxury model homes so custom home shoppers have the ability to experience and select from various home designs. And, that's just the starting point since our on-staff designers fully customize each design to meet our client's individual preferences. Our customers get a totally customized home—floor plan and elevation—with detailed all-inclusive pricing

## Just Pin It!

In just a couple years, Pinterest has become THE social media outlet for inspiration of all sorts — and home design is no different. From architectural design to aesthetic enhancements to a palette of hot colors and décor, people planning their future home can find unique and trendy design ideas at their fingertips.

"Our designers use Pinterest extensively when working with our clients, instructing them how to set up boards and pin ideas," says Rosewater. "This is an incredible tool in helping to determine our clients' tastes and inclinations while creating a home design that flows with their vision and within their budget."

in just a few days, eliminating the guesswork, surprises and headaches associated with building a new custom home."

Rosewater's newest model home, the Bordeaux, resides in The Club at Longview and not only brings homebuyers in contact with the fresh design and open-sight lines of the Southern Design Collection but also introduces them to some of the latest, must-have trends. While butler pantries off the living area have been popular over the last year, adding a wet bar is an exciting new trend along with much larger laundry rooms with folding stations and storage. "The Bordeaux is full of exciting surprises," explains Rosewater. "There's a wet bar off the great room complete with wine storage, an enormous hidden walk-in pantry closet, a large laundry/mud room including high-end cabinetry, an island, a



work desk, lots of storage and access to a second powder room. Spanning the center upper floor of the home, the bi-level clubroom with media room, offers expansive views. "All of these features give homebuyers the inspiration they need to envision their own lifestyle coming alive in an Arthur Rutenberg home. ♦

Tour a model home today by contacting Arthur Rutenberg Homes/Paragon Homes at 600 Town Centre Blvd., Suite 201 in Charlotte. For more information on model homes, call 704-889-0218 or visit [www.ArthurRutenbergHomes.com](http://www.ArthurRutenbergHomes.com)

