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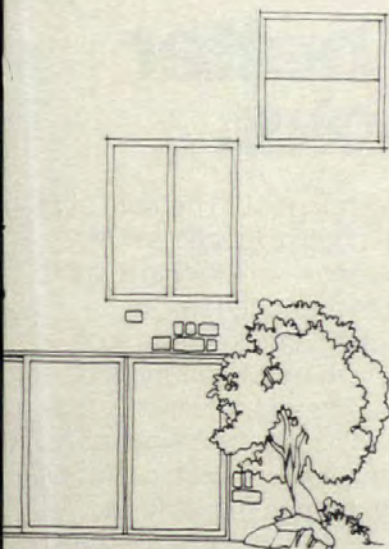
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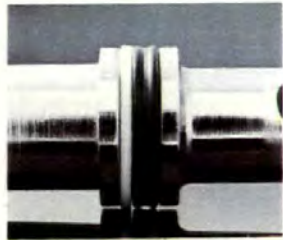
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The inside looks even better than the outside looks.



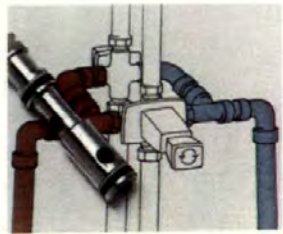
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The lottery nobody wins (The house odds are too great)

In contrast to the cheerful mood of the 1977 NAHB convention in Dallas, an alarm was sounded by two men who would seem to have much to cheer about.

Demand for their homes is so strong that they sell by lottery. Yet Phil Reilly, president of Mission Viejo, stated bluntly: "This is a lousy situation. . . . If we go on feeling these lotteries are a sign of good times, we may be heading for disaster."

And Irvine Vice President Ken Agid warned of "the potential for a full-scale homebuyer revolt." It took four years to zone Irvine's new Woodbridge community, says Agid. And in that time the average price of the homes doubled.

It's true that the lotteries are a southern California phenomenon. But they are a symptom of something that's not limited to California: tampering with the basic laws of supply and demand.

For in many parts of the country, as in California, a good portion of the price of a home is attributable to three things:

- An artificial shortage of land created by government agencies and vociferous special-interest groups in the name of planning, environmental controls, zoning, moratoriums, scenic easements, no-growth—you name it.

- An unrealistically upgraded product mandated by code writers who require overengineered houses, streets, drainage, etc. and by communities that require the builder to provide facilities that should be optional.

- Delays and red tape, which add the cost not only of interest and taxes, but of processing, extra engineering and other overhead—all to pay for endless paperwork and revisions and reviews by agencies that often have conflicting goals.

Some of the requirements are worthwhile; others are not. The point is that so many people can now dictate where and how housing is built that no one can

see the whole picture.

"We are exhorted to provide shelter but allowed only to build luxury housing and environments," Milt Kettler, developer of Maryland's Montgomery Village, once complained. He was only half joking when he proposed a moratorium on new legislation and regulations—with the provision that we must remove ten laws or regulations for each new one proposed.

Not a bad idea, when you consider what's been happening in California. There, the three factors listed above have been aggravated by a pent-up demand, panic buying by those who fear they will soon be priced out of the market altogether, and speculative buying by others. And so we have such phenomena as 20,000-name waiting lists and lotteries. And young families who cannot afford to buy at all.

"It makes no sense for the builder to shoot for higher volume at lower prices," says Reilly. "His supply of lots is so limited that he can't offset lower prices by volume."

The way things are going, owning a home is becoming a kind of Catch-22 situation in which the only people who can afford new homes are the ones who already own homes and can cash in on their appreciation.

What can we do to keep new housing from going only to the privileged few? We can take every opportunity to tell the public what it's being forced to pay for—and then let it decide if all this well-intentioned regulation is worth the price. NAHB has made a good start with its kit entitled "Fighting Excessive Government Regulations," which shows how these regulations boost housing costs.

And make sure that everybody—builders, lenders, government officials, the press and the public—sees the lotteries for what they really are: a nobody-wins proposition.

—N.G./J.F.G.



Face of the housing industry is mirrored in front-row photo of panel on "How the Small Builder Can Sell More." Moderator: Courtenay Weldon of Wright-Bachman Inc., Indianapolis. Convention drew 54,711 paid, making it second largest NAHB show.

Builders on Cloud 9 in Dallas

'Super bowl of conventions' finds housing ready to run for the big score



President John Hart . . .
Opens show in moon vehicle . . .

Like surfers who have finally caught the big one, elated builders swooped on the 33rd annual NAHB convention in Dallas on the crest of a wave of an estimated 1.8 million to 1.9 million housing starts in 1977.

And there were promises that the first half of 1978 would be as good or even better.

There wasn't a grim face in Dallas Convention Center during the four-day gala. Good-news bulletins fell like candied fruit from a Christmas tree.

"This super bowl of conventions," Fannie Mae's President Oakley Hunter hailed it, and no less an authority than the economist Walter Heller promised that "the housing industry this year will be the star of the economic show."

The NAHB's chief economist, Michael Sumichrast, added the magic words:

"This is the year to make money. You have a year and a half of good

housing [sales] ahead."

The big news. Three key developments marked the convention, all testifying to the vigorous recovery of the housing industry and to the big year ahead.

- Every prediction by an economist or market expert was for at least 1.8 million starts in 1977 and Herb Stein, chairman of the Council of Economic Advisers under Presidents Nixon and Ford, forecast 1.9 million. In New York, Argus Research Corp. estimated 2 million. (Final figure for 1976: 1,539,700 private starts.)

- The builders learned that consumer attitude had finally turned in their favor. Governor Philip C. Jackson Jr. of the Federal Reserve explained: "Nineteen seventy-six saw what was probably the most dramatic event of the postwar era for your industry—the public decided the house was a good investment. The home became the smartest purchase a consumer could make. As an asset, it outperformed stocks, bonds and savings."

- Against this background of encouraging portents, the NAHB began a campaign to increase membership to 100,000. There were 84,389 at last count.

White House message. President Carter greeted the builders by telegram, and several national political and economic leaders spoke from convention platforms. The President told the meet-

ing that one of his top priorities was to create an economic climate generally favorable to housing.

The speakers included Representatives Jim Wright (D., Tex.), Frank Thompson Jr. (D., N.J.), John E. Moss (D., Calif.), Thomas L. Ashley (D., Ohio), J. William Stanton (R., Ohio) and Henry Reuss, (D., Wis.); and Senators Paul Laxalt (R., Nev.), Bob Packwood (R., Ore.) and Thomas J. McIntyre (R., N.H.).

But it was not a Washington show; it was the private housing industry's show. Neither the old or the new secretary of housing appeared, and the meeting had the lowest attendance of Washington officialdom in years. Editor Ash Garecht explained in the authoritative newsletter *Housing Affairs*:

"For one thing, the new officials haven't been named. For another—they weren't really missed."

Offbeat and upbeat. There were ripples of discontent, but they were few. Chairman Garth Marston of the Home Loan Bank Board warned that the nation's S&Ls were taking too large a piece of the mortgage market, and he urged reforms to assure a more equitable sharing of risk. There were complaints about the climbing costs of construction and land, and there arose the dismal prospect of the decade of the 1980s bringing an end to the dream of a single-family house among middle-income families.

The warnings were like so many tiny buckshot pellets flung at a charging rhinoceros.

Heller, who headed the White House Council of Economic Advisors in the Kennedy and Johnson administrations, told the builders that the general economy had plenty of room to expand before incurring inflationary pressure, and he added that the outlook "has to be a favorable one, especially for the housing industry." He cited half a dozen reasons, among them:

- "Tremendous inflows of savings among the S&Ls."

- "The backing off of mortgage rates."

- "The rise in incomes: The average price of a house was three times the average income in 1970, and it is only 3¼ times the income now. That isn't such a bad ratio."

- "Favorable demographics: More families of housing-purchase age are being formed than at any time in the 1970s."

(For the builders' own assessment of the outlook for their industry, see page 14.)

The Stein song. Stein, whose sense of humor and verbal jousting with Heller kept conventioners in a rosy mood, agreed generally with Heller's delineation of the bullish outlook for housing. He did stress some difference in attitude however.

"I don't think housing needs stimulus," Stein emphasized, "and I don't

... and Ex-President Hart
... says goodbye as King of Hearts



think the government should say what the level of residential construction should be. I would get rid of the whole package of stimulus, subsidies and assistance for housing."

The Stein *bon mot* that brought down



PHOTO: SQUIRE HASKINS, DALLAS

Wit and wisdom were in evidence at popular panel on "The Economic Outlook." Economists Walter Heller (left) and Herb Stein (center) fenced their way through optimistic forecasts and mildly antagonistic philosophies. Mike Sumichrast refereed.

the house ran like this:

"I had hoped that when President Carter proposed to reduce the number of government agencies, he would begin by eliminating HUD."

Confidence. The convention mirrored a new mood of confidence throughout the private homebuilding industry. The apprehensive attitude of the last two years gone, and virtually all builders seemed to be in a mood to let the good times roll. As one newspaperman put it:

"They know that now is the time to take the apples off the tree."

The feeling of austerity in construction had vanished. The "basic-house" seminars, crowded to the rafters at the previous year's meeting, drew only sparse attendance. The small-builder advice seminars and the marketing sessions were jammed. A panel on "The Smaller Builder's Edge," directed by Richard W. O'Neill, former editor of *HOUSE & HOME*, attracted more than 600 builders. Another popular seminar was "All in the Family," directed toward families operating building companies and led by a Dallas builder, Vernon Smith.

A thoroughly businesslike atmosphere was apparent beneath the convention's general air of festivity. Builder Richard J. Brown of Libertyville, Ill., who has attended all but three of the 33 NAHB meetings, summed up:

"It's the most positive convention I've attended in years. They're really coming out to learn."

The several-family house. The housing market was analyzed ad infinitum on the convention floor. Kenneth

W. Agid, director of residential marketing for the Irvine Co. of Newport Beach, Calif., described the red-hot market that virtually necessitated the use of lotteries to sell houses on the Irvine Ranch. He then went on to predict the shape of the "single-family" house in the atmosphere of strong demand and rising prices.

It will be, he said, a combination house for two or more nonrelated families. It will have separate sleeping and leisure areas but common bathrooms, kitchens and utility rooms.

"This will be the market of the future," he said, "because circumstances make it necessary. And this—these dwellings with shared core features—will be the way the housing industry will attack the problem."

One of biggest and best. The convention attendance ran to 54,711 paid. That was 10% higher than the turnout for the best previous year in Dallas, 1975, and was second only to the biggest NAHB show of all, the 1971 meeting that took 56,000 into Houston.

Exhibitors had their biggest year. The NAHB rented them 200,000 sq. ft. in the Dallas Convention Center, a far cry from the 5,000 sold at the NAHB's first national meeting 33 years ago.

Valedictory. Outgoing President John Hart opened the show on an optimistic note and the incoming president, Robert Arquilla of Chicago, closed in the same enthusiastic tone.

"It was one of the biggest and best," he said of the meeting. "And we're going to reach that 100,000 membership figure in 1977."

—BOB LEE
McGraw-Hill World News, in Dallas



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NAHB: Private enterprise with a 'but'

The NAHB board of directors issued a ringing declaration of independence from the shackles of the federal government—and then voted several resolutions asking for further government aid for homebuilding.

The board, 1,136 strong, installed Robert Arquilla, a suburban Chicago builder and a political conservative, as president. Arquilla took over the presidential reins from John Hart without missing a step in Hart's conservative cadence. He echoed the outgoing president's call to "get government off our backs."

Spirit of independence. In their attempt to reaffirm homebuilding as a private industry, the directors passed resolutions that urged:

- Exemption of residential housing from consumer protection legislation.
- Exclusion of the housing industry from the "major federal action" covered in the Environmental Policy Act.
- Defeat of a proposal requiring homebuilders and sellers to give buyers an estimate of the annual energy usage cost.

A selective rebellion. Despite its intensity, the board's ringing cry for freedom from Washington domination had



NAHB's new team of Bob Arquilla, Ernest Becker, Vondal Gravlee and Merrill Butler Jr. Butler, of Newport Beach, Calif., was elected to post without opposition.

its limits. After the anti-government rhetoric subsided, the directors voted to ask:

- Reactivation of the Section 235-236 mortgage-subsidy programs and permission for HUD to raise Section 235 mortgage ceilings.
- Extension of the Section 167 (k) five-year writeoff for rehabilitation of moderate-income units for five years.
- An increase in Fannie Mae's loan/value ratio for conventional multi-family mortgages under Section 8 contracts.

Perspective. Leon Weiner, a former NAHB president (1967) and oftentimes convention maverick, sought to put rhetoric and reality in perspective.

Weiner, who usually swings from the liberal side on industry issues, said he could live with the NAHB policy statement and "with Hart's and Arquilla's outward conservatism." He "wasn't particularly alarmed," he insisted, "by the decidedly conservative atmosphere in Dallas," and he went on:

"John Hart is a practical guy. So is Bob Arquilla. They're deeply involved in government subsidy programs. I think they sometimes have difficulty keeping a straight face with this 'get the government off our backs' stuff. But if they can sleep at night, so can I."

New team. The directors installed Ernest A. Becker of Las Vegas as first vice president and Vondal Gravlee of Birmingham, Ala. as vice president/treasurer. Merrill Butler Jr., a founder and head of Butler Housing Corp. of Newport Beach, Calif., came

aboard the election escalator as vice president/secretary.

In its policy statement, the board called for at least 1.8 million annual housing starts. The statement also asked for continuation of Regulation Q interest-rate ceilings on deposits.

—TOM ALLEN
in Dallas

Irvine's Agid
Explains several-family house



Fed's Jackson
'Home is smartest purchase'



Chicago's Nikki Rutenberg
Market expert advises builders



Congressman Ashley
An eye on his audience



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Builders on Carter: A wariness

What do builders think President Jimmy Carter might do to or for housing—and what would they like to see him do?

Opinions at the NAHB convention indicated that what homebuilders want and what they think they might get vary considerably.

A small builder from Waterbury, Conn., Joseph P. Castelano of Worthmore Homes, described his area as being hard hit economically and said: "Anything Carter can do to give us a shot in the arm will be great."

But an Indianapolis builder hoped the new President would show restraint. Said George A. Smith of Cloverleaf Properties: "I would like to see the government get out of providing housing, except for the indigent."

John Hohla of Oak Point Construction Co., Amherst, Ohio, also felt strongly that Carter should "get the government the hell out of the housing industry, except where people cannot help themselves."

Anti-subsidy. Opinion was mixed on the value of specific subsidy programs.

Gary Dooley of Smiley Homes in O'Fallon, Ill., hoped Carter would never revive the Section 235 program: "Besides being mismanaged, it was really an ill-conceived program."

But J. Jackson Pauley of the Builders Emergency Housing Corp. in Huntington, W. Va., a subsidy-building service arm of the West Virginia HBA, pre-

Haworth's Haworth
*'Take housing
away from HUD'*

Smiley Homes' Dooley
'235 was ill-conceived'

Worthmore's Castelano
'Shot in arm would be great'

Jacksonville's
Demetree
*Expects stimu-
lation of housing*



PHOTOS: LORRAINE SMITH

dicted that "Carter will give considerable support to low-cost housing and will support subsidized housing. High-cost housing normally can take care of itself."

Lee O. Haworth of Lee Haworth Construction in Salina, Kan., joined in with a warning that "the government cannot afford to subsidize everything," and he recommended that Carter "take housing away from HUD and make it an

independent agency."

George Koustas of Koustas Associates in Denver, a custom builder, was another who believed that "the less government intervention we get on the housing level, the better off we are as an industry," but he made one exception: "something in the way of very low-income housing." He also predicted that "we will get more from

18

Custom builder Guerra
'Get interest rates down'

Wagner's Hodges
*Expects big
assist from Carter*

Pittsburgh's Miller
'Do away with Davis-Bacon'

Oak Point's Hohla
'Get government the hell out'

Denver's Houstas
'Less government . . . the better'



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Also, GAFSTAR 5400 Series is available in 6 and 12-foot widths. Which means less waste. Less seaming. Less labor. Lower cost for you. So throw in the extra features like a microwave, or the stainless sink.

And the "affordable floor" comes in stylish patterns you won't have to sell anyone on.

When you build the "affordable home", look into the "affordable floor". The GAFSTAR 5400 Series. You can't afford not to.

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Valley II faucets are designed, manufactured and assembled using the experience, integrity and craftsmanship that make Valley single control faucets a leader. Valley II uses the same "time-tested" materials proven dependable in millions of Valley single control faucet installations.

Valley II faucets operate quietly.

Only Valley II washerless faucets have the "Whisper-Soft" noise inhibitor that prevents rumbling and whistling.

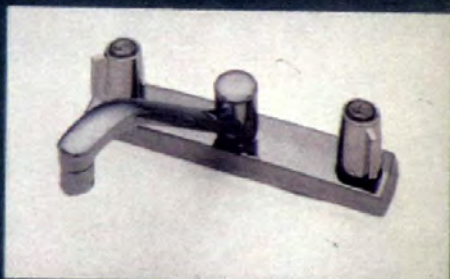


Valley II's linear flow control.

Valley II's unique operating unit functions smoothly with minimum effort and maximum control of water from trickle to full flow.

Valley II's washerless design gives trouble-free performance.

Valley II eliminates the age-old compression stem, washer and seat problem. One internal moving part glides over the inlet ports to allow water flow in the "on" position, shears off flow in the "off" position. Valley II offers years of drip-proof, trouble-free operation. And one operating assembly is common to all models.



Valley II faucets are available with elegant Starfire-Crystal handles or high styled chromed metal handles.

Valley II faucets are backed by Valley's famous Limited Five Year Warranty.

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Write for our full-line catalog.

Valley Faucet

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A Division of Hydrometals, Inc.
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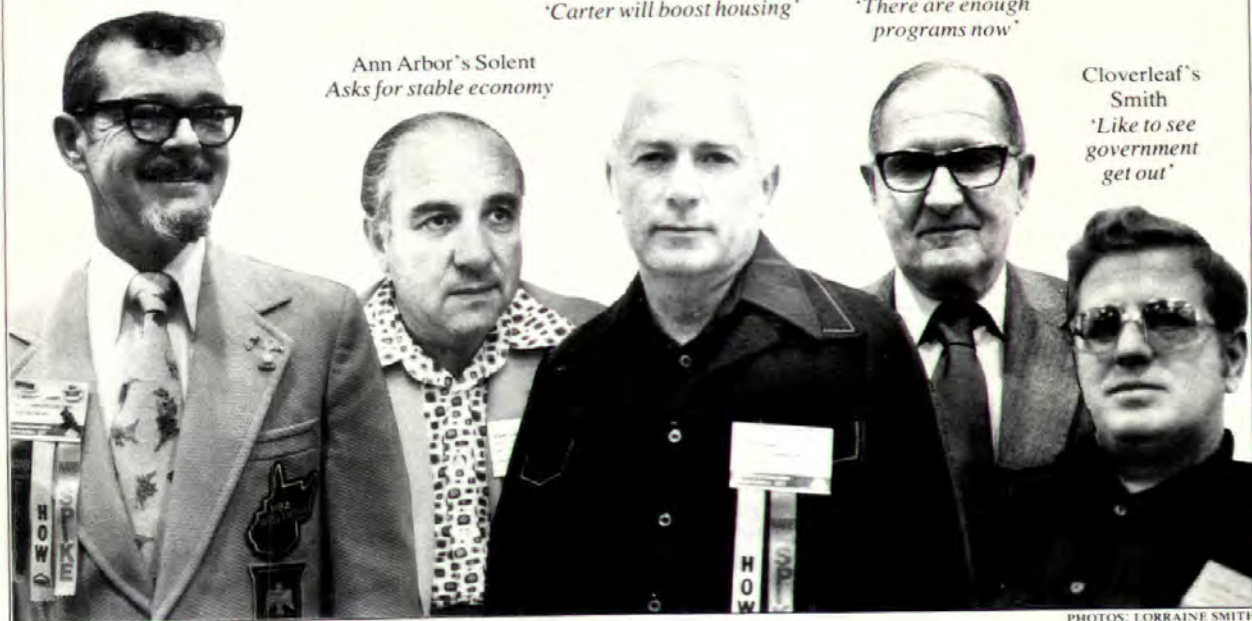
BEHC's Pauley
"Carter will give . . . support"

Florida's Evans
"Carter will boost housing"

Iowa's Rothfus
"There are enough
programs now"

Ann Arbor's Solent
Asks for stable economy

Cloverleaf's
Smith
"Like to see
government
get out"



PHOTOS: LORRAINE SMITH

Carter than we ever want."

Labor. John H. Miller, building under his own name in Pittsburgh, deplored Carter's stand on site picketing. "One of the worst things he is going to do is promote it," Miller asserted, "and it will have a tremendous impact on labor costs." Miller would like to see Carter "do away with the Davis-Bacon Act, which is keeping a lot of small builders out of the market." (The act sets wage standards for government construction.)

Custom builder Mark J. Solent of Ann Arbor, Mich. said the best thing Carter could do for builders would be to stabilize the economy, and Jack C. Demetree of Jacksonville, Fla. pre-

dicted that, "if the Administration is not able to get unemployment down, they probably will stimulate all parts of the housing industry."

Arden Emmerich of Nu-Way Builders in Wausau, Wis. said that "if Carter really wants to help us, he can do it most by having a continuous money supply that we can depend on year after year."

Criticism of Ford. Jeff Goolsby, building under his own name in Albany, Ga., was bitterly critical of President Ford. "When he got through with the economy, he just about put me out of business," Goolsby said. An unsuccessful write-in candidate for Congress in the last election, Goolsby urged that

President Carter "get a national usury law and reduce interest rates back to what they were in 1964."

Chester L. Hodges of Alden Wagner & Associates in Dallas was confident that the Carter administration would do "everything it can to get housing really moving," and L. J. Rothfus, of L.J. Rothfus Construction in Des Moines, Iowa, hoped the new Administration would be "more builder-oriented than the previous one." He expected "some legislation to help the industry," but he added: "There are enough programs in place to stimulate housing right now, if we would just get them to operating."

One builder of custom homes in the \$65,000-\$250,000 range, Arturo Guerra of Mission, Tex., said, however, that "low interest rates and down payments would be better than specific programs."

Contrasts. Zeke Evans of Zeke Evans Homes in Orlando, Fla. was somewhat pessimistic after going from 200 homes a year in 1975 to 12 a year in 1976. "I think Carter will boost housing," he said, "but also inflation."

By contrast, E. B. Jordan Jr., of Jordan Construction in Wilson, N.C., was highly optimistic. "People in our area have expressed new confidence in government and the economy," he said, "and everybody seems upbeat. People seem ready to try to buy a house, even some who can't qualify."

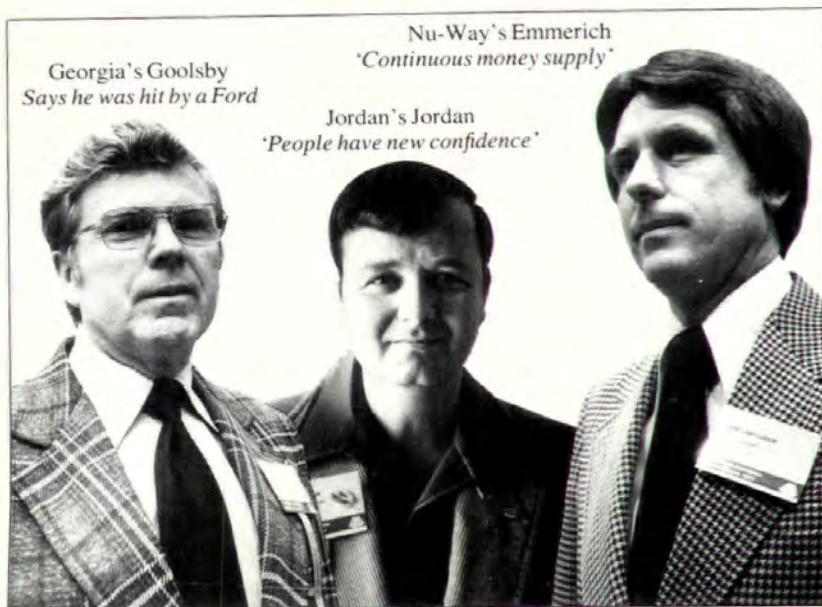
—LORRAINE SMITH

McGraw-Hill World News, Dallas

Georgia's Goolsby
Says he was hit by a Ford

Nu-Way's Emmerich
"Continuous money supply"

Jordan's Jordan
"People have new confidence"



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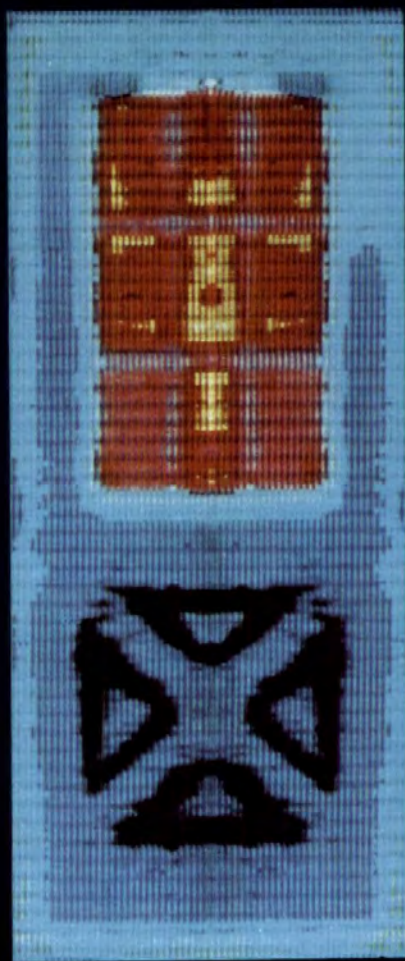
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The facts point to Pease.

A Pease Ever-Strait Door System stops almost 6 times as much heat loss as a conventional wood door with a storm door



Pease Ever-Strait Door System with insulating glass.

All the blue areas in the photo mean much less escaping heat. Even the glass in our door (because it's insulating glass) is letting less heat escape.



Conventional wood door with regular glass and storm door.

All that white, yellow and red in the photo means a lot of escaping heat.

The white and the yellows indicate areas that cost money in the loss of conditioned air. See for yourself, as explained in the key on the opposite page.

The camera doesn't lie.

Color bars represent hottest to coldest temperatures, top to bottom: white to yellow to red, hottest; violet to green to blue, coldest. The hotter the temperature shown, the greater the amount of heat being lost. Doors are shown from outside, looking in. Temperatures during photography were 0° F. on outside, 70° F. on inside.

We've used a remarkable new camera to illustrate something you should know about: the energy-saving advantages a Pease Ever-Straight Door System can add to your houses, apartments, or condominiums.

The camera is called Thermovision. By using infra-red principles it actually photographs escaping heat. The escaping heat shows up as colors explained by the color bars and caption above.

All that white, yellow and red in the photograph of the wood door with the storm door means a lot of escaping heat. (How much? Look at the facts in the chart below.) That means higher fuel bills. Wasted money for the owner.

But the photograph of the Pease Ever-Straight Door System shows mostly blues, which means less heat escaping. More money saved for the owner. And an extra selling point for the builder.

Exfiltration is as important as insulation.

How do we do it? Exfiltration is the key.

Exfiltration is a word our engineers use to describe heat leaking out through improper

seals. Like the seal where door meets frame.

By stopping exfiltration better, we dramatically lower heat loss and fuel bills. And the same principle works with air conditioning: by stopping exfiltration better, we dramatically lower the loss of cooled air as well.



The secret is the system, not just a door.

It takes the whole Ever-Straight system to do the job. A warp-free steel door. A solid core of insulated polystyrene foam. A patented "thermal break." A completely engineered door frame with magnetic weatherstripping and adjustable sill and threshold. And it all arrives pre-hung and pre-primed, ready to install and paint.

232 inches. Sealed just like a refrigerator.

Although most people don't realize it, the standard door has 232 inches of potential leakage around it. And if a house has three outside doors, it has three times as much potential leakage. Even worse, most of those inches start leaking as soon as the door is hung. Exfiltration.

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The result? A better mousetrap. Disguised as a beautiful door.

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How would you like to have 40 to choose from? 40 different beautiful selling tools?

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3'0", and 3'6" sizes. Single or double doors. Patio or porch doors. Commercial or residential doors. With a variety of molding and light systems. With or without companion sidelights. And Class B (1 1/2 hour) Fire Rated, standard with Ever-Straight (2'6", 2'8", 3'0").



Shown is Style E55 in our Quintessence Series. Beveled and tempered insulated glass that looks like rich hand-leaded glass. Stunning.

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Believe it or not, there's still more you should know about Pease Ever-Straight doors. How much they can save you in installation costs. How they'll cut down on call-backs. How much easier they'll make your homes to sell.

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The facts point to Pease.



ESTIMATED COST* OF HEAT LOSS THROUGH ONE DOOR SYSTEM PER HEATING SEASON:

Door System Used:	Heating System Used:				
	Oil	Natural Gas	LPG	Electric (Baseboard)	Electric (Heat Pump)
Pease Ever-Straight 3'0" Insulated Door System	\$ 2.32	\$1.50	\$ 3.18	\$ 5.64	\$ 2.82
Conventional 1 3/4" 3'0" Solid Wood Core Door with Storm Door	\$16.05	\$10.35	\$21.97	\$38.98	\$19.49

*Estimated cost of annual heat loss based on actual fuel prices in Cincinnati, Ohio as of July 5, 1975. Figured on basis of following heat system efficiencies: electric (baseboard) 100%; electric (heat pump) 200%; natural gas, 75%; LPG, 75%; oil, 75%. Average energy values: electric, 3,413 BTU/KWH; natural gas, 1,000 BTU/cu. ft.; LPG, 91,500 BTU/gal.; oil, 140,000 BTU/gal. Degree day data selected from ASHRAE Handbook of Fundamentals and other reference sources. Values rounded to nearest 200 degree days. Above computations

based on 5500 degree days for Cincinnati, Ohio. Savings will be greater or lower in other areas depending on average degree days of location. Infiltration losses for the Ever-Straight Door System are based upon test results conducted by the H. C. Nutting Company Testing Laboratory. Infiltration losses for the wood swinging door installation with storm door are based upon maximum allowed infiltration loss as specified by ASHRAE standard 90-75. Complete calculations and references available upon request.

Pease
Ever-Straight
Door Systems

Pease Ever-Straight Door Systems are covered by U.S. Patent Nos. 3,153,817; 3,273,287; 3,238,573; 3,426,479. Others pending. PATENTED in Canada in 1965, 1966 and in the United Kingdom, 1962.

76-2R

\$100,000 houses fan over California

If you think only the privileged few Californians in Orange County are buying houses for six figures, think again! The \$100,000 house is becoming commonplace in virtually all of the larger cities and suburbs.

Many builders, by preference or necessity, are now focusing on this end of the new-house market. And the existing-home market is not lagging behind in price.

In the seven southern counties making up 60% to 70% of California's market, 17% of the 113,800 permits issued in the first 10 months of 1976 were for single-family units over \$100,000. The California Builders Council says the figure was only 13.5% in 1975.

And northern California has its own bonanza. Contra Costa County's Board of Realtors reports the average price of all homes sold last July-December was \$115,387 in Alamo and well over \$90,000 in Lafayette, Orinda and Moraga. The picture repeats in other close-in suburban areas.

Inflation fever. In Los Angeles, Security Pacific Bank's urban economist, Vice President Conrad C. Jamison, says strong employment, a housing shortage, speculation and inflation fever have combined to fuel the market.

Jamison says new houses in the lush Orange County market sell for an average of at least \$90,000, requiring a minimum family income of \$30,000. The price increase on an \$80,000 home in Orange County was \$19,000 in 1976—or about \$1,600 a month. Prices have been rising \$1,000 a month in Los Angeles, and the figure is higher in the San Fernando Valley-Glendale-Pasadena sector.

'It worries me.' Jamison finds an element of unreality in the whole picture. "It worries me that home prices are going up three times as fast as income," he says. "The situation can't go on indefinitely or practically everyone will be priced out of the market."

A few builders report a slight weakening in the market for high-priced

houses but, in general, prices are strong. There's a lot of mortgage money available at reasonably attractive rates and homes are selling like hotcakes, Jamison reports.

The Real Estate Research Council of Northern California says home prices rose 15% to 17% for the nine Bay Area counties last year.

Pricing hints for builders. A bank manager, in charge of subdivision construction lending, reports heavy activity in the very expensive homes, most of which are built by small companies that complete five or ten houses a year.

"As long as we have inflation, how can you keep prices down?" he asks. "Demand is strong. If you use normal rules of supply and demand, and a builder is selling 15 to 20 houses in a weekend, that should be an indication that they're priced too low."

Builders say their buyers are mostly in the move-up group, with large equities in their old homes. This includes many professional and business people transferred into the area. Some buyers make a down payment of \$50,000 or \$60,000. Among the younger buyers, both husband and wife often have high incomes.

Lotteries. The house lottery has taken hold in southern California. In November, Hollyfed Inc. of Hollywood sold 49 houses in its Foxridge



Security's Jamison
'It worries me'

development in Westlake Village in an hour and a half. The developer, a subsidiary of First Federal S&L of Hollywood, decided on a lottery because long lines of would-be buyers had formed at Brown Realtors' parking lots in Westlake a week before conventional sales were scheduled. The prices on the lot-house packages sold via lottery ranged from \$79,000 to \$116,500.

(For more on lotteries, see p. 26.)

Robert Carrau, president of Woodhill Development Co. in Alamo, is building a subdivision in Danville with prices from \$103,000 to \$125,000. Fourteen of the 60 houses were sold within a month of opening.

'Can't build any other.' Builder Ray Lehmkuhl of Lafayette explains that he's building high-priced houses because "we can't figure out how to build any other kind." His company has always been at the top end of the market, he says, because he likes to build high quality. About 20% of his houses over \$100,000 are built on spec, and he will build 12 on spec this year.

In high-priced Marin County, across the Golden Gate from San Francisco, building is limited to lots that had water permits prior to the 1973 moratorium on connections. Builders Michael Broughton and Dennis Horne expect to build 75 houses this year, all to top \$100,000. They have completed 34 spec houses in the Greenbrae Marina to sell for \$95,000 to \$165,000. There is no landscaping; "but for \$150,000 you get a good product," says Broughton. Two Broughton-Horne houses on Strawberry Point sold for \$320,000 and \$350,000 recently, and the property taxes on each of those homes will be \$10,000 or more a year.

Randy Smith, who runs the building operation for Harold W. Smith Co., builds only for the luxury market—and primarily in Danville. Last year, the company sold 70 houses at an average of \$105,000, and it expects to sell an equal number this year for an average of \$123,000. Unlike most builders, Smith sells through brokerage offices.

Reasons for high prices. One explanation for expensive houses in California is land cost. Another is the cost tracing to delays caused by the required environmental and planning studies. Larry Smith, executive officer of the northern division of the Associated Building Industry, says the growth-control ideology has a negative side effect, creating "elitist neighborhoods" where only the rich can afford to buy.

The speculator is also driving prices up.

Paul Opp, president of the Pacific Coast Builders Conference, warns that if the present "speculative, appreciation-oriented" trend continues "there won't be a house on the market for under \$100,000 in two years." But he thinks the situation may cool by mid-year, giving way to a healthier and more normal demand pattern.

"Lenders may eventually become concerned about the ability of buyers to handle the economic burdens of home ownership, particularly in light of the staggering inflation in home prices," according to Opp. —JENNESS KEENE

McGraw-Hill News, San Francisco

Mark III families really appreciate the beauty, long life, and fire protection of Monray Roofs—that's why they're a standard quality feature of our homes," says Steven H. Sanberg, President of Mark III Homes.

HOW'S YOUR "CURB APPEAL"?

"We use Monray Tile because we want quality roofs we can be proud of, and we know our customers appreciate its durability and the fine safety features," says Dennis L. Rahives of Rahives & Rahives.

Builders throughout America say the outstanding curb appeal of Monray roofs help pre-sell their units. They find that the beauty, safety, and long maintenance-free life of Monray roofs are real plus features in any sales presentation.

Available in Shake, Slate, Contemporary or Spanish designs, Monray tiles complement any architectural style at a price competitive with other quality roofing materials.

Wherever you build, whatever your design, use Monray's outstanding curb appeal to attract more buyers.

"We build some of the finest homes in La Jolla and use only the finest quality materials—like Monray Roof Tiles," says Sid Cagan, Exclusive Sales Agent at La Jolla by Tech-Bilt Homes.

"70% of our purchasers were influenced by the beauty, quality, long life, and fire protection offered by Monray Tile Roofs," comments Dick Randall, Executive Vice President, William Lyon Company.

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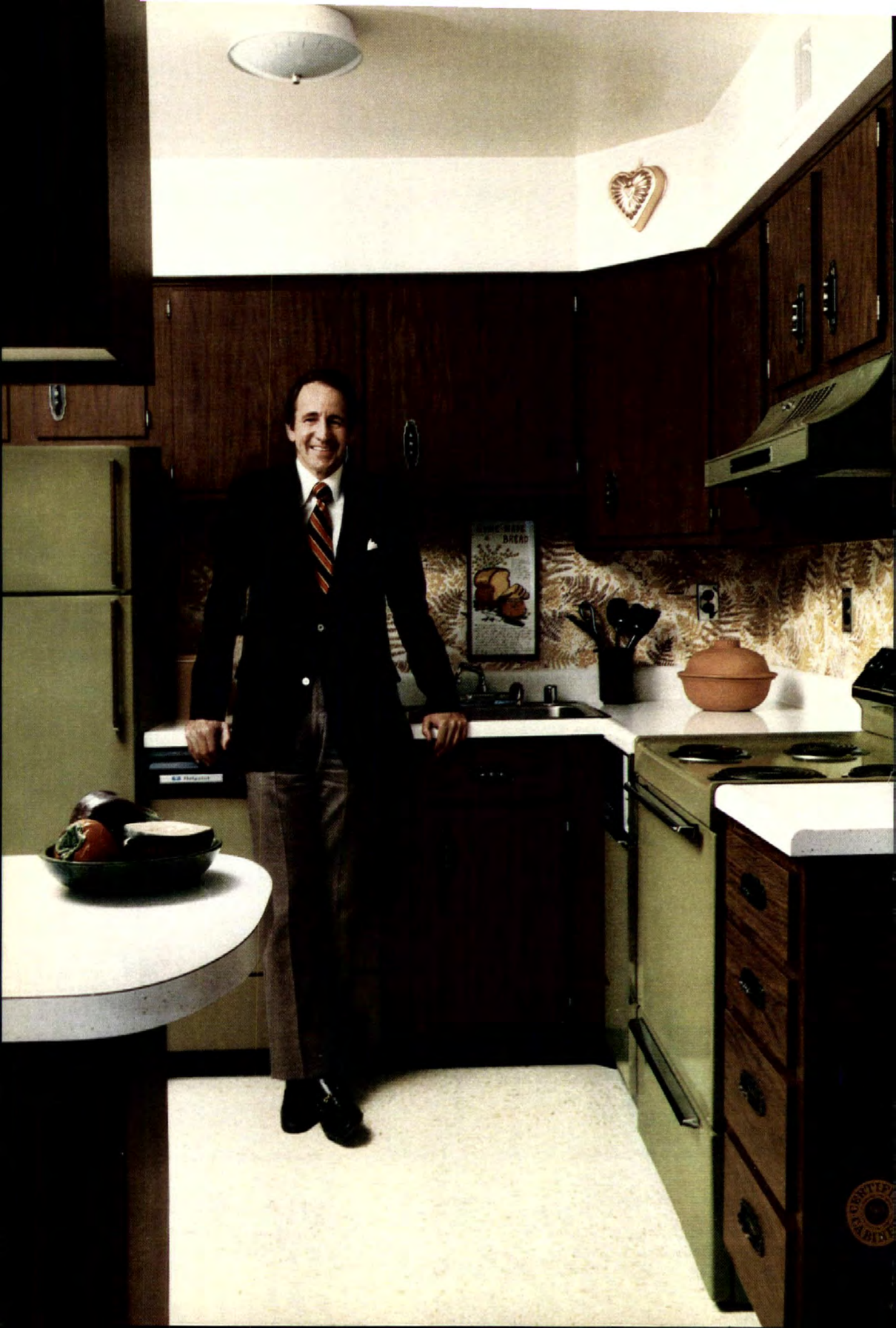
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"Scheirich's Gardencourt cabinet was ideal for remodeling.

It withstood the hard knocks of busy workmen, and we didn't have to sacrifice good looks for durability."

David Clark, President
Fairfax, Inc. Washington, D.C.

"In our remodeling projects, we've found the room that usually needs the biggest lift is the kitchen. So we wanted a cabinet that would make that room look like it had never looked before. But, since we're still working long after the cabinets are installed, we wanted something that would stay good-looking—even after some hard knocks by workmen. With Scheirich's Gardencourt cabinet, we haven't had a problem yet."

Gardencourt Parkview. One of the best investments you can make in equipping a kitchen. And priced to fit into the tightest budget.

The cabinets are made of strong wood fibers, bonded with a process that gives them resistance to moisture and temperature changes.

They're completely sheathed in a rugged vinyl with a pecan-grain exterior finish. An extra layer of clear vinyl is then added for more protection,

along with still another on all doors, shelf edges and corners.

Maintenance is practically nil. The cabinets wipe clean inside and out with just a damp cloth. Plus, the tough polypropylene drawers have rounded corners for easy cleaning.

Other features include rich, antique pewter-finish pulls and color-coordinated backplates.

If you're remodeling, look into Gardencourt Parkview. See your Scheirich distributor or write H. J. Scheirich at our main plant. H. J. Scheirich Co., P.O. Box 21037, Louisville, Kentucky 40201.

SCHEIRICH CABINETRY
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Clustered in a grove of trees along Pennsylvania Avenue in Washington, D.C., Fairfax Village is a 56-acre community of 826 apartments and townhouses. For 35 years, the community was a home away from home for senators, congressmen and other government officials. Now, over 435 units have been completely modernized, with the entire project scheduled for completion by 1978. The beautifully landscaped one, two and three bedroom units range from \$19,900 to \$40,000, and include everything from central air conditioning to trash compactors as standard equipment. To date, over 90% of the remodeled units have already been sold.

Circle 25 on reader service card

Why lottery? Seems it's fairer

California builders, beset by buyers, explain advantages of drawings

The California house and land rush has lured some builders into house lotteries; others are sticking to the first-come-first served method of camp-outs at the site.

- The Irvine Co. turned to drawings when it found 8,000 potential buyers for 221 houses at \$50,000 to \$90,000-plus in Woodbridge Village.

- At Huntington Harbor, the Christiana Co. offered 52 houses at \$104,000 to \$195,000 and had to resort to lotteries when 111 people showed up.

- In a downpour, Rossmoor Leisure World in Laguna Hills drew 650 people for a lottery at the opening of three villages. The average price was \$95,000. In five hours, 130 units were reserved—\$12.5 million worth. Rossmoor's corporate vice president of marketing, Elm Weingarten, doesn't know of any other instance of a developer selling or reserving as many houses for so much in so short a time.

- Century Community Developers concentrated on making lotteries professional at a pair of single-family projects in Fullerton and Fullerton Crest at \$76,995 and up and at Park Vista for \$60,995 and up. The main concern, says President William Okell, was to serve customers.



Younger buyers dominate crowd awaiting results of lottery on \$31,000-to-\$33,000 townhouses at Woodbridge Village on the Irvine Ranch in Orange County.

Fairer chance. Lotteries, builders say, are not a gimmick but a way to give a large number of people a fairer chance to buy a small number of houses. And they eliminate camp-outs.

People left over from a lottery are put on a list for future units. As other people show up at the sales office, their names are added to the list.

Builders say the lotteries try to prevent ballot-box stuffing and employee participations—and they discourage speculators.

Rossmoor distributed printed sheets

telling speculators they weren't welcome.

'Free enterprise.' Century's developers eliminated the double escrow by requiring the ticket holder to buy by himself and close by himself. Says Bill Okell: "He can sell it the next day. We can't stop that. But we can stop the underfinanced individual from messing up the market."

Says Irvine's Ken Agid: "It's a free-enterprise system, and you can't restrict sales from speculation in California."

—B.L.

New housing demand downtown

Dallas builder finds it—Whether other cities have it is a question

An \$80-million development will be built within walking distance of the central business district in Dallas. There will be 800 single-family detached homes at \$40,000 to \$80,000.

Ground will be broken next year—by Fox & Jacobs, which became one of the nation's largest homebuilders by

concentrating not on the city but on the suburbs.

Why the move downtown? President David G. Fox explains that, when the energy crisis was at its worst in 1973, a survey showed a substantial new in-city market. That market is professional couples, singles and retirees.

And so, last April, the company began acquiring land through a trustee in a target area containing deteriorating housing and small commercial buildings. To date F&J has paid \$2 million for 30 of the 80 acres that will be required to create an environment for the development.

And F&J bought strictly as a private developer—no eminent domain, condemnation authority or help from Washington.

Other cities? Is this all the begin-

Builder Fox
An \$80-million
bet on
downtown Dallas



ning of a reverse migration for builders? Fox seems to think not. He says he doubts that there is another big city "where I would consider building homes downtown." He explains that the Dallas administration's commitment to revitalization of the central



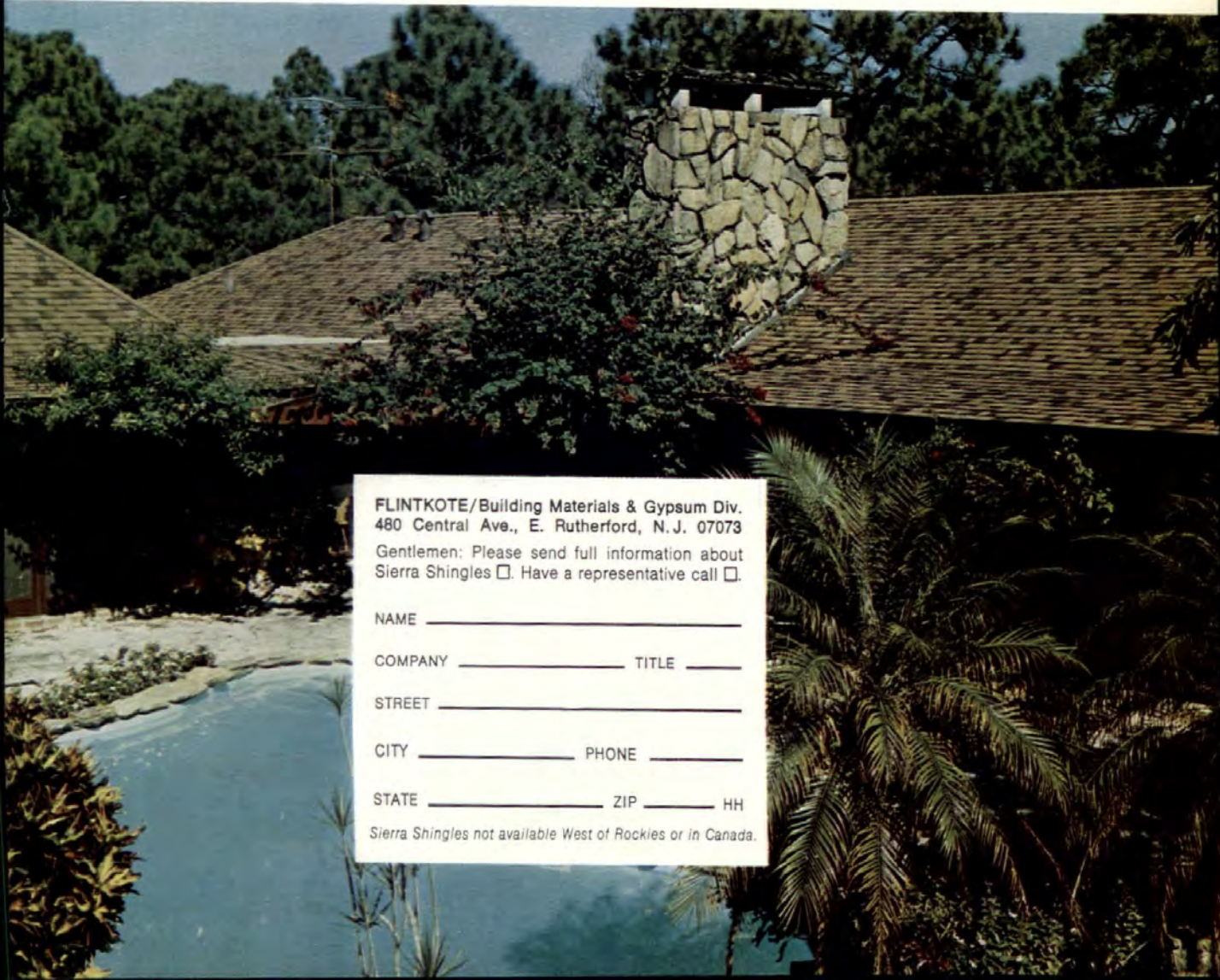
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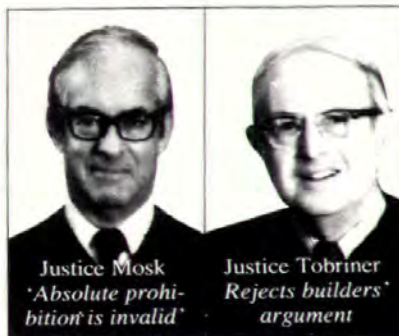
California growth curbs upheld

The homebuilding industry's effort to thwart growth-control legislation in California has suffered another setback.

The California Supreme Court ruled 5 to 2 on December 17 that voters of a general-law city may use the initiative process to enact an ordinance restricting residential building. (S.F. 23222, super. ct. no. 425754). All of California's smaller cities operating without a specific charter are affected.

The opinion concerns an initiative ordinance enacted in 1972 in Livermore. It prohibits new residential permits until the city deals with overcrowded schools and inadequate sewage and water facilities. (Livermore's population had zoomed from 16,058 in

1960 to 43,750 in 1972, when the ordinance was passed. The Livermore ordinance and a twin measure in nearby Pleasanton were sponsored by an organization called SAVE (Save All Valley Environments).



Court's reasoning. In the majority opinion, written by Justice Mathew O. Tobriner, the supreme court reversed an Alameda County Superior Court decision on two issues. The high court ruled that enactment of the ordinance by initiative did not violate state zoning law, and that the ordinance was not "unconstitutionally vague."

The high court returned the case to the Alameda court for trial on a third issue—whether the ordinance is an unconstitutional exercise of the city's police power and unconstitutional because of its regional impact. If Livermore wins, the initiative will go into effect in both Livermore and Pleasanton, according to Gary Reiners, Liver-

30

Court's dissent on growth curb

Justices Stanley Mosk and William P. Clark dissented from the California Supreme Court's ruling upholding growth controls imposed by initiative.

Justice Mosk said the ordinance imposes an absolute prohibition on population growth or residential construction.

Noting that the ordinance provides no timetable by which public services will be made adequate, he said that "the moratorium on permits is likely to continue for decades, or at least until attrition ultimately reduces the present population." He added that there is no inducement for present residents to provide facilities to accommodate future residents.

'Fatally flawed.' Justice Mosk also stated: "Accommodation between en-

vironmental preservation and satisfaction of housing needs can be reached through rational guidelines for land-use decision-making. Ours, of course, is not the legislative function. But two legal inhibitions must be the benchmark of any such guidelines. First, any absolute prohibition of housing development is presumptively invalid. And, second, local regulations, based on parochialism, that limit population densities in growing suburban areas may be found invalid unless the community is absorbing a reasonable share of the region's population pressures. Under the foregoing test, the Livermore ordinance is fatally flawed."

An 'ironic' loophole. Justice Clark contended that the initiative ordinance was invalid and that general-law cities' zoning ordinances should not be subject to enactment through the initiative process.

He also found the majority decision "ironic," saying that the court's review of a no-growth ordinance "may

provide a loophole for developers to avoid the numerous procedures established by the legislature which in recent years have made real estate development so difficult."

Justice Clark continued: "Seeking approval of planned-unit developments, land developers with the aid of the building trade unions should have little difficulty in securing the requisite signatures for an initiative ordinance. Because of today's holding that the initiative takes precedence over zoning laws, the legislative scheme of notice, hearings, agency consideration, reports, findings, and modifications can be bypassed, and the city council may immediately adopt the planned-unit development or, if the council refuses, the voters may approve. However desirable the creation of the loophole and the elimination of the so-called administrative red tape, it is not for this court, but for the legislature to determine whether the current housing crisis warrants bypassing the zoning laws." —J.K.

26 markets

business district and redevelopment of a close-in residential area had convinced him that his development would be financially feasible. Such a commitment makes Dallas something of a special case.

Fox began buying land even before the city developed a program, now in operation, to buy back land from developers if they are unable to finish

inner-city developments. The city set aside an initial \$2 million for this purpose.

More to come. Fox, recently elected to head the Dallas Chamber of Commerce, said his development represents no social commitment as such but a business proposition that he expects will turn a profit.

Mayor Robert Folsom, himself a de-

veloper, and City Manager George Schrader, who devised the incentive program for downtown residential development, say the city has another potential builder for downtown housing and that is also has had several other inquiries about participating in the program.

—LORRAINE SMITH

McGraw-Hill World News, Dallas



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more city attorney. Even without the ordinance, however, Livermore has slowed its growth by adopting a new general plan.

Builders' plea. The Alameda court had barred enforcement of the ordinance in 1973. The court acted without a trial, after hearing opposing pleas from the plaintiff, the Associated Home Builders of Greater Eastbay Inc., and from the city of Livermore. The tribunal ruled that, under state zoning laws, the ordinance should have been preceded by noticed hearings before the city planning commission and council. Livermore, but not Pleasanton, appealed, and the court of appeals upheld the superior court decision in 1974.

Overturning prior decisions (*Hurst v. City of Burlingame* (1929), *supra*, 207 Cal. 134), the supreme court said the state constitution allows enactment of land-use legislation by municipal electors by initiative. It stated: "The notice and hearing provisions of the present zoning law . . . make no mention of zoning by initiative."

Permits as an issue. The justices disagreed with the lower court's finding that the ordinance was unconstitutionally vague because it did not contain specific standards for issuance or denial of building permits, and that it didn't specify what person or agency would determine whether the ordinance's standards have been met. They said that by interpreting the ordinance to incorporate standards of the school district and the regional water quality control board, they found it specific

enough to comply with constitutional requirements.

As for the failure to name someone who would determine when its standards were fulfilled, the court said, "the duty to enforce the ordinance reposes in the city's building inspector, whose decisions are subject to judicial review by writ of mandamus."

Reply to builders. Rejecting the homebuilders' argument that the ordinance unconstitutionally attempts to bar immigration to Livermore, and thus abuses police power, the court said that such ordinances "need not be sustained by a compelling state interest, but are constitutional if they are reasonably related to the welfare of the region affected by the ordinance."

If an ordinance would strongly influence housing supply for a metropolitan area, the court said, constitutionality should be determined by considering the impact of the ordinance on regional welfare. The court said that the homebuilders' association had not produced evidence concerning probable impact and duration of the restrictions, and it added:

"The limited record here prevents us from resolving that constitutional issue." The court said the issue could be determined only by trial.

'Disappointing.' William Leonard, recently retired director of the Associated Building Industry, called the supreme court's decision "disappointing but not surprising."

Charles Kinney, ABI counsel, said the court's decision appears to "erase"

the distinction between general law and charter cities. At the same time, he said, it points up the need for making land-use and zoning decisions on a regional or even statewide basis to handle population growth and satisfy demand for housing.

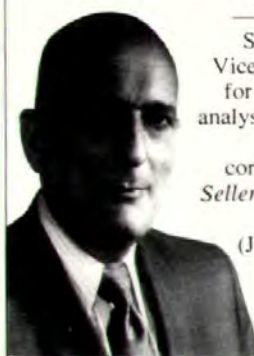
—JENNESS KEENE

McGraw-Hill News, San Francisco

QUOTATION OF THE MONTH

"As we look at the first six months of 1977, the most probable outcome . . . is likely to range from a slight change in interest rates to a fair increase . . . Consequently, savings flows . . . should continue to be large. The mortgage market should continue to enjoy a strong lender interest and the money to support housing starts of 1.8 million units or even more should be readily available."

—HARRY S. SCHWARTZ
Vice president
for economic
analysis, FNMA,
in the
corporation's
Seller/ Servicer
magazine
(Jan.-Feb.).



BRIEFS

The Singer Co., New York, searching for a graceful exit from homebuilding [H&H, Dec.], arranges to transfer its Singer Housing subsidiary's activities to five separate joint ventures. The parent will still act as the investing partner in the ventures. Singer assembled Singer Housing by buying and merging four building companies in 1970-72.

A plant shutdown is decreed by the Geer Co., a mobile home manufacturer in Grand Island, Neb. "The stockholders," says the plant manager, "wanted to sell the factory so they wouldn't lose all they had in it." Plant turned out 350 mobile and 100 modular homes a year as re-

cently as 1973. Closing idles 75 of Geer's 100 employees.

Debt restructuring is completed by the Robino-Ladd Co., the Miami Builder. Agreements covering \$93 million in debt will, it is hoped, increase shareholders' equity by \$55 million and convert \$48 million negative worth into \$7 million positive net.

A success story is recounted by Walker & Lee Inc., the big real estate dealer in Anaheim, Calif. It reports it sold 1,985 more homes in 1976 than in any previous year and upped sales volume \$131 million over its previous best year. Sales of

13,888 homes represent a 39% jump over 1975 and the volume of \$345 million was 59% over 1975.

A mortgage credit card is originated by Seattle's Pacific West Mortgage Co. The homebuyer pays \$25 for credit processing and a card. The card is good for a year and permits purchase of a home with a conventional mortgage or an FHA or VA.

First warranty for fabricated aluminum sheet used in mobile homes is offered by Reynolds Metals, which says it will enter directly into contract with buyers. Neither manufacturer nor dealer will be involved.

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Protecting
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Builders! Warranty covers these items

Appliances and other thermal, mechanical and electrical equipment are consumer products and come under the Magnuson-Moss Warranty Act when they are included in new homes, the Federal Trade Commission has advised the National Association of Home Builders and its Home Owners Warranty Corp.

The commission, in an advisory letter to NAHB and HOW, said the key to determining where warranty laws would apply to equipment in new homes lies in the "separateness of function" of the item.

"Such items as humidifiers, burglar alarms, smoke detectors, water heaters and kitchen appliances are separate items of equipment which have separate functions of their own," the FTC said, and so they fall under the Magnuson-Moss Act. The commission added:

"Such items as wiring, ducts, gutters, cabinets, doors and shower stalls are not functionally separate from the realty," though, and so are not covered.

Buyer protection. The Magnuson-Moss Warranty Act directs the FTC to formulate trade-regulation rules that have effect of law for the warranty programs of all industries. The commission is working out a number of rules to determine the responsibilities of producers, sellers and even buyers of consumer goods.

One rule already on the books promotes the formation of warranty-dispute panels by industry. Companies that have those panels cannot be named in class-action suits until complaints are first presented to the panel. Regulations that detail the functions of the panels, however, have been called too

cumbersome and unrealistic by some executives, who say their companies will not even attempt to meet the FTC criteria in order to establish a panel.

The homebuilding industry is probably the first to announce it will attempt to establish a dispute panel that will qualify in the eyes of the FTC. Officials of HOW say they must set up the panel or cease asking homebuyers to waive court action in the event of a dispute.

No more extensions. The HOW executives have been given two six-month extensions to continue asking waivers while attempting to set up the dispute panel. The FTC has informed HOW that no more extensions will be granted, however—thus the current grace period will expire next May.

By signifying what products in the home will be covered by Magnuson-Moss, the FTC is telling contractors

Which products fall under warranty?

Builders! Take this Magnuson-Moss Act test. Answers below.



Water heater
Yes ☐ No ☐



Sink
Yes ☐ No ☐



Smoke detector
Yes ☐ No ☐



Whirlpool bath
Yes ☐ No ☐



Bathtub
Yes ☐ No ☐



Furnace
Yes ☐ No ☐



Floorcovering
Yes ☐ No ☐



Window
Yes ☐ No ☐



Range
Yes ☐ No ☐



Electric outlet
Yes ☐ No ☐

Answers: Yes on the furnace, range, smoke detector, water heater and whirlpool bath. No on the bathtub, electric outlet, floorcovering (carpeting), sink and window.

what specific installations may and may not be involved in future warranty disputes.

The commission ruled on a long list of products applying this theory, and advised:

Items covered. These separate items of equipment are consumer products covered by the Magnuson-Moss Warranty Act when sold as part of a home:

Heating and ventilation—boiler, heat pump, electronic air cleaner, exhaust fan, thermostat, space heater, furnace, air-conditioning system, humidifier.

Mechanical/electrical—central vacuum system, smoke detector, fire alarm, fire extinguisher, garage door opener, chimes, water pump, intercom, burglar alarm, electric meter, water meter, gas meter, gas or electric barbecue grill.

Plumbing—whirlpool bath, garbage disposal, water heater, water softener, sump pump.

Appliances—refrigerator, freezer, trash compactor, range, oven, kitchen center, dishwasher, oven hood, clothes washer, clothes dryer, ice maker.

Items exempted. These are not consumer products under the Magnuson-Moss Warranty Act when sold as part of a new home:

Heating and ventilation—radiator, convector, register, duct.

Mechanical / electrical—garage door, electrical switch and outlet, light fixture, electric panel box, fuse, circuit breaker, wiring.

Plumbing—sprinkler head, water closet, bidet, lavatory, bathtub, laundry tray, sink, shower stall, plumbing fittings (shower head, faucet, trap, scutcheon and drain), medicine cabinet.

Miscellaneous items—cabinet, floor, shelving, window, floorcovering (includes carpeting, linoleum, etc.), wall or wallcovering, ceiling, vanity, gutter, shingles, chimney and fireplace, fencing.

Condos and co-ops. The following separate items or equipment are not consumer products under the Magnuson-Moss Warranty Act when sold as part of a condominium, cooperative or similar multiple-family dwelling, as they are not normally used for "personal, family or household purposes" within the meaning of the act:

Fusible fire-door closer, TV security monitor, emergency back-up generator, master TV antenna, elevator, trash compactor. —MIKE MEALEY

McGraw-Hill News, Washington

Gypsum convictions reversed

A federal appeals court in Philadelphia has reversed the price-fixing convictions of four of the biggest gypsum wallboard manufacturers and three of their executives.

The companies are U. S. Gypsum Co. of Chicago; Georgia-Pacific Corp. of Portland, Ore.; National Gypsum Co. of Dallas and Celotex Corp. of Tampa, Fla., a subsidiary of the Jim Walter Corp. The executives are Andrew J. Watt, executive vice president of U. S. Gypsum; Colon Brown, chairman of National, and J. P. Nicely, retired vice president of sales in National's product division.

All were convicted in July 1975 of violating the Sherman Antitrust Act. The Philadelphia court threw out the convictions and remanded the case to the federal district court in Pittsburgh, where it was originally tried [H&H, Sept. '75].

Basis of reversal. The court in Philadelphia did not rule directly on whether the Sherman Act had been violated, although Circuit Judge James Hunter 3d said in his majority opinion that the companies may actually have been complying with the Robinson-Patman Act instead of trying to fix prices. The act forbids discrimination in pricing.

The ruling was by a 2-to-1 vote, and the majority based its reversal on the finding that the lower-court judge, Hubert I. Teitelbaum, had erred in instructing the jury. A concurring opinion by Judge Arlin Adams said Judge Teitelbaum had kept the jurors in session even after they had reported they could not reach a verdict. Judge Adams

agreed with the defendants that the verdict had been coerced from the panel.

Reaction. A spokesman for Georgia-Pacific said the decision "was anticipated, based on the trial record," and added: "Our initial information indicates there is no basis for further extensive litigation."

A Celotex official said his company had never wilfully or intentionally violated any laws, and he contended that the Justice Department had failed to prove its case.

Chairman William M. North of National said: "We are extremely pleased with the appeals court decision," and he pointed out that his company and its two executives under indictment had "steadfastly maintained innocence."

Indictment. The original indictment accused the defendants of setting prices and sale conditions as well as adopting uniform methods of handling and packing wallboard [H&H, Feb. '74].

The Commerce Department said at that time that 95% of all gypsum wallboard was being used in housing construction. The manufacturers originally indicted were then producing 95% of all wallboard sold in the country. Several companies on that list pleaded no defense instead of going to trial.—T.A.

Roofing prices up

CertainTeed Corp. of Valley Forge, Pa. has announced that it is raising prices on all asphalt roofing products by 8%. The company blamed "the increasing cost of energy, raw materials, labor and freight."

Fannie Mae names St. Louis task force

Three experts have been appointed by the Federal National Mortgage Association as a task force for its St. Louis pilot program in inner-city lending [H&H, Jan.].

The three, all fulltime FNMA employees, are: Max D. Robinson, quality control manager in FNMA's Dallas office; Bennie H. Dixon, a senior loan representative who supervises Florida from Fannie Mae's Atlanta office; and Edward L. Long, acting loan representative who has also been based in Atlanta. They will try to persuade local St. Louis bankers and S&Ls to lend

again in the city's core area. Fannie Mae has already committed itself to buying up to 800 mortgages in a dozen core neighborhoods.

The program is a market-rate lending project. There are no subsidies involved. It is based on the premise that private lenders can make sound loans to credit-worthy buyers of homes in inner-city neighborhoods.

President Oakley Hunter of Fannie Mae emphasized that the program is founded on the principle of partnership between the private sectors, city government and residents.



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Hoffman promotes key execs

Stuart Reich, who had headed the Hoffman Group's Pennsylvania subsidiary in Newton, Pa., as president, moves to the parent's headquarters in Hoffman Estates, Ill., as executive vice president for housing. Reich succeeds **Jerry Berger**, who resigns to form his own company.

Hoffman Enterprises, another subsidiary, based in Hoffman Estates, spins off two new companies. Duco Engineering, a land engineering firm, will be based in Hoffman Estates and will be headed by **William E. Griffin**, 35, who has served as vice president of engineering with the parent. Western Construction, a concrete subcontractor, with headquarters in Bloomington, Ill., gets **Eugene Osland**, 42, former superintendent for Hoffman Group housing projects, as president.

A Kaufman and Broad alumnus, **Ira C. Norris**, forms INCO Homes, with headquarters in Los Angeles. It will build moderately priced single-family homes in southern California. Norris, 40, was a K&B vice president.

The Larwin Group's southern California subsidiary names **Al Debbas** as

senior vice president in charge of Los Angeles and San Diego construction operations.

In Miami, a familiar name disappears from the officers' roster of the Deltona Corp. **Robert F. Mackle**, one of the company's founders in 1963, retires as chairman at 65. He continues as vice president of the Mackle Co., a family building operation.

Ben Daidone becomes director of marketing for the primary housing division of Miami-based Arvida Corp. Daidone operated his own marketing and communications design firm in Hollywood, Fla.

In Atlanta, **Joseph P. Barker** is named director of manufacturing for Boise Cascade's manufactured housing division (Kingsberry Homes).

In the Midwest, **Charles W. Broeman 2d** is appointed general manager of Chrysler Wabec Development Co. of Bloomfield, Michigan. He had been chief of operations.

LAND DEVELOPERS: **John P. Linthroth** moves up to senior vice president in charge of Florida operations for

the Perini Land and Development Co. of West Palm Beach, a subsidiary of Perini Corp. of Framingham, Mass.

ASSOCIATIONS: **Peter L. Mason**, at 32, becomes the youngest president of the Toronto Real Estate Board.

Roger L. Norton, a Beverly Hills mortgage banker, takes over as president of the Southern California Mortgage Bankers Assn. He succeeds **Robert F. Hoyt** of Santa Ana.

Dennis O'Brien becomes chairman of the Associated Building Industry of Northern California. O'Brien, 35, a former president of Kaufman and Broad's northern division, is president of O'Brien and Hicks, a San Jose developer.

Irving H. Yackness, executive officer of the Builders Association of Southeastern Michigan (Detroit), is honored by Governor William G. Milliken and the legislature for 25 years of service to the housing industry.

George G. Potts is director of public affairs for the American Land Development Assn. He'll direct ALDA's relations with Congress.



Hoffman's Reich...
Stepping up

...and Griffin
A president at 35

Toronto's Mason
Heads Real
Estate Board

INCO's Norris
Launching new
company

FHA fraud sentence reduced

Three years ago Harry Bernstein was sentenced to five years in prison and directed to pay a \$175,000 fine.

The president of the now defunct Eastern Services Corp. of Hempstead, N.Y., his wife Rose and other company officials had been convicted of bribery in one of the nation's biggest FHA lending frauds [H&H, Nov. '74]. The scheme had led the FHA to pour \$200 million into mortgages for thousands of houses that were later abandoned and vandalized in the inner-city slums of Brooklyn.

Now Judge Jack B. Weinstein of

Federal District Court in Brooklyn has reduced Bernstein's term to 18 months in a community treatment center.

Rose Bernstein, 64, while not officially on the company payroll in 1967-71, when the fraud was perpetrated, had originally been assessed four years in jail after being described as the driving force behind the illegal operations. Her sentence has been cut to a year and a day.

Bernstein, 65, will serve out his reduced sentence in the Bryant Hotel on Broadway in mid-Manhattan. He will be confined only at night, and he'll be

free on weekends. Judge Weinstein said he was lenient because "for all practical purposes they (the Bernsteins) have been destroyed financially and in their status in society." The judge said the \$685,000 in fines imposed on the couple and on Eastern Services would stand.

Assistant U.S. Attorney Ronald DePetris, who represented the government at the sentence hearing, criticized the ruling. "In light of the serious nature of the crime and the deterrent purpose of sentencing," he said, "a community treatment center is a joke. It has no deterrent value."

The Bernsteins were to begin serving time February 10.

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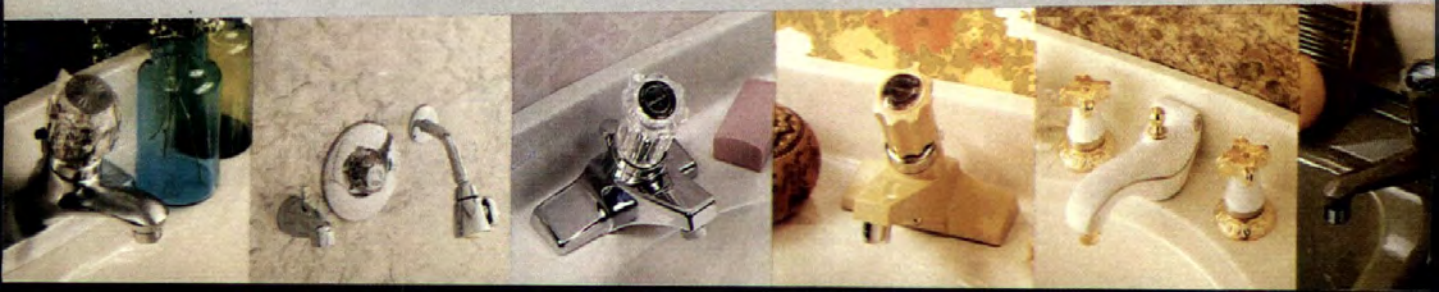
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How new towns borrowed selves broke

Both the Democrats who created the federal new-towns program in 1968 and the Republicans who administered the program for the next eight years did a poor job.

That's the conclusion of a devastating analysis of the \$400-million program handed to incoming Housing Secretary Patricia Harris by outgoing Secretary Carla Hills.

The 100-page paper concludes that the program—backed by nearly \$300 million in bond guaranties and another \$144 million in grants and commitments—was doomed from the start.

The report took several months to prepare and cost \$270,000. It included a \$244,816 section from Booz, Allen & Hamilton of New York City, an international management consulting firm, but the overall report was signed by HUD's new-communities administrator, James F. Dausch.

Drowning in bonds. What sank the new towns? The report says bond-interest costs soaked up, for many of the 13 developers, several times their annual cash flow from lot sales to homebuilders.

This drain, the report explained, meant that a developer who borrowed \$50 million at 8% to develop a large project ordinarily had to sell 1,000 lots a year just to pay the interest on the loan. Such debt moved most new-town developers into default.

The result has been a recommendation that states and localities assume responsibility for any government-backed new towns. The federal role should be limited to that of catalyst and provider of grants, the report suggests.

Discounting the recession. While the housing depression dealt a severe blow to the new towns, Dausch's white paper concludes that "most of the projects . . . would have encountered serious financial difficulties" which "would have occurred in any event."

The report by Booz Allen found that the federal guaranty of the developer's bonds did not lower interest rates suffi-

ciently to offset other costs, that the federal government didn't come through with enough grants to help the new towns along, that state and local governments were not sufficiently committed to the projects and that the federal government under Presidents Nixon and Ford lacked any real commitment to making the new towns succeed.

The debt load. Citing the effects of the debt burden, the white paper showed that:

The Woodlands, near Houston, had fixed carrying charges, excluding development costs, of \$3.5 million a year.

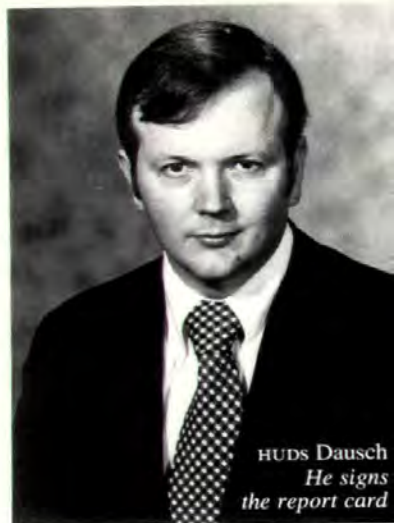
Flower Mound, near Dallas, had paid for 27% of its land when less than 1% of its projected revenues had been received.

Park Forest South's land purchases of \$18.9 million exceeded projected costs by 89% while the \$4.5 million in sales revenues through 1974 was 58% lower than projected. The project is situated near Chicago.

The HUD staff, the report said, "accepted the untested hypothesis that a new community was a unique product that would receive an unusually high degree of buyer acceptance." That led to the conclusion that Flower Mound, for example, would capture more of its market than such successful, but privately financed new towns as Columbia, Reston and Irvine.

High prices. The report said Jonathan's detached housing units were priced nearly \$5,000 higher than the norm in the adjacent Minneapolis metropolitan area in 1974, and these prices were sought "despite the project's location disadvantages."

At Flower Mound, actual infrastructure costs totaled \$3.9 million (235% of actual revenues of \$1.6 million). Gananda, near Rochester, N.Y., spent \$11.5 million for infrastructure and general development while generating \$176,000 in revenues. In their



HUDS Dausch
He signs
the report card

early years, both the Woodlands and Gananda were heavily overstaffed and the report said, they incurred runaway overhead costs.

Management failure. "Poor management performance reinforced HUD's suspicion and distrust of the developer and contributed to the delays and the adversary relationship which the developers wished to avoid," the report went on, adding:

"Most developers were entrepreneurs in other businesses . . . were civic and religious leaders. In a few cases, such as Riverton (Rochester, N.Y.), Park Forest South and Shenandoah (Atlanta), the development entity was owned by an experienced large-scale developer: Robert Simon (Riverton), who had begun Reston; Nathan Manilow (PFS), who had developed Park Forest; and Scott Huggins (Shenandoah), a Georgia builder."

"However, the operational staff of the development entities, like the HUD new communities staff, was thin or altogether lacking in such experience. Only in St. Charles (Baltimore-Washington) did the owner and key development staff have team experience in the complexities of large-scale or community-scale development." —D.F.

Futures add up to big present for GNMA

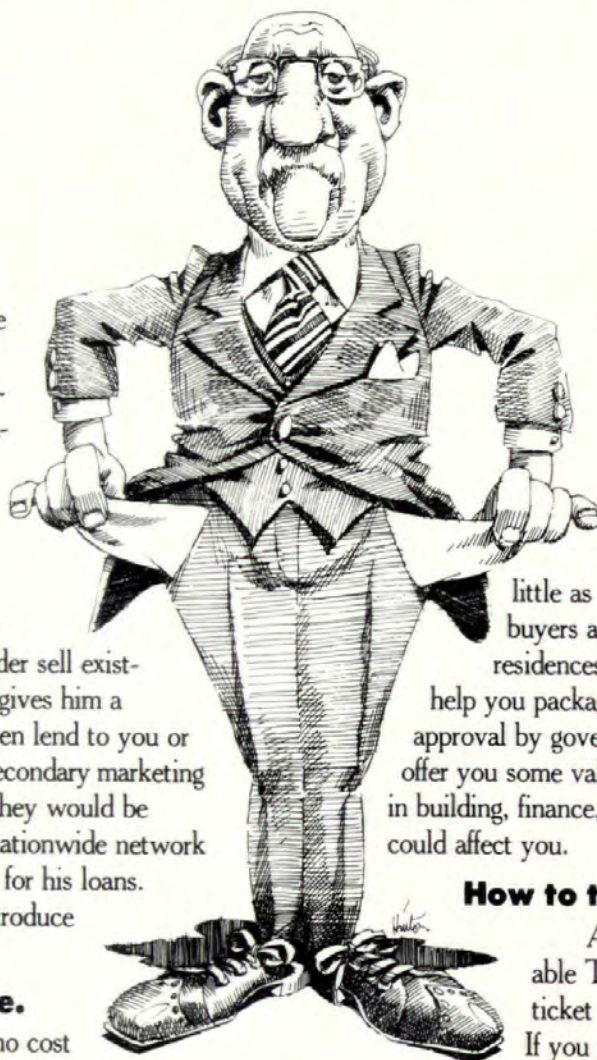
The Government National Mortgage Association's mortgage futures ended their first year of trading with 114,000 contracts traded. The Chicago Board of Trade says that was a far more successful performance than expected and that the market will get even better.

Banks and S&Ls joined mortgage

lenders, GNMA dealers, mutual savings banks and other financial organizations in using the new market as protection against losses due to fluctuating interest rates.

Another highlight: a single-day volume record of 1,316 contracts, each for \$100,000 on June 29.

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Best seller is 1,900-sq.-ft. L-shaped ranch. Shown above is model with sales area in garage. Plan is below left.

In Albuquerque, N.M.

Customizing is the key to single-family success

A three-house-a-week sales pace has been Western Development Co.'s reward for giving buyers the opportunity to customize interiors of its \$43,200-to-\$47,000 and \$51,900-to-\$73,700 Candlelight Hills houses.

One hundred and twenty houses were sold less than ten months after the project opened and, according to President Gerhard Muller, 60% of the sales involved customizing—a practice most builders in the area frown on.

Buyers—mostly professionals with families—are never directly asked what they'd like to change, and customizing is not used as a sales pitch.

"But," Muller says, "a lot of sales are made when a prospect touring one of the models says 'I'd like the house better if . . .'" and our salesperson can respond with "what if I can get that for you?"

The salesperson's willingness to take buyers' preferences into account provides a psychological boost that's often a sales clincher. And, on the whole, the changes buyers request have not been that extensive. Some examples:

- Moving the wall between breakfast nook and dining area of one plan to create a larger, more private eating space (see plan below left).

- Adding a half bath off the utility room in a four-bedroom, two-bathroom plan (below right).

- Installing different window sizes or types (e.g. arched instead of country).

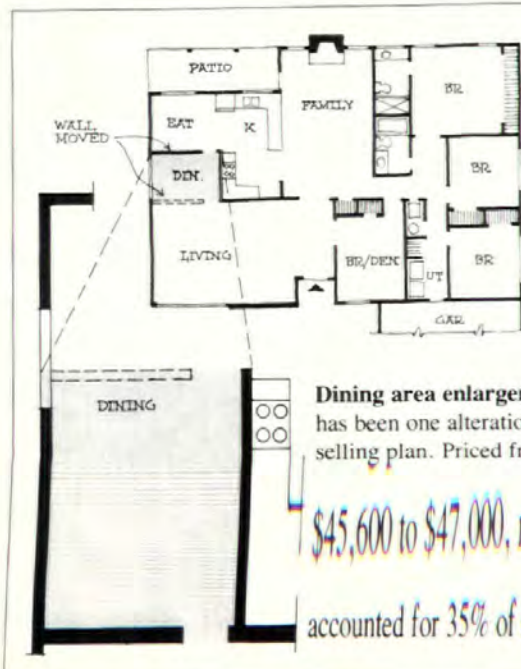
- Extending kitchen cabinets to the ceiling, eliminating soffits.

Only 10% of customizing has involved moving interior partitions in the

truss roof houses. "We don't want to get stuck with a white elephant if the sale falls through," says Muller, "so we discourage unconventional room arrangements. And we draw the line at any alteration in the basic plumbing setup—that would just be too expensive."

Western Development tries to keep its list of standard options long, too. For example, buyers are offered the choice of perimeter or overhead heat and can add energy conservation features, such as insulated glass for about \$500 and a complete package (insulated glass, beefed-up insulation in walls and ceiling and a heat pump) for up to \$4,000.

To date, sales have been almost equally divided between the smaller, lower-priced plans in the section of Candlelight Hills fronting a major thoroughfare and the larger, higher-priced houses on the portion of the site that adjoins a large, custom-home development. —BARBARA BEHRENS GER



Dining area enlargement has been one alteration of best-selling plan. Priced from \$45,600 to \$47,000, model has accounted for 35% of sales.

Additional half bath can be added off the utility room of this 2,050-sq.-ft. plan. Selling for \$54,400 to \$55,500, it has been the choice of 20% of buyers.



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These savings will vary depending upon your geographic location. Examples of estimated annual heating savings* in various cities are: Atlanta 41%, Los Angeles 58%, Seattle 45%, Boston 27%, Philadelphia 30%, New Orleans 53%.

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Zoneline III® Extended Range heat pump, because of its electrical energy conservation, ease of installation, simple control features and appearance, provides overall economy for room-by-room or zone control in motels, apartments, office buildings, nursing homes, hospitals and for modernization projects.

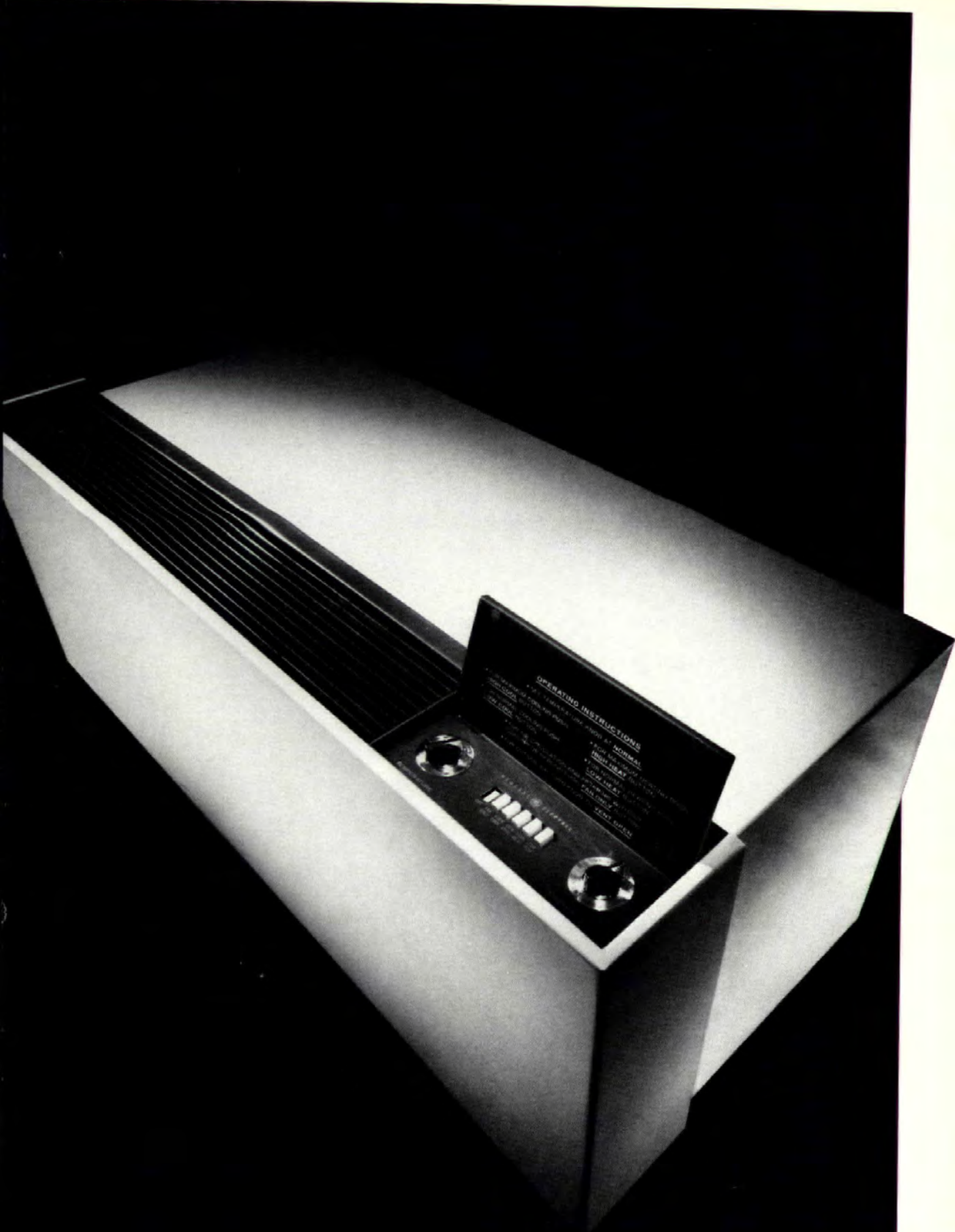
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*Based on the AGB688D preliminary data.

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Easy installation.

Perma-Shield Narroline Windows come completely assembled. All you do is nail pre-punched side flanges into window openings. Flanges eliminate the need for separate flashing.



PHOTO: ROBERT C. CLEVELAND

In Culver City, Calif. Buyers snap up a 354-unit condo conversion in four months

Apartments at Raintree sold at the rate of 21 a week at prices ranging from \$26,000 to \$62,800.

The converter, Condominium Communities Corporation (ccc), owned by developers Anthony Harwood and James McMahan, had projected a two-year sellout. But after four months only seven units remained, including the four models that had not yet been priced and put on the market.

The project had a lot going for it at the start. Specifically:

- A stable tenant base, including many who had lived at Raintree since it opened in 1972.
- A good location near the Los Angeles airport and several major aerospace employers. This is an area where little new for-sale housing exists.

• An attractive, heavily landscaped setting overlooking a lake. The site was once the MGM lot where such major films as "Raintree County" were shot. But a large part of the success is due to the way ccc handled the conversion.

"Our research showed that many of the people who lived at Raintree had never owned any real estate before," says ccc president Beverly Usher. "They were renters because they didn't

want to own, and that's what we had to overcome."

Her strategy: educate buyers about the value of the offering, emphasize the project's success and create urgency about the limited number of units available.

Value. Educating prospects about the value of the offering was mainly a process of building up trust, says Usher, for the best prospects were older empty nesters who tended to be quite conservative and skeptical.

The job fell to three sales representatives who were chosen because of their experience with conversions. They showed the tenants in dollars and cents exactly how much the units would cost them after taxes, and they emphasized that the tenants could count on stable monthly payments except for tax increases and any other increases that they themselves voted.

A further inducement: ccc was able to negotiate a favorable financing package that included 5% down payments and 8¾% interest. Seventy percent of the tenant-buyers took advantage of these terms.

Project success. Here the key was to try for a high conversion rate and to

maintain at least 95% occupancy.

"This would give us a tremendous amount of credibility when we went to the outside," says Usher. "We wanted to be able to say these people have been living here and there's got to be something good about it because they bought their units."

ccc made some improvements that would appeal to the most stable tenants, who were primarily empty nesters. These included converting game rooms to card and meeting rooms and decorating lobbies and other public areas more elegantly.

Equally important, ccc management communicated regularly with the tenants through the rental manager, assuring them that they would have first opportunity to buy when the units were offered for sale and that they would not be evicted immediately if they chose not to buy.

Once the tenants were assured that they would not be asked to move on a moment's notice, they cooperated with ccc and very few left. And during the initial seven-week conversion period, some 38% became buyers.

One unexpected development: Buyers brought in their friends, and about a third of the sales to outsiders were from referrals.

Urgency. Because only three sales representatives were hired, tenants had to wait their turn to learn about the offering. This created a great deal of urgency about product availability.

Much urgency was generated, however, with no effort on the part of ccc, for the company had to obtain local government approvals before applying to the state for the necessary subdivision reports. Thus, tenants learned that conversion was imminent at a time when ccc was prohibited by law from discussing prices or finances.

"This created real pressure," says Usher. "Every time I walked downstairs, 15 or 20 people would bombard me with questions."

—N.G.



\$28,000 TO \$40,300

\$51,000 TO \$62,800



Large units, ranging from an 873-sq.-ft. one-bedroom unit (plan above left and photo to a 1,470 sq.-ft. two-bedroom/den unit (plan above), were ideal for conversion. Interior designer Beverly Trupp decorated models with movie motifs to emphasize back-lot location. Shown above: "The Tender Trap."

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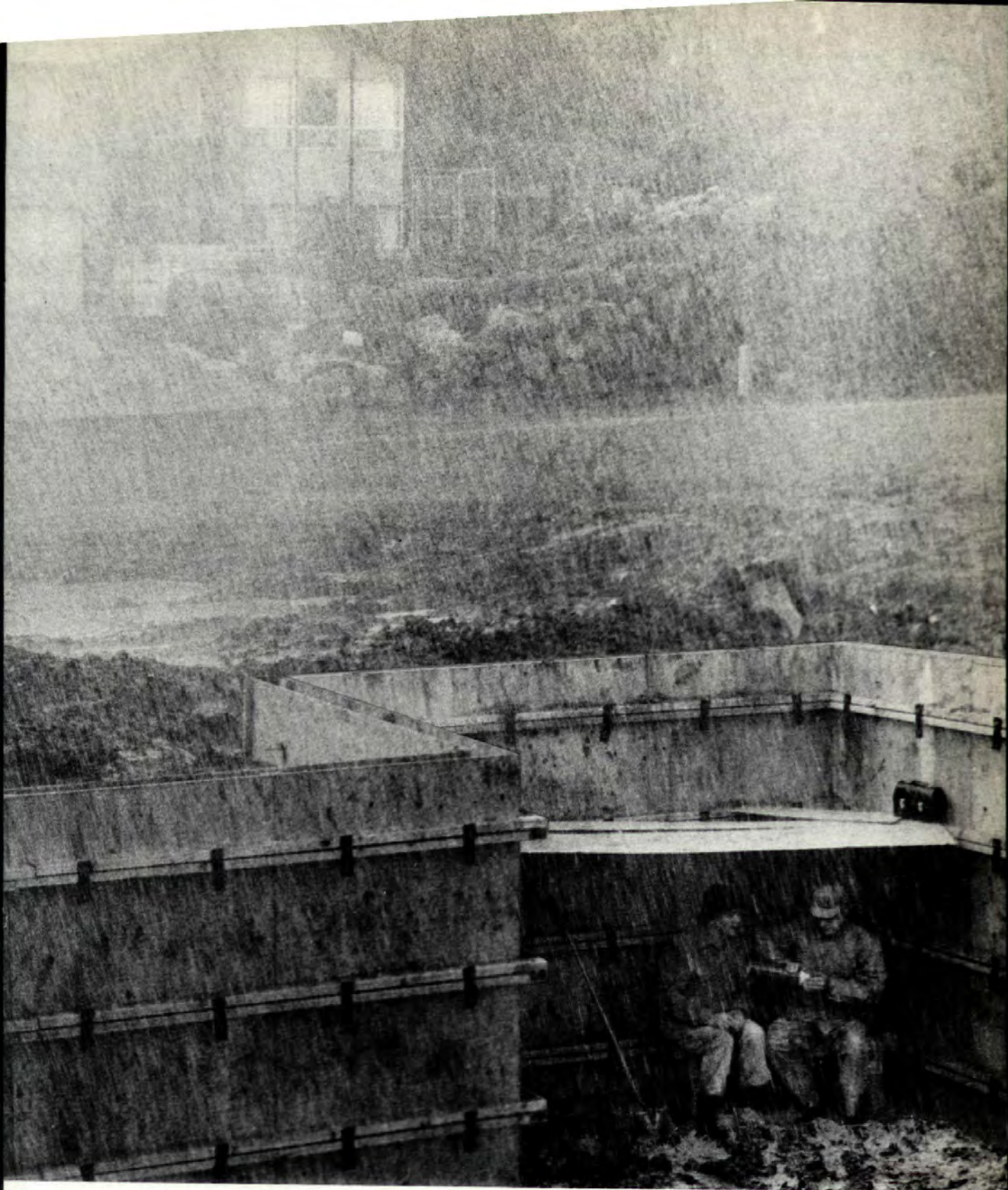


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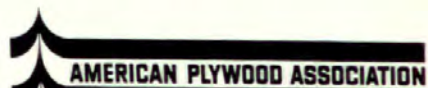
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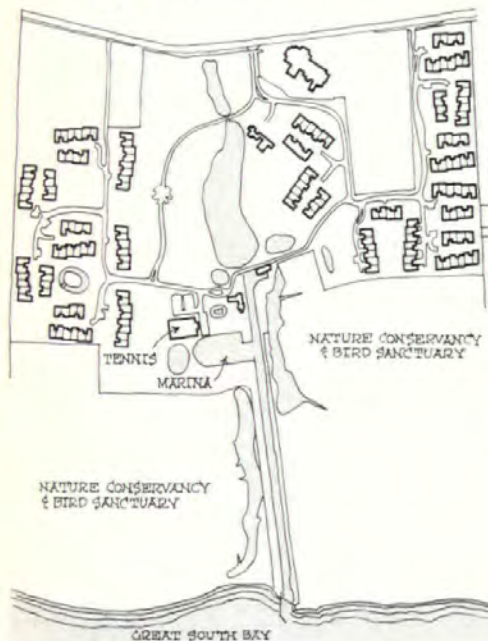


Plywood. The Performer.

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In West Bay Shore, N.Y.

Townhouses developed on estate property



Scattered clustering of units (above) preserves 80% of the property's original amenities.

Unquestionably, the site's unique characteristics—woodlands, ponds, wildlife, sunken gardens, marina, boat-house and unbroken vistas of Great South Bay—have had much to do with the success of the 160-unit Admiralty townhouse community: 135 units, priced from \$55,000 to \$65,000, were under contract less than three months after sales opening. (Prices are now \$2,000 more a unit.)

Equally significant, however, was the way builder/developer Jerry Kramer's site planning left these natural and man-made amenities untouched; the 31 buildings of one-, two- and three-bedroom units are clustered on only 20% of the 120-acre Long Island estate.

Kramer, who bought the property without the usual favorable rezoning conditions, waged a two-year battle with the town to get his site plan approved. During this period, he spent about \$5,000 a week in principal, interest and taxes just to keep the tract. "But I didn't care," he says. "When I first saw the property, I couldn't believe my eyes. It was so unique that I just had to have it."

New York architect Conklin & Rosant designed four one- and two-story models, ranging in size from 1,250 to 2,206 sq. ft. The units are owned fee-

simple; buyers also pay monthly charges of \$73 to \$93 to a homeowners association which maintains the common grounds, buildings and recreational facilities.

In addition, extra premiums are assessed for the 62 end units (\$5,000), choice locations (up to \$15,000) and interior amenities (better carpeting and tile, more expensive fixtures, etc.). But the buyers—mainly move-down empty nesters with incomes in excess of \$75,000—don't seem to mind.

"Many of them are customizing their units," says Kramer. "They're asking for wider rooms, repositioning of rooms and all kinds of accessories. When we tell them what these things will cost, they don't even flinch."

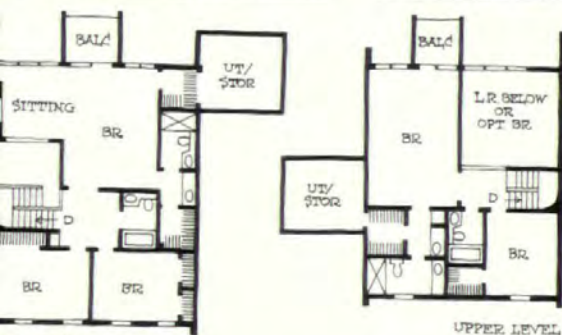
Every Admiralty townhouse has a two-car tandem garage (cars are parked one behind the other) which helps keep down frontage. "Builders said we were crazy to provide a garage for every unit," says Les Trinin, a partner in the Admiralty venture, "but it proved to be an important selling point."

Other features include cathedral living room ceilings, octagonal raised kitchen ceilings, bay windows, front or rear patios given extra privacy by extending the rooflines, and balconies off the master bedroom in two-story models. —J.G.C.

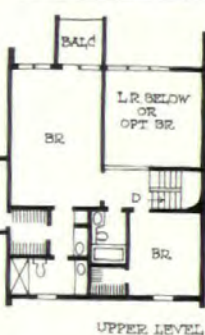




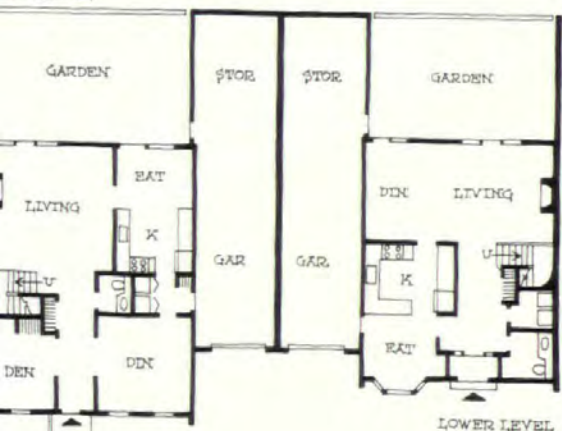
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UPPER LEVEL

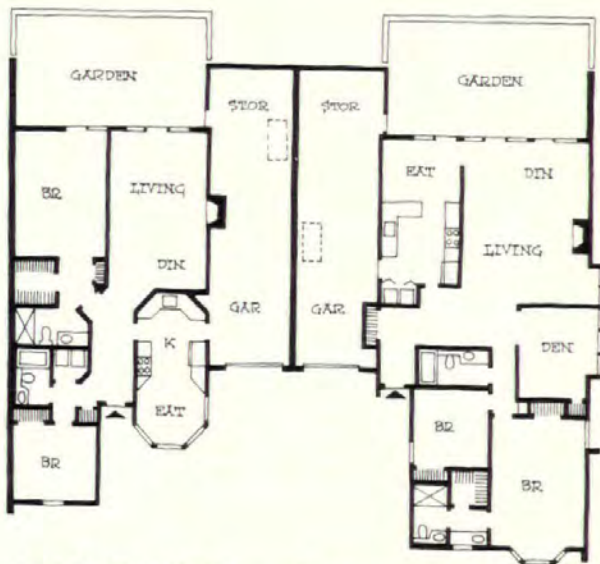


UPPER LEVEL



PLAN 1 \$67,000 2100 SQ. FT.

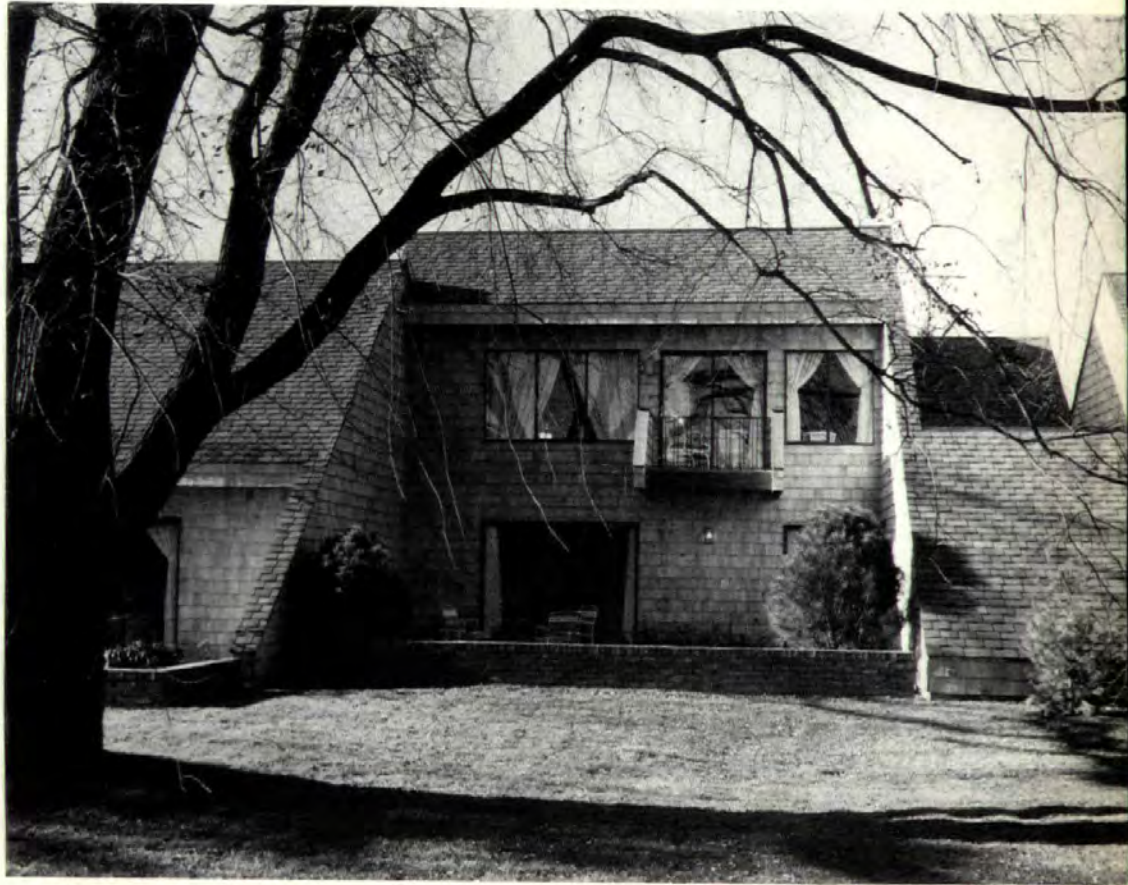
PLAN 2 \$64,000 1650 SQ. FT.



PLAN 3 \$57,000 1250 SQ. FT.

PLAN 4 \$62,000 1550 SQ. FT.

typical building group (left) faces into broad landscaped area. Houses are separated by two-car tandem garages (cars are parked end to end). Rear patios like the one at right are screened from each other by varying the units' setbacks and extending the rooflines to form spur walls. Photo below shows two-story living room Plan 2.

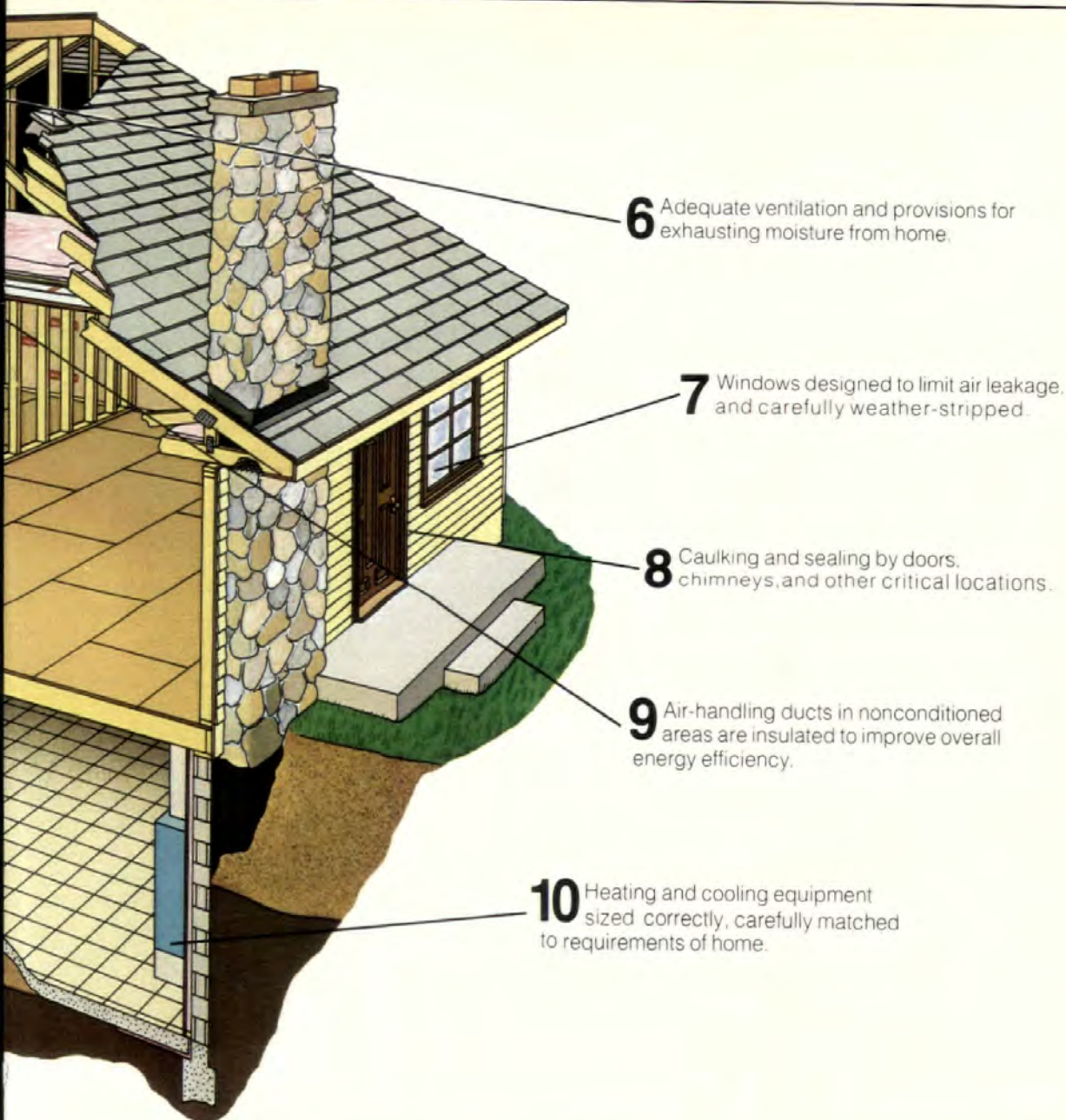


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construction trade-offs in an Energy-Efficient Home that offset extra costs, like savings on framing lumber and smaller HVAC equipment.

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fuel costs. A recent survey found 80 percent of home buyers willing to spend \$600 more on their home, even to save \$100 yearly on fuel bills.

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Fullerton, Calif.

Dress up your model-home decor with striking wallcoverings

You can create themes, add depth to a small room or brighten a gloomy area. And you can do it easily and at a reasonable cost with one of the exciting wallcoverings that are so popular today.

What's more, your prospects will relate to models decorated with wallcoverings because many people are using vinyls, foils, acrylics and natural materials like grasscloth to decorate their own homes and apartments. Installing wallcovering, in fact, has become a big do-it-yourself project.

But don't try doing it yourself in your model homes. Have the job done professionally—and only after you've checked out previous work done by the installer. Today's homebuyers are searching for craftsmanship. They consider frayed or torn edges and mismatched seams to be signs of sloppy construction. That feeling

can kill a sale.

Here are tips on how to put some of the various types of wallcoverings to work in your model-home merchandising program.

The vinyls. Vinyl-coated papers or cloths are the most popular of today's wallcoverings. They're durable, scrubbable and resistant to damage; so they're your best choices for hard-wear areas like kitchens, baths, laundry rooms and children's bedrooms.

You'll get maximum impact by installing the vinyls on four walls of a room. (But be careful; dark-color wallcovering can visually shrink a room.)

Or you can use the vinyls on a single wall as an accent or to help establish a theme. For example, a print of old skillets and other utensils would be ideal for a country kitchen.

Floral patterns often are used in traditionally themed houses, while geometrics and engineered prints are more appropriate for contemporary and eclectic themes. If you decide on a geometric print, it should be subtle; the super-graphics, which were popular for a few years, no longer are in vogue. In fact, the trend in wallcoverings is toward classical elegance no matter what the interior theme of the home.

A caveat: If you're applying wallcovering to a ceiling, stay away from dark, busy patterns. They tend to "pull the ceiling down." Instead, select bright, non-directional, airy patterns.

The naturals. The natural look,

currently so popular in furnishings, is just as strong in wallcoverings. Burlap, grasscloth or hemp coverings are very good for entry halls. They add warmth and extend a psychological welcome. The naturals also work well in dens and studies because they radiate comfort and security. For the same reasons, you might want to install grasscloth in a master bedroom.

The foils. Mylar and other foil wallcoverings also are very popular right now. They're especially attuned to contemporary-themed houses. But they work well with most other types of decor, too.

Foils are reflective, hence create depth and help brighten rooms. But foils can be overpowering; so use them sparingly. Too much foil will distract from the realism you want to convey in your models. Another drawback: foils are expensive to buy and install.

Foil wallcovering works well on a dining-room wall or in a powder room where there's no window, hence a need for brightness. But foils should never be used in a kitchen or child's room. (Foil won't stand up to abuse, and it's too formal.)

One more problem with foils: They magnify wall imperfections, so be sure the walls in your model homes are prepared properly before any foil wallcovering is installed.

To summarize, wallcoverings are versatile and dramatic design tools that allow you to create an atmosphere of credibility in your model homes. And today, credibility is crucial to sales.



Excitingly different effects possible with wallcovering applications are illustrated in these two room settings. In the photo at left, grasscloth, installed on one wall of a den/study, strengthens the masculine tone of the decor and provides a striking background for the wall accessories. In



the photo at right, the wallcovering print matches the fabric used on chair cushions; hence, it serves as a room coordinator as well as a decorative element. Both room settings are in model homes at Woodbridge Park, Irvine, Calif. The developer is Shapell Industries.

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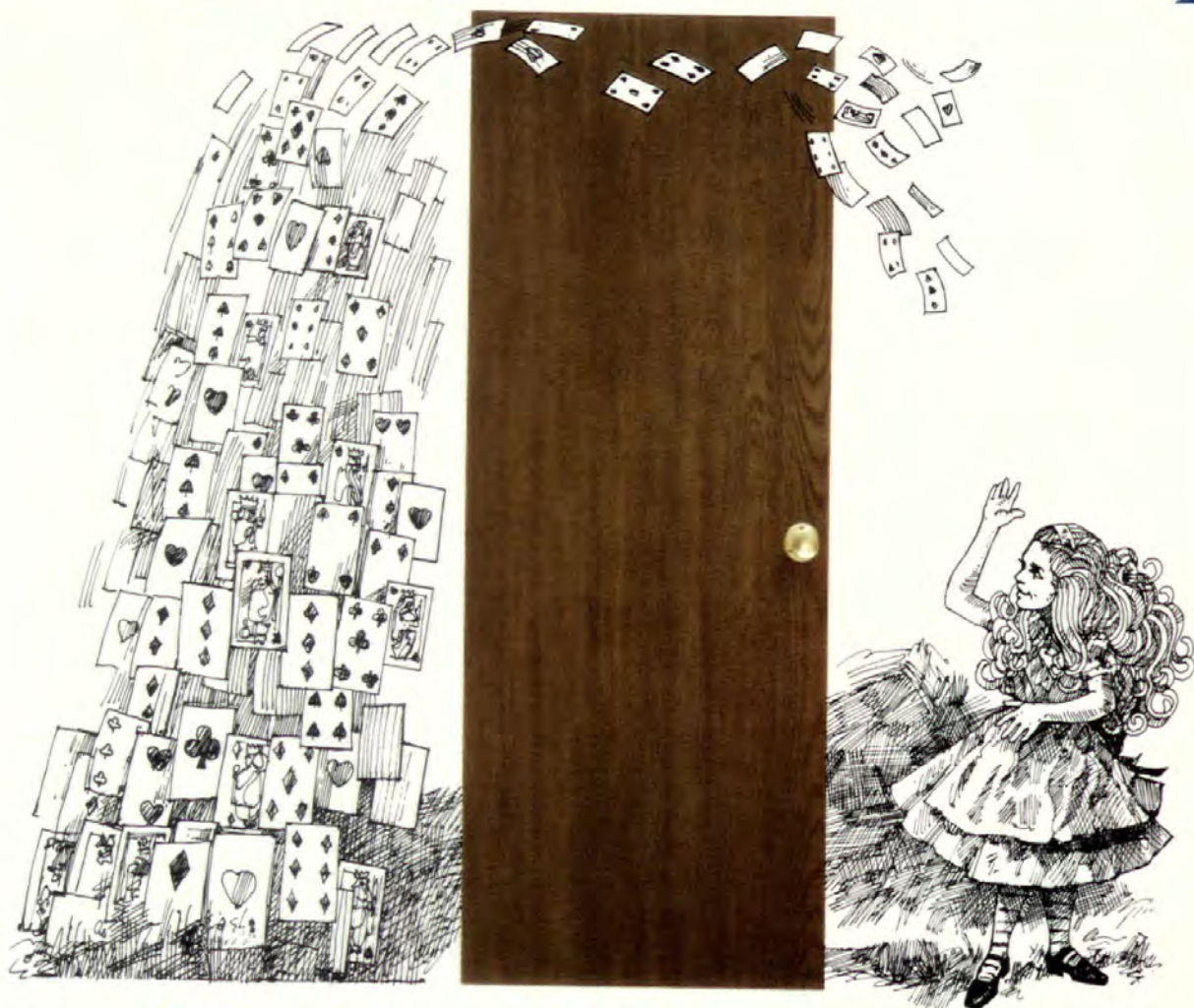
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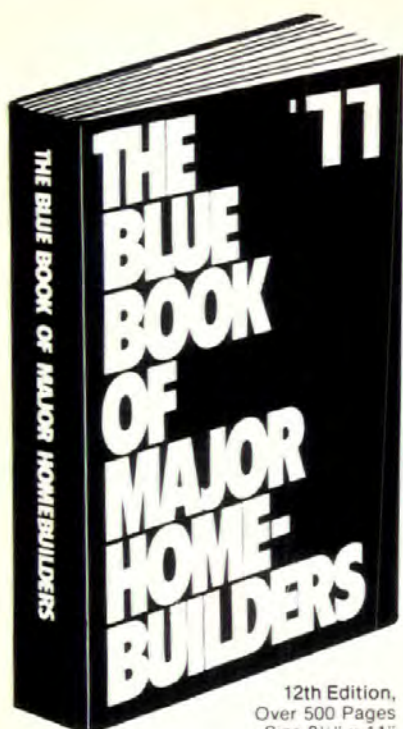
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HH-3/77

Builder sees it differently

H&H: I question the thoroughness of the individual who wrote "How the Builders See It" in your December issue.

The average income for Wichita is \$12,834, not \$9,900 as builder Lee Aronfeld was quoted as saying. Mr. Aronfeld also indicated that, "Lenders are afraid to make loans," yet in October of 1976 there were 915 mortgages filed for a consideration of \$29,214,231 in the Wichita area. Someone is lending.

Your article states, "As proof of the gloomy picture in the Wichita area, Aronfeld describes his 1976 sales record." One builder does not make a market.

In fact, the 600 members of the Wichita Area Builders Association Inc. have had one of the finest years in history.

JERRY D. ANDREWS, president
Wichita Area Builders Assn.
Wichita, Kans.

One of the inherent dangers in any survey of local markets is the subjectivity of the people being surveyed. The builder who is selling well tends to see the market through rose-colored glasses; the one whose sales are slow is apt to view things in a pessimistic light.

We checked with Alfred Gobar, member of HOUSE & HOME's board of contrib-

utors, occasional H&H columnist and producer of the authoritative House & Home Housing Demand Reports. By and large, he agrees with Mr. Andrews rather than Mr. Aronfeld. He sees a relatively strong market in Wichita, especially for single-family houses in the medium to upper price ranges—ED.

GPM: worth the price?

H&H: The December issue includes an article regarding the graduated-payment mortgage (GPM). That article's last two paragraphs [where it is pointed out that a borrower with a GPM will pay back more than one with a level-payment mortgage] are nonsense.

If a family can be given the opportunity to purchase a home now rather than three to five years from now when they can afford a level-payment loan, how much do you think the inflationary hedge will be worth in dollars?

RUSSELLE E. FORBES
Tucson, Ariz.

We are not alone in making the point that the GPM costs the borrower far more over time. Numerous critics have detailed this circumstance, and we would have been less than evenhanded in our article had we omitted it. We made the point briefly,

and we made it only after stating quite carefully, in the preceding paragraph, that the whole point of the program was, indeed, to ease the way for young families to buy houses early.—ED.

Plans clinic:

How about a cure for energy ills?

H&H: I agree that the "original" plans in January's "Plans Clinic" article are not particularly good, but in my opinion the revised plans are worse.

I assume from Walker and Lee's location (Los Angeles) that they operate in a warm climate where heat losses and energy conservation are not critical. Don't they ever consider the cost of air conditioning or heat gains? They actually increased the exterior perimeter in several plans and made no attempt to decrease it in any. And why should all the bedrooms of the home on page 120 have only one exposure when they all are corner rooms? What ever happened to cross ventilation?

In my opinion, W&L failed to improve traffic flow and space utilization and probably increased construction costs and future energy costs.

CHARLES L. WEINBERG, president
Westcroft Realty Corp.
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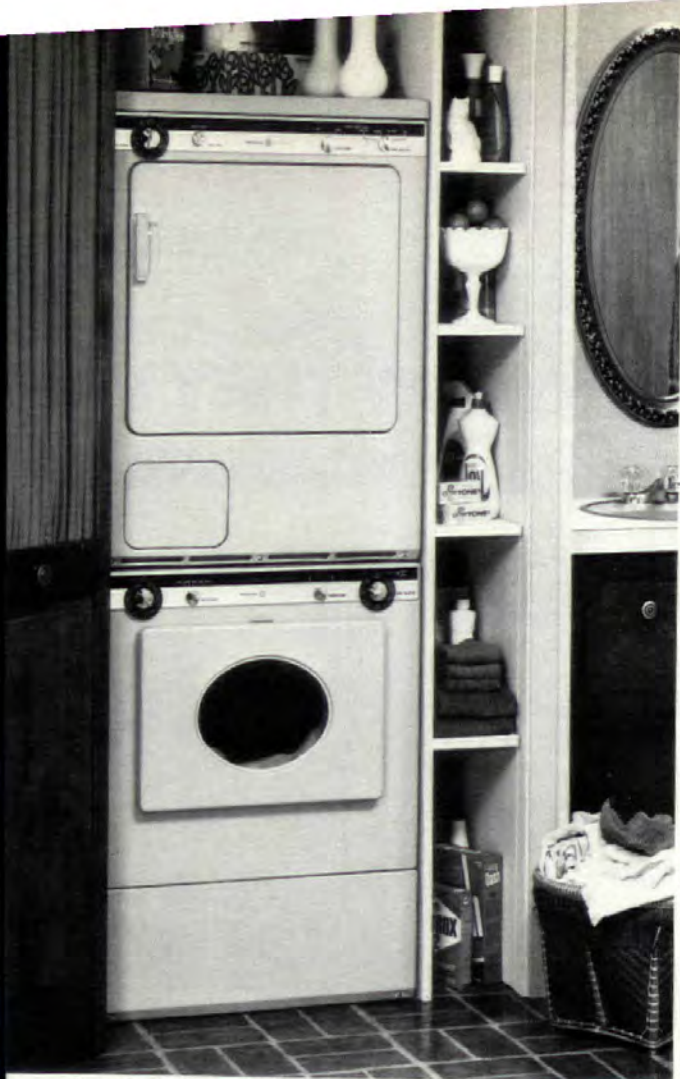
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TODAY'S CUSTOM BUILDERS

WHO THEY ARE AND HOW THEY WORK



Customize from basic models

Larry McNamara builds from four or five basic designs. He customizes by modifying facades, changing exterior colors, switching interior partitions and converting three bedrooms into two. He'll sell 40 houses this fiscal year for about \$5 million—up \$2 million from last year. His L.W. McNamara & Sons has confined its operation to Arvida's Paseos and Estancia communities near Boca Raton for two years.

Here are ways to adapt the McNamara approach.

Stress the custom image

No matter how much you modify, houses customized from the same basic plan look somewhat alike, McNamara warns. So you have to give customers a feeling of a true custom house. Hence McNamara:

- Stresses the finishing details, using his own highly skilled crews for trim and cabinetry.
- Avoids contiguous lots, easing the problem of look-alike houses. "There are just so many facade modifications and color changes you can make with one plan," he explains. "So, in this type of community, it's better to spot your lots than to work in a single section."
- Confers with his buyers through-

out the job. "One of us—my dad, myself or one of my sons (he has four)—talks regularly with our buyers. This reassures them that their houses will be special."

Concentrate on what you do best

McNamara's strong points are designing and building. And he's free to concentrate on these skills because his construction is all in Arvida communities, where the developer provides full marketing support. Arvida's sales offices pre-qualify customers before channeling them to builders, for example.

"It's a compatible arrangement," McNamara says. "They let us build what we want to build (although the designs must first pass Arvida's architectural review board), and we say, 'Here it is, sell it for us.'"

The developer also creates markets for its builders.

"Building here was almost shut down when Estancia opened in 1974," McNamara points out, "but Arvida brought in a lot of quality buyers by convincing a Midwestern company to relocate in Boca Raton."

Try to avoid low-end customizing

McNamara's houses average \$130,000 in Estancia, \$80,000 to \$85,000 in Paseos. And he finds it hard to customize the less expensive models.

"Price is overriding for many of those buyers," he says. "They're overextending, so they nickel-and-dime you for everything. You can't maintain quality work and good rapport on that basis."

By contrast, McNamara's high-end buyers tend to be investors: "They check with their accountants to see if the house is in the proper price category." They're affluent Northerners holding onto their old homes while buying in Florida, or they're former single-family owners who tried—and rejected—the condo. "Price is no problem for them."



McNamara finds it far easier to work the high-end market, so he's finishing up in Paseos and moving into the higher-priced community's newest section, Estancia West.

Stay with a manageable volume

For all his success, McNamara feels that 40 houses a year are 15 too many for a small, family operation to build.

"We're not comfortable. It's too difficult to give that many buyers the personalized service for which we're known."

So he will cut back as he moves into Estancia West.

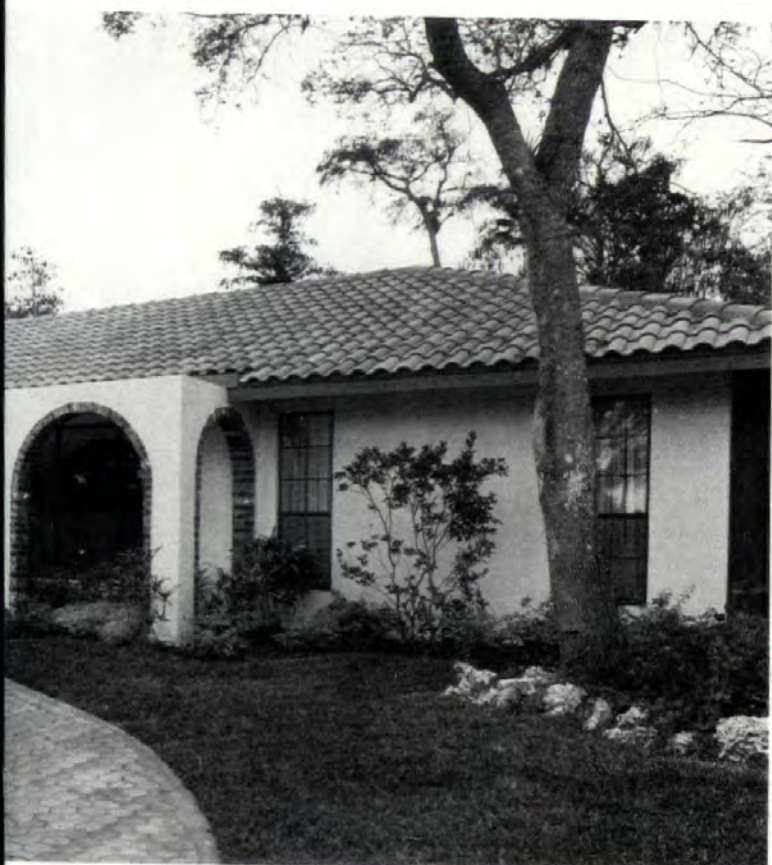
McNamara has more reasons to trim his volume: taxes and profits. "Uncle Sam and I were getting too interrelated," he says. "We don't want—need—the kind of volume we're doing."

They're a mixed bag working in a lot of different ways.

Some build one-of-a-kind houses—whether on contract or on spec. Some simply customize—working from basic plans or basic models. Some build on the customer's lot. Some deliver the lot with the house. And some even put together custom neighborhoods.

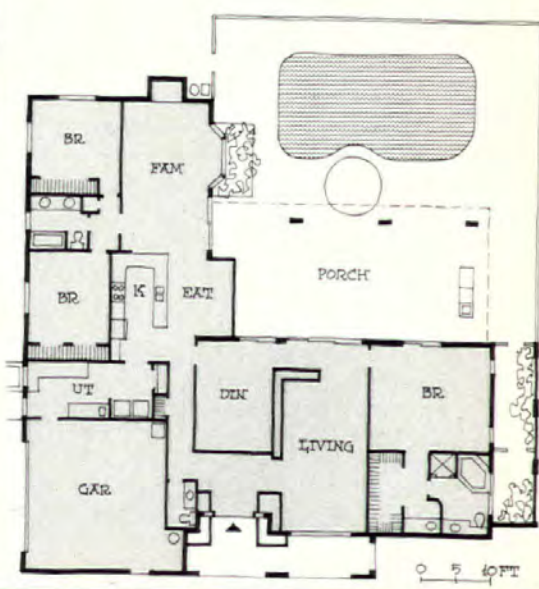
In fact, about the only thing they have in common is a customer who puts a premium on individual design.

You'll find this custom-building variety almost anywhere in the country. For this report, HOUSE & HOME first singled out south Florida and then took a close look at four of the area's successful builders. To see how they work and what they build, start below.



High-end houses, like the one at right, are built for an average of \$130,000 including landscaped lots. Note the brick-trimmed arches, one of McNamara's exterior customizing details.

High-end plan (below) is typical of several McNamara customizes in Estancia. It features a sunken living room, a paneled family room with beamed ceiling and a private atrium off the master suite.



Lower-price job at Paseos (above) reflects what McNamara terms his company's major trademarks—an emphasis on wood and stone and highly detailed interior finishing work. The basic plan from which this house was customized is shown at right.





Stick to one-of-a-kind houses

Tailor-made housing has been Dick Marshall's specialty since he launched the Trimar Construction Co. three years ago. He's growing: Last year he closed at just under \$1 million; this year he'll do roughly \$1.5 million. Like Larry McNamara, Marshall operates exclusively in two Arvida communities near Boca Raton, Fla. His operating guidelines:

Find what buyers need—not what they want

"We don't let buyers tell us they want an L-shaped or two-story house or specific-size rooms," says Marshall. "We get them to talk about themselves—how many in their family, what furniture they'll bring and whether they live informally or formally."

"Then we turn that talk into a blueprint."

Sometimes customers do bring in plans and pictures but, with few exceptions, Marshall won't look at them until he's shown his own ideas on paper. There are exceptions, but they are minor: "Colors and things like that."

Don't do the up-front work for a no-sale

"We put in a lot of man-hours on architecture and engineering before we get to contract," Marshall says. "From first contact with a customer to the date we go to contract, it's a month for a slab house or three to four on specials like platform houses."

"So before any planning work begins, our buyers sign a contract covering architectural and engineering fees (about 5% of the full price). That pretty much insures they'll be around when it's time to sign."

Nail down a price and stand up for it

The builder, Marshall cautions, must make sure the buyer knows that the quoted price covers only what's in the plan.

"We're not hard-nosed about making small changes, but this kind of operation is tough enough without customers asking for major revisions during construction. If they want changes, they pay extra."

Remember: There's no substitute for a good sub

Marshall sets a key rule for his subs: They must bid competitively on every job—even if he knows ahead of time which sub he wants. "It helps keep them honest," Marshall explains. But when he does find a good sub, Marshall treasures him. He tries to use him on every job.

"High quality is the first consideration with my houses," Marshall explains. "If a sub does top-quality work, we're probably going to keep him even if he isn't low bidder."

The best way to control costs in his business, Marshall insists—along with other custom builders—is to stay small. Trimar consists of himself and his brother, who handles the accounting for the company.

"We contract out for architects and engineers," Marshall says. "Our regular payroll could never afford the kind of outside talent we're using."

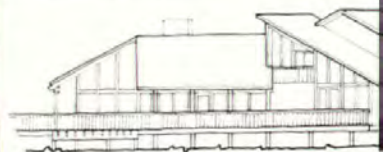
And—beware the surprises

Marshall has learned a lot about accurate costing for his one-of-a-kind houses in three years, but he warns that builders must expect expensive surprises. That is particularly true with such unusual jobs as the platform houses Marshall is building on poles in the corner of one subdivision.

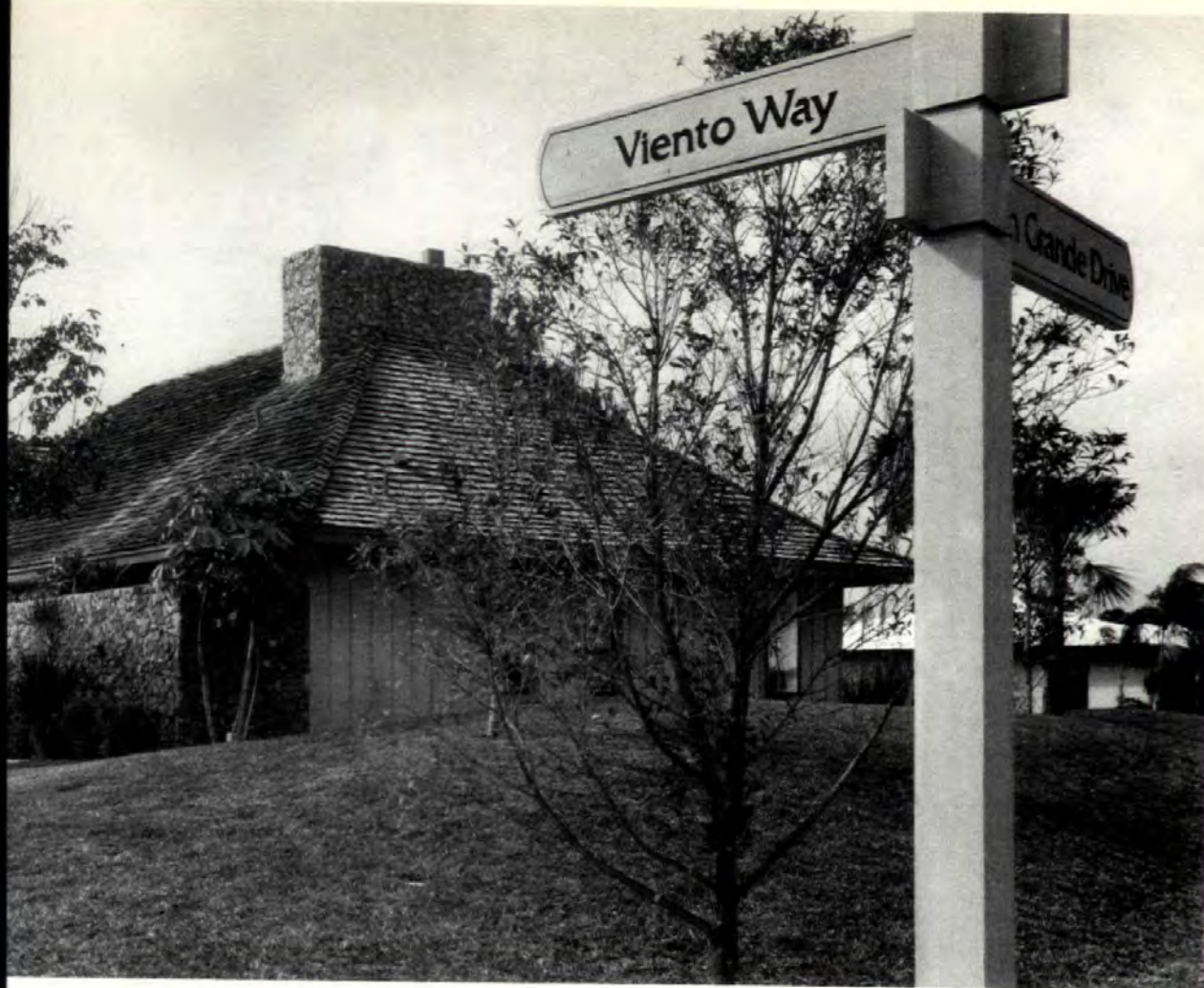
"For example," he warns, "no amount of pre-engineering can tell us we'll need a crane three times when we've figured on using it once. That costs a few hundred dollars, and we have to absorb it because there's no customer who will say: 'Build my house first and then tell me what the final price is.'"

A cost-plus contract could protect against such problems, but Marshall explains that cost-plus destroys the good relationship necessary between custom builder and client:

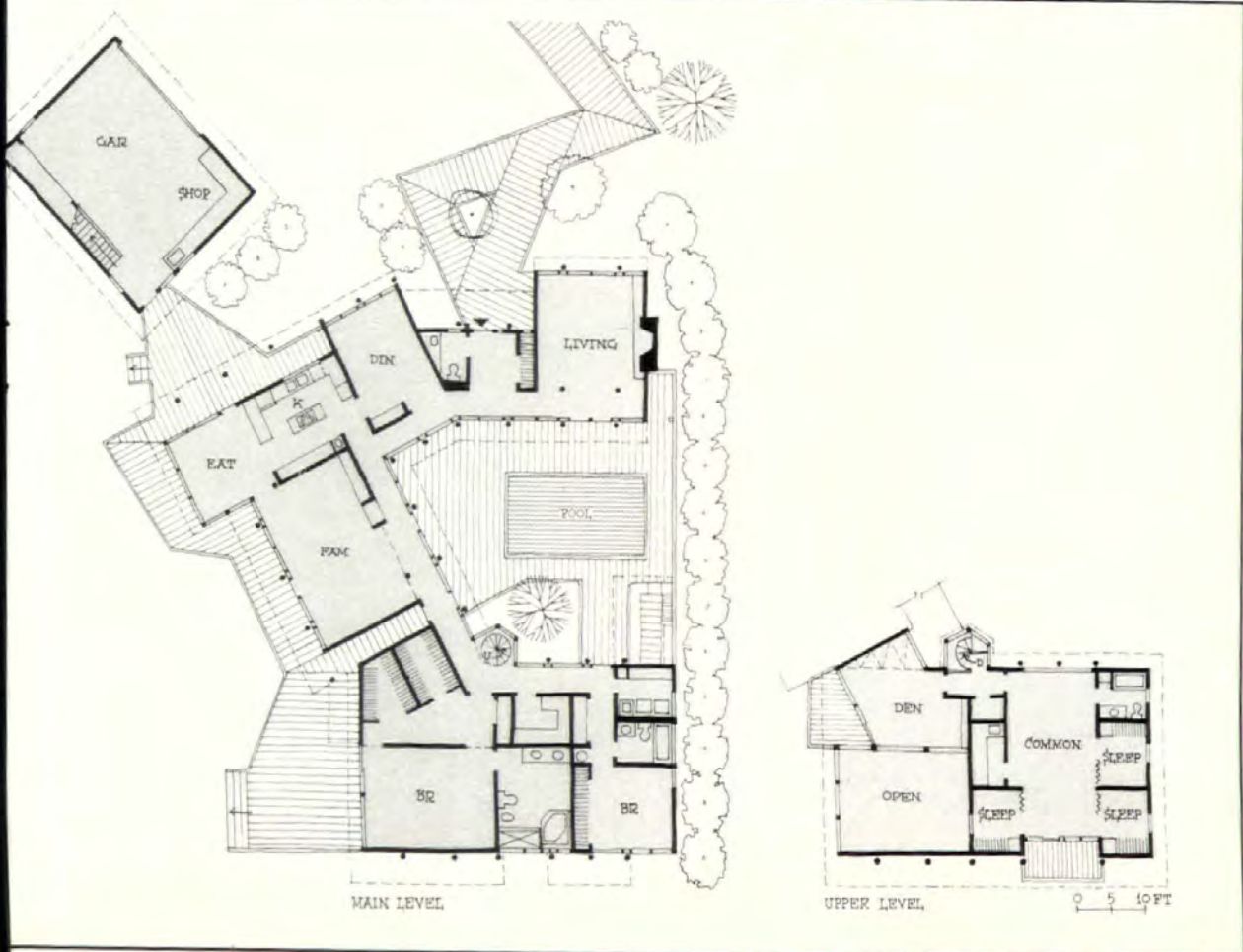
"The buyer begins to think the builder is doing things he wouldn't do if it weren't cost-plus. I want a straightforward relationship with my buyers. When we work on a firm contract, we're as much like friends throughout the job as is possible."



Platform plan (right) was designed for a pole-supported house being built on a swampy site. The client is a couple with one daughter and three college-age sons. Marshall, working with Smith Architectural Group Inc., planned the sons' quarters along the lines of a Pullman car: Curtained sleeping cubicles flank a central area for group activities; the bath is located so that dirty clothes and linen can be dropped down a chute to the laundry. "It's a practical setup for this kind of family," Marshall says. "Each son doesn't need a separate bedroom."



One-of-a-kind house looks traditional, but style is not stereotyped.





Aim for the top of the market

Marvin Hollub counts on building ten spec houses and doing \$3-million worth of business a year in Florida; recessions almost never slow his high-end market. He concentrates on his own subdivisions in south Dade County, building alone or with a joint-venturer. Here's his explanation of his technique.

Reach for the buyer who sells himself

Customers for expensive spec jobs either like a house or don't, Hollub says.

"If a buyer doesn't go for a \$300,000 house, he won't buy it if you drop the price to \$200,000."

So Hollub rarely hesitates to make changes costing thousands of dollars if he thinks they'll sell a house faster. And once a house is sold, he doesn't worry about charging top prices for additions requested by a buyer. An example:

A buyer needed three extra rooms—for wine storage, for general storage and for a servant. "We quoted about \$30,000," says Hollub, "and the buyer didn't bat an eye."

Most customers are local move-ups or relocating Northerners. Their first requirement is a builder they can trust.

Hollub says other builders express surprise at his chancing spec houses in this high price range. They think families who pay that kind of money for a house would prefer to have a house built to order. But Hollub explains why he has no trouble finding buyers:

"Some people have no time to build; they need a house right away. Others don't want the hassle of building; they've heard stories about families getting a \$200,000 estimate and ending up with a \$500,000 bill." Still others, he says, plan to build, then realize one of his spec houses has just what they want.

'Never think cheap'

The fastest way to fail, Hollub warns, is to skimp on costs. Even if an increase runs to \$5,000 or \$10,000, let it run.

Hollub had to learn to think big when he switched from tract to custom building. "I was like every other production builder," he explains. "If a salesman offered something new but it cost 14¢ more, I'd ask if he was crazy. To make it in high-end custom, you have to change that thinking."

"If something in a house doesn't come off the way it should, rip it out and do it over. You'll sell the house faster because buyers in that price range are more interested in quality than price. A few thousand dollars won't make any difference to them."

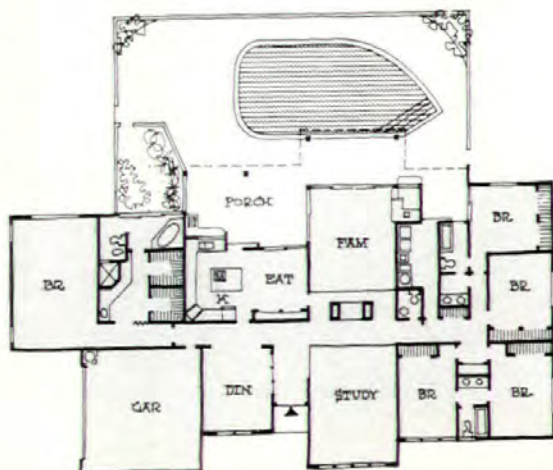
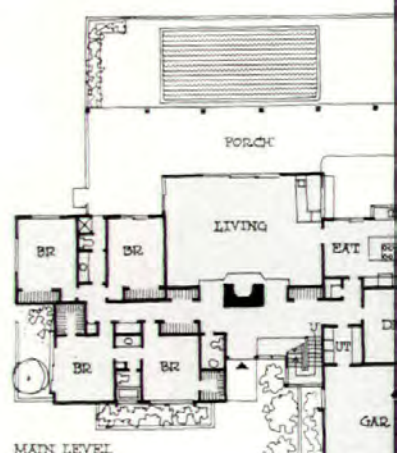
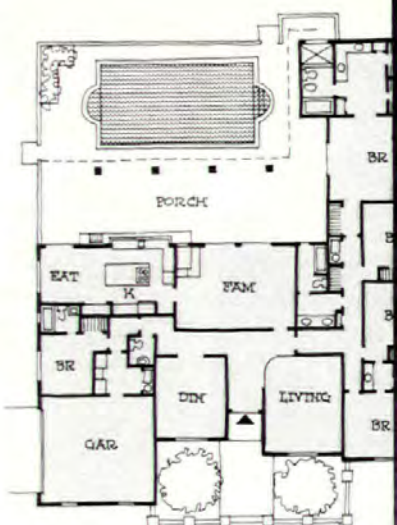
"Craftsmanship and follow-up service—not price—are the main criteria in selecting subs," Hollub says, "because our buyers think more of workmanship than costs."

Hollub tries to stick with the same subs on all jobs. "And because they count on us for a lot of work, it pays them to give us fast service if one of our buyers has a legitimate complaint," he explains.

Stay small—and live off the land

"Hollub tries to limit his work to about ten houses a year. 'I've learned that what counts at the end of the year is net, not gross,'" he says. "And, on dollar volume, we're constantly among the top ten builders in our area."

Hollub says he nets about 10%. He also profits from developing lots. In the last four years he has done most of his work in a subdivision of three-quarter-acre and acre lots that he bought for about \$27,000 each. The only two lots he did not buy sold recently for \$92,000 and \$95,000. Says Hollub: "Obviously, we're not selling our lots to our buyers for \$27,000."



Varied floor plans like these help Hollub attract broad range of buyers to his expensive spec houses. Base prices are \$204,900 for the top plan, \$329,000 for the lower plan and \$249,000 for the plan to the left.



Customize a whole neighborhood

Arthur Lazarus and Stuart Feder think in terms of entire communities rather than houses. Their Lazarus Communities builds 40 houses a year in south Dade County, mostly in small but carefully customized subdivisions. Prices run from \$100,000 to \$450,000. Lazarus, last year's president of the Builders Association of South Florida, has been building custom houses for about 12 years; Feder joined him two years ago. Here are some of the ways to use their technique.

Build an exclusive atmosphere

"Custom buyers want something that sets their neighborhood apart," says Feder. "That's what we give."

Case in point: Feder and Lazarus are turning a five-acre farm into a customized neighborhood of ten houses. They have walled the site and will build the houses around a cul-de-sac. Explains Feder: "The exclusive feeling created by the wall is leading people right into our property."

Another case in point: A subdivi-

sion's \$130,000 spec houses were selling slowly because the property faced a school across the street. The partners built tennis courts as a buffer. Result: sales are brisk, even though prices now reach into the \$300,000 range.

Lazarus and Feder now have two customized subdivisions going, one with houses from \$100,000 to \$150,000 and the other from \$150,000 to \$350,000. About 70% are built on spec, and two-thirds of those sell during construction. The company times spec construction to the winter selling season. The rest of the production is in contract houses.

Keep changes in reasonable ranges

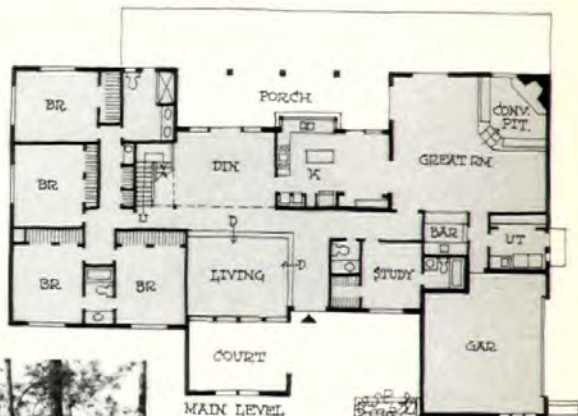
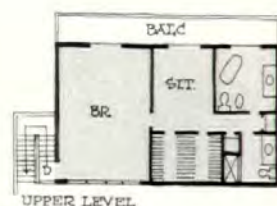
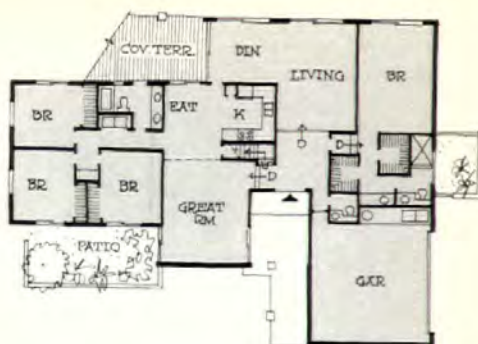
Changes during construction are a headache with contract houses, so the face-to-face relationship with buyers must begin in the design stage. There are two or three meetings before final working drawings are prepared by Feder and Lazarus.

"We walk the customers around the house on paper," Feder says. "We point out such details as where electrical outlets and switches are. We spell out allowances for wallpaper and tile."

But some customers will still ask for changes—even after approving the working drawings. So Feder and Lazarus charge \$50 for each change order on most contract jobs. "That discourages the customer who'd otherwise change his mind daily," Feder says.

But on some jobs the company drops the \$50 charge and includes a lump sum in the contract—say \$2,000 on a \$200,000 house—to cover changes.

"On those jobs, we tell the customer we will live with changes that are within reason," Feder says, "but we also warn him that we'll call a halt if the change orders get to be about an inch thick."



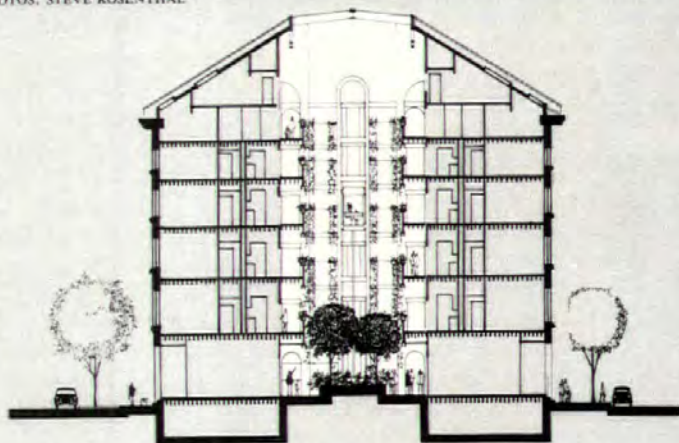
Big spec house (floor plan, above) is in a 17-home community where prices are around \$450,000. It will be duplicated at a Crow, Pope & Land development near Coral Gables for a contract customer. The two upper plans are for houses priced from \$100,000 to \$150,000.



Open-core surgery puts new life into an old building



PHOTOS: STEVE ROSENTHAL



Interior court (right) was carved out of center of building (*photo and section above*). It is topped by skylight and surrounded by ground-level shops and upper-level apartment corridors that are reached by two elevators.

Granite facade is virtually unchanged because city permits no exterior remodeling of historic buildings.

New Hyatt hotels in Atlanta, Houston and San Francisco have popularized the idea: a central court, topped with glass and surrounded by single-loaded room corridors.

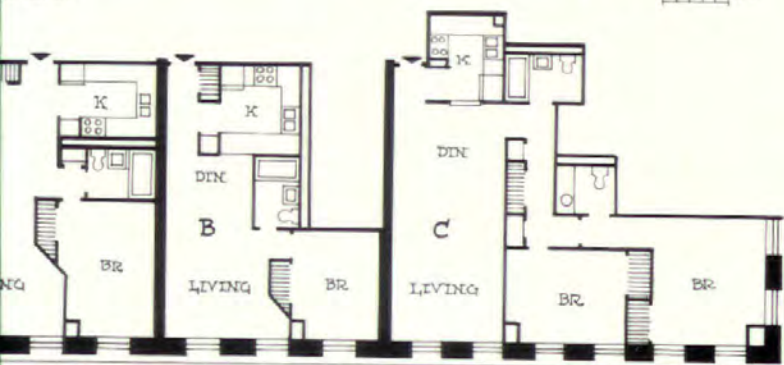
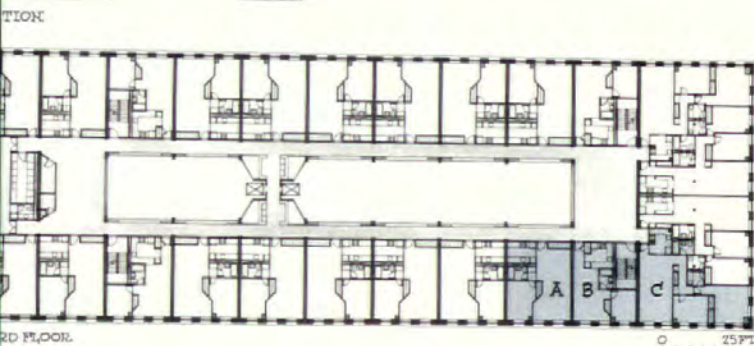
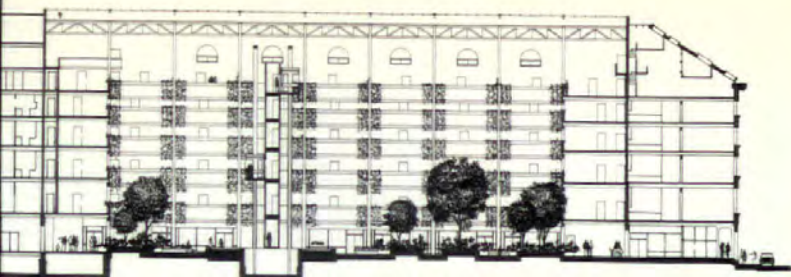
Now a Boston development team has applied the same approach to the renovation of a 120-year-old building in the city's historic waterfront renewal area. The open core is the dominant element in the conversion of a six-story, industrial structure known as Mercantile Wharf into 122 apartments and 12,000 sq. ft. of commercial space.

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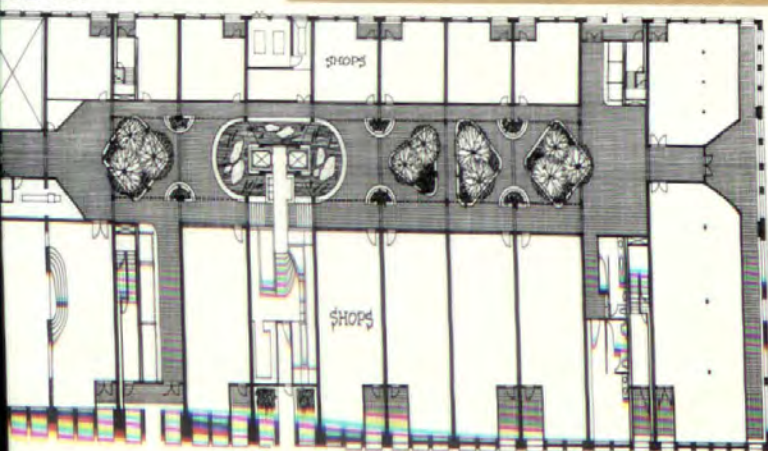






Apartment space includes 14 different plans—eight flats on second through fifth floors, and six multilevel units on top floor (see next page). Smallest (B) is 535 sq. ft.; largest (C) is 985 sq. ft.; flat A is 700 sq. ft.

tail space, shown in ground-floor plan below, includes 17 bays which open to side streets and interior court at left.



GROUND FLOOR

PHOTO: STEVE ROSENTHAL

Cost breakdown

Acquisition	\$ 77,000
Direct construction	
General conditions	91,000
Excavation & site work	47,600
Demolition	472,300
Structural & finishing	2,472,605
Plumbing	410,000
Heating /AC	360,000
Electrical	437,495
Total	\$4,291,000
Indirect construction	
Survey, permits, arch. fees	246,008
General overhead	108,000
Total	\$ 354,008
General Developments	
Land	22,699
Interest	217,201
Taxes	46,052
MFHA fee, insurance	79,040
Legal & accounting	40,000
Rentup & marketing	50,000
Total	\$ 454,992
Total construction	\$5,100,000

OPEN-CORE SURGERY CONTINUED

Like the courts in the new hotels, Mercantile Wharf's entire core—it's 200 ft. long and 25 ft. wide—is capped with a glass skylight. And it contains many of the same amenities—glass-walled elevators appearing to rise from a small pool, shrubs and small trees in brick planters, an open cafe, an entry bridge, etc. (see photo, page 79)

The building was originally tenanted by ship chandlers and sailmakers in the 19th century, and by food processors and packers in the 20th. While the interior had fallen into disrepair by the 1970s, the massively constructed granite facade was intact and the foundations and structural supports were sound. Thus the builder/developer, Peabody Construction of Braintree, Mass., had a firm base upon which to turn 200,000 sq. ft. of abandoned space into apartments and stores.

The architect, John Sharratt Associates of Boston, laid out 85 one-bedroom, 31 two-bedroom and 6 three-bedroom units, ranging in size from 535 to 1,650 sq. ft. All units are entered from five floors of single-loaded corridors that ring the core. (Top-floor apartments are multilevel, some with their own private balconies.) The ground floor is reserved for 17 commercial bays, which range from 450 to 1,352 sq. ft., and are accessible from both the outside and the court.

Speedy rentals

The apartments rented up fast, notes Weston Associates, the management agents. They say they received 1,400 applications for the 122 units—many while construction was still going on. And all but two of the commercial bays are occupied or under contract.

Much of this demand stems from the fact that historic buildings have always been big sellers in tradition-bound Boston. Another factor, undoubtedly, was the requirement of the Massachusetts Housing Finance Agency, which provided the construction loan, that 50% of the apartments be subsidized.

The rent schedule includes:

- The Boston Housing Authority's Section 707 subsidies, which amount to about one fourth of a renter's income, for 25% of the units.
- FHA Section 236 subsidies, which cut rents to \$235-\$360 a month, for another 25%.
- And market rents, from \$410 to \$650 a month, for the rest.

A low acquisition price

Peabody, which is joint-venturing the project with a Boston attorney, bought the block-square building for \$77,000 in 1975 from the Boston Redevelopment Authority—the agency developing the ten-square-mile waterfront district.

"Urban renewal write-downs made the purchase price feasible," notes Peabody's project

TO NEXT PAGE

manager, Paul J. Maney. "Otherwise, no one could afford land prices in the area. There's a similar four-story building nearby for which the owner wants in excess of \$1 million."

Peabody spent \$4.3 million for construction during the 15-month rehab. Of that, \$472,000 went into demolition to prepare the interior for renovation; another \$1.2 million was needed to bring modern plumbing, heating/cooling and electrical services to a building that essentially had none of these functions.

The project was brought in at a construction cost of \$21.50 a sq. ft.—much lower than Boston's comparable new apartment construction, which averages between \$26 and \$30 a sq. ft.

How the job was done

Because Mercantile Wharf is an historic landmark, Peabody and Sharratt could not alter the original exterior. Inside, however, the structure was gutted and rebuilt.

John Sharratt's concept was to get away from the dark, double-loaded corridors that typify many renovated apartment buildings.

"The Wharf structure is 100 ft wide," he says, "twice as wide as what you would normally build. The problem is in the middle: Do you make very deep, dark apartments or do you carve out a central area? We did the latter."

To create the core, Peabody had to remove the center sections of 12 brick bearing walls—from 12-16 in. thick—that ran the width of the structure. This was done floor by floor, starting with the top level.

The central court was designed to be seen from as many areas as possible. Windows in between-level staircases of the multilevel units look into the core. Full glass rear walls in the commercial bays give shoppers an unimpeded view of the atrium-like space; the walls also permit passers-by outside to look through the shops into the core.

"And," says Sharratt, "a ride in one of the two glass-walled elevators offers a really spectacular view of the entire space."

The developer/architect team capitalized on the aesthetic and structural qualities of the original building materials. The brick walls that remained after the core was carved out, for example, were left exposed.

"Almost 90% of the brickwork on apartment and store walls is in its original position," says Maney. "And new construction for the columns, arches and planters used brick torn from the core." Wood ceiling beams on 12" centers and wood roof trusses were also left exposed.

The combination of old materials and a contemporary plan is hard to beat, according to Diane DiCenso, Weston rental manager.

"People stop dead in their tracks when they enter the building," she says. "They just can't believe what they are seeing."

—JOEL G. CAHN



Extra-high space on top floor, formerly occupied by sailmakers, was used to create two- and three-level apartments. Original trusses and skylights were retained.



Largest multilevel unit shown in plan and photos, has 1,650-sq.-ft. living area. Granite blocks (in back ground at left) were used in original structure to counterbalance cornices, and protrude up to two feet into apartments.

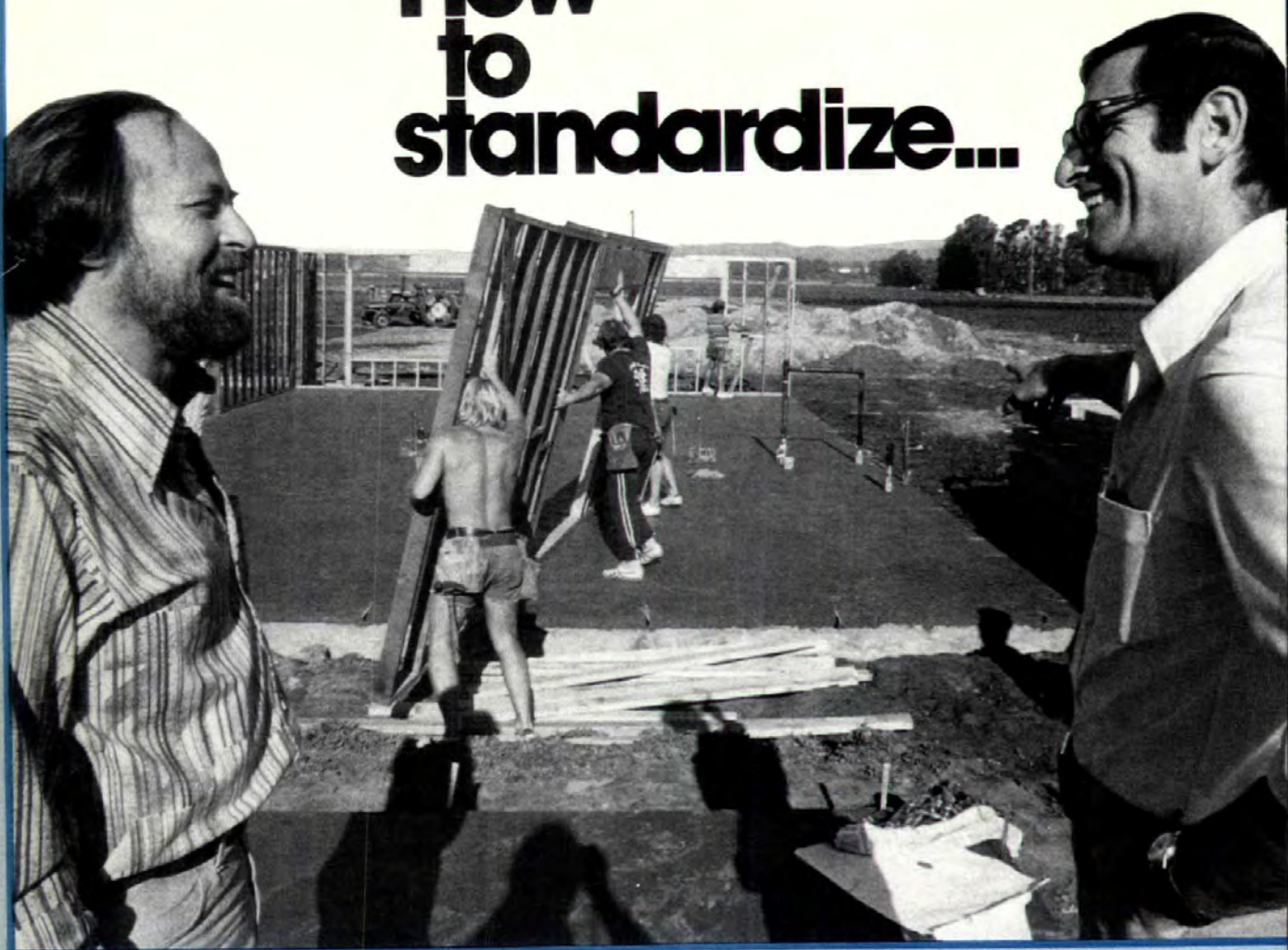


PHOTOS: STEVE ROSENTHAL





How to standardize...



...without sacrificing design flexibility

That was the problem builders Dick Weiss (*right*), former president of Larwin Group, and Larry Fields faced in their first homebuilding venture as Richlar Partnership. Their 76-unit project in Oxnard, Calif. was priced in a range (\$37,990 to \$43,990) high enough to demand considerable variety in its models (there are three), yet low enough to demand the kind of economies that only a repetitive assembly-line type of operation can produce.

Their solution: a construction system based on two highly standardized elements—trusses and wet walls—and on an off-site framing operation that, in effect, standardizes walls and partitions. And with this system, Richlar has come up with three models, ranging in size from 1,131 to 1,460 sq. ft., that look very different from each other and live differently too.

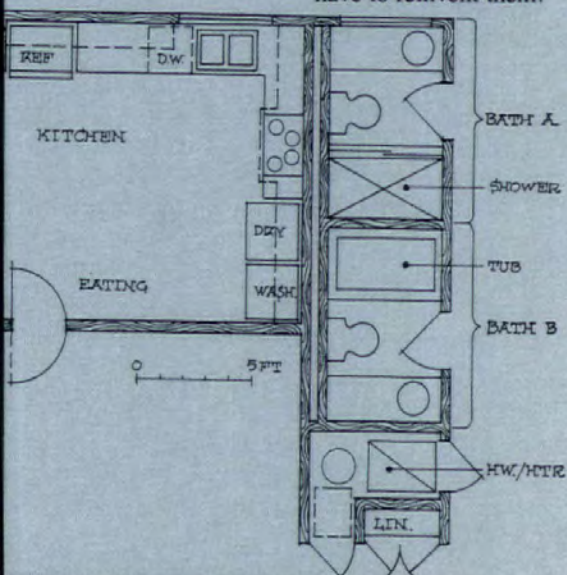
How this construction system works—and the degree of design flexibility it produces—are the subjects of the following five pages.

A standardized wet wall for kitchens and baths

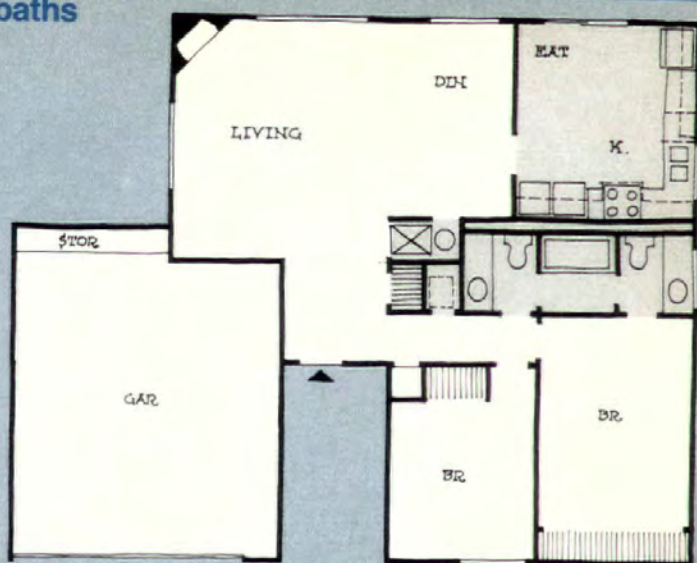
The wall serves a kitchen, baths and hot-water heater with a minor variation in only one model (it has a double compartmented bath instead of two full baths). Yet as the plans at right show, this single plumbing component can work with very different floor plans.

Weiss is the first to admit that Richlar borrowed the wet-wall concept from Mission Viejo's Cordova series [H&H, Nov., '75], and Fox & Jacobs' Today series [H&H, Feb. '76].

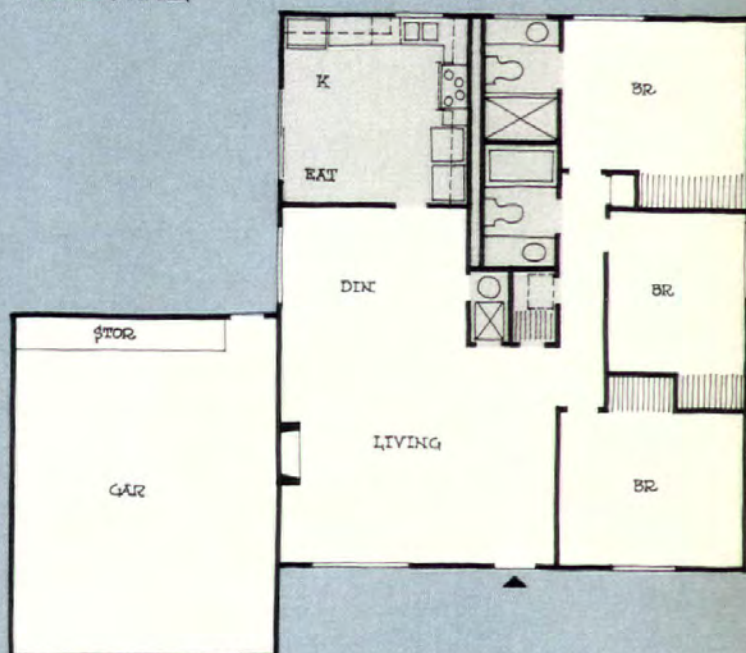
"They were both very good layouts," says Weiss, "so we decided we didn't have to reinvent them."



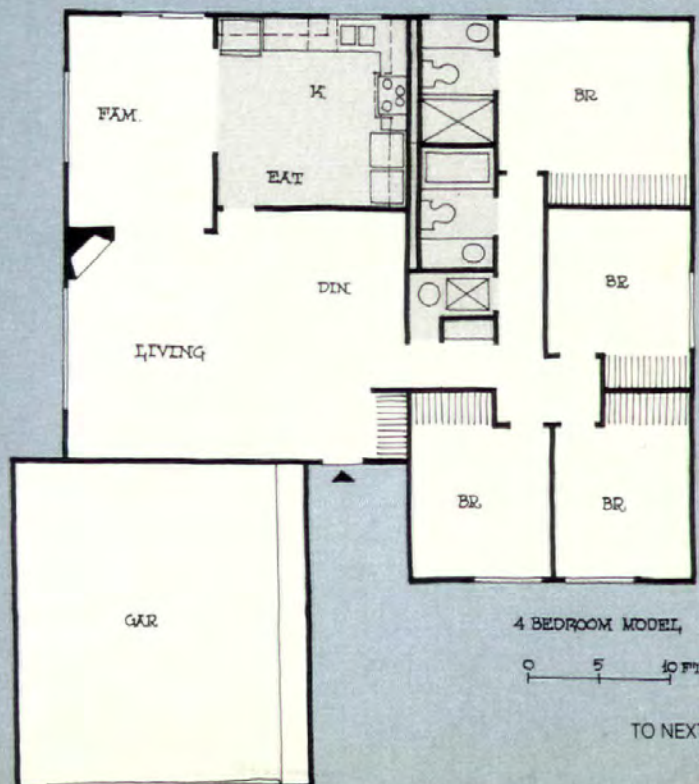
Wet wall is shown under construction (above). Standard kitchen (below) has space for a washer and dryer next to the range.



2 BEDROOM MODEL



3 BEDROOM MODEL



4 BEDROOM MODEL

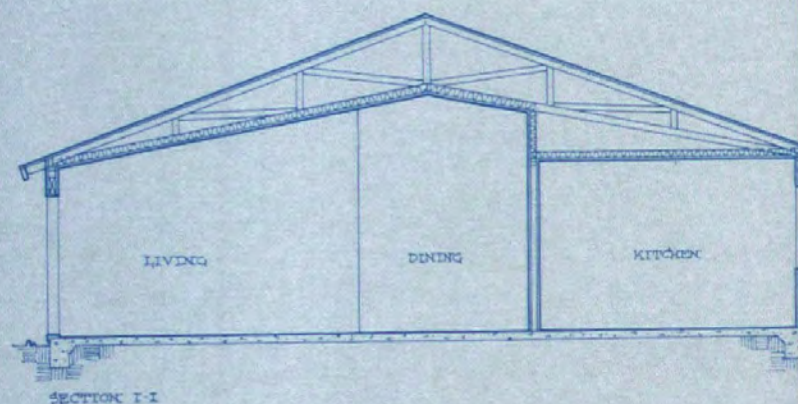
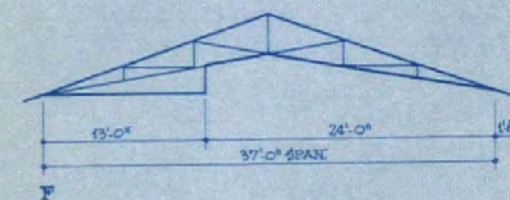
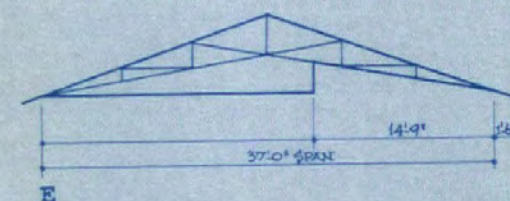
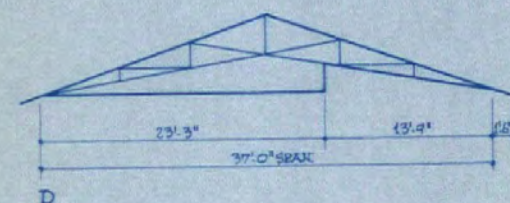
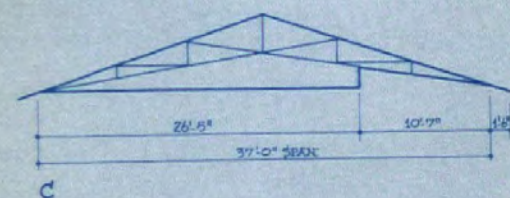
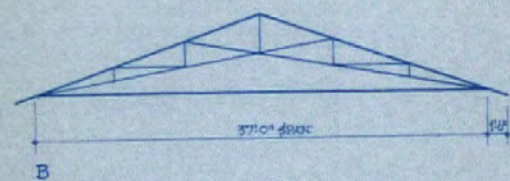
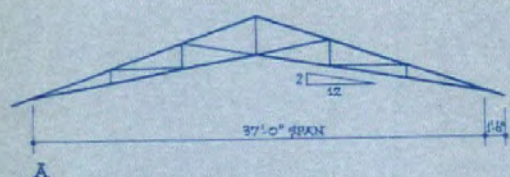
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A standardized basic truss for a variety of ceiling configurations

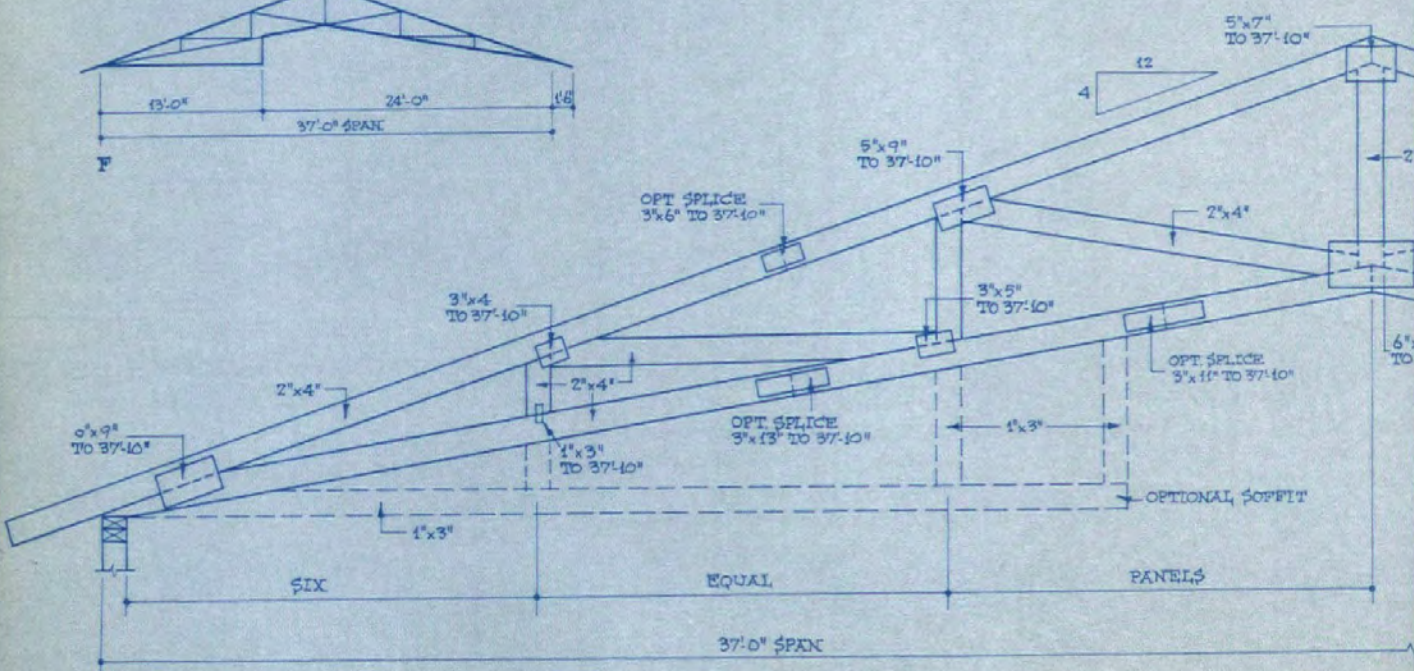
"A big part of the cost of trusses," says Weiss, "is in changing the setup on the truss table. So we eliminated all changes by designing our houses to use just one basic truss."

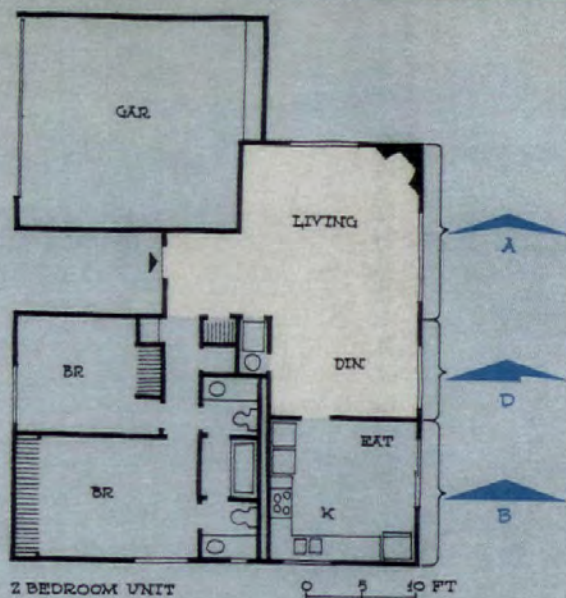
This is a scissors truss (drawings top left and bottom of page) with a 37' span. And except for a few short trusses over the garages, it is the only one used in all three of the project's models (facing page).

But since Richlar wanted different ceiling configurations inside the models, ranging from full cathedrals to completely dropped, extra soffit framing was added to the basic truss (left and below). The floor plans on the facing page are keyed to show where the trusses at left are used. Section I-I (below) is shown on the three-bedroom plan.

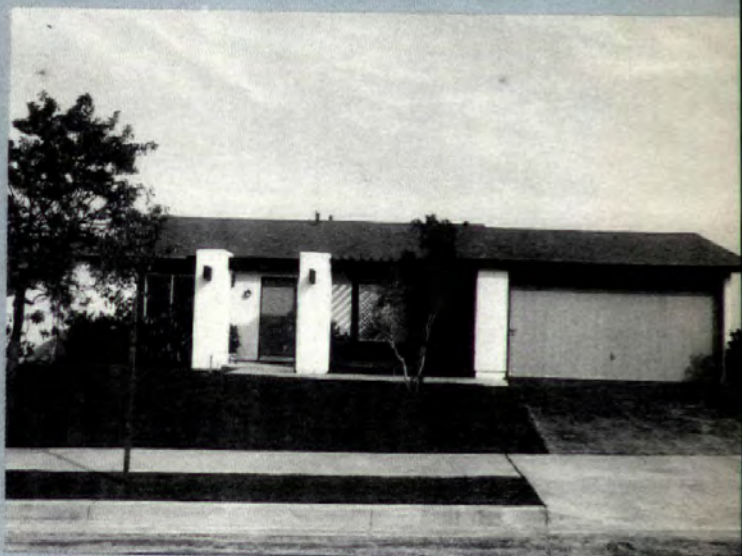
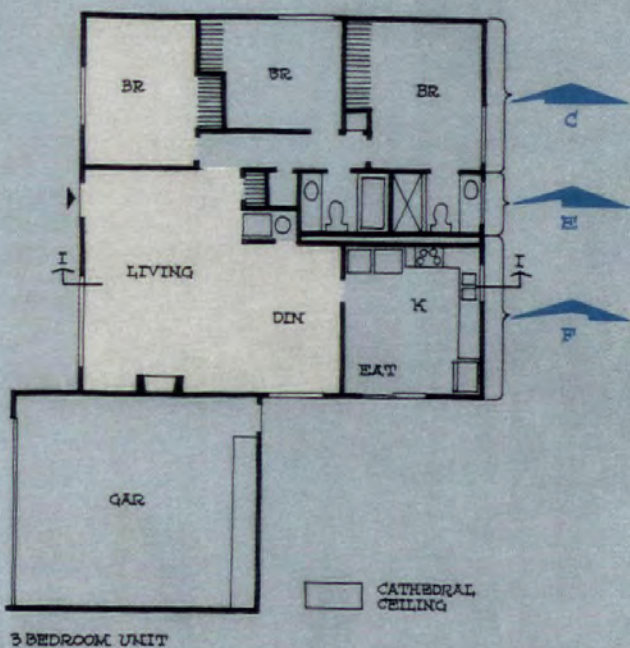


SECTION I-I

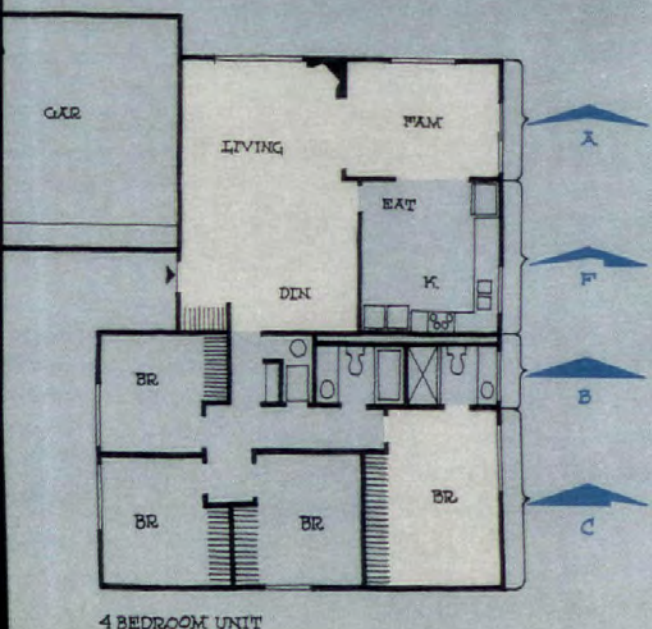




1,131-sq.-ft. two-bedroom plan is divided front-to-back by the wet-wall. The entryway is deeply recessed, and the roof area between the trusses slotted to let light in.



1,235-sq.-ft. three-bedroom plan has the wet-wall core turned around to divide the house from left to right with bedrooms on one side, the living areas on the other.



1,460-sq.-ft. four-bedroom plan is essentially the same as the three-bedroom plan (above), only it has been made wider to accommodate a family room and extra bedroom.

An off-site wall-framing system

Instead of buying sticks from his lumber dealer, Weiss buys framed walls ready for sheathing, and pays for them by the linear foot.

The result is, in effect, standardized wall components that require no measuring or cutting on the site. Delivered cost, says Weiss, is about the same as with conventional framing, but final in-place cost is less because 1) vandalism is reduced, and 2) walls are built very precisely.



PHOTOS: BILL HARVEY



Wall-framing machine (above) at Richlar's lumber dealer's yard turns out unsheathed wall and partition frames. Richlar had nothing to do with acquiring the machine (see story below), but found it a very useful adjunct to its construction system. Walls are delivered in one-house packages to the site (left) and erected. Instead of the conventional sill bolts, walls are held down by steel straps set into the slab before it is poured. The straps are bent over the sills and nailed, a faster operation than bolting.

The payoff from standardization: some savings now, more later

Richlar could have made considerable savings, says Weiss, had the company realized all the potentialities of the off-site framing operation. The walls produced by the framing machine (above) were so accurate and the tolerances so small that the trades that followed up—sheathing, drywall, kitchen cabinets, etc.—were able to do their jobs much more quickly.

"Had we known," says Weiss, "we would have negotiated better prices with these trades. From now on, we will."

The availability of the framing machine was a matter of luck. Richlar had picked as its architects a new firm—Friedman, Togawa & Smith of Beverly Hills. Partner Tim Smith's father is a framing contractor, and he happened to know that the Crenshaw Lumber Co. had a Kellner 770 electronically controlled wall-building machine sitting idle in its yard, a leftover from the last garden-apartment boom. Weiss persuaded Crenshaw to reactivate the machine, and the off-site operation was on.

The combination of standardized wet walls and trusses did cut costs, says Weiss.

But appreciable savings did not appear in the final house prices because of a site problem.

A little more than a year ago, Richlar found a 16-acre site fairly priced and with the necessary zoning already approved. But existing sewer and water mains stopped about a quarter of a mile short of the site and getting them out the rest of the way was a time-consuming operation that required approvals from three different levels of government.

"The way a standardized construction system like ours saves money," says Weiss, "is by saving time. The utility delays wipe out all that time. Next time, though, we expect to get the full benefit."

Richlar has also found a way to make its sales operation more efficient. Mike Mitchell, another ex-Larwin executive (sales manager) had earlier formed his own company to handle tract sales for other builders using the highly effective sales and processing systems developed at Larwin. Mitchell handles not just Richlar's sales but the mortgage processing as well, enabling Richlar to get good discounts on its VA and FHA loans.



"After 23 years and four down cycles, I feel the housing business is like a crap game," says Weiss. "Whether you end up wealthy or broke depends on when you leave the table."

So Richlar is hedging its bets by playing two games at the same time. First, there's homebuilding, which has been Weiss' game since 1953, when he first formed his own building company. And second, there's commercial and industrial development and investment, which has been his partner Larry Field's game as a developer, investor, manager and consultant for the past 16 years.

The Richlar Partnership will take the heavy cash flow from the sale of single-family housing in good times and put it into industrial and commercial income property.

"Our object is to build 100 or so homes a year, and to stash the resultant funds as rapidly as possible into solid real estate equities," says Weiss. "If housing's prospects wane, we propose to pull in our horns and not build houses."

As might be expected, Weiss oversees the housing end of the business and Field the commercial end. "Our activities do overlap, however," says Weiss. "Larry helped negotiate the Oxnard property, and I helped him with some of the industrial properties. But each of us is boss in his own area and the other follows his lead."

One thing they both agree on: Richlar will remain small and thus flexible enough to jump at the best opportunities. The organization today consists only of the two partners, their secretaries, a bookkeeper and a superintendent.

"We don't intend to grow," says Weiss. "Neither of us wants to have anybody reporting to him, and we don't want any internal meetings. We meet for breakfast every Monday and that's our directors' meeting."

That's a far cry from Weiss's days at Levitt and Larwin. "I got a lot of experience, and it was wonderful," he recalls. "But I became a person who read reports and held meetings. Someone else was always on the front lines when crises or opportunities came along."

With the Oxnard project, Weiss was certainly on the front lines. He worked with the architects, did all of the negotiating, bidding and subcontracting, even wrote the contracts. In fact, he did everything but the actual field supervision of the houses.

"I'm back to doing what I enjoy the most," says Weiss. "I'm walking my job and doing everything there is to do, from land acquisition all the way through financing and customer service, all by myself. That, in my view, is what the building business is all about."

What's next for Richlar? On the housing side, it has acquired land in Camarillo, Calif. for single-family houses in the \$60,000-to-\$75,000 range. The homes will be bigger than those in Oxnard, but will be built with the same techniques.

On the commercial side, Richlar has already acquired five properties in Santa Monica and Los Angeles (photos, below) which include 150,000 sq. ft. of warehouse and office space. Plans are in the works for other commercial modernization, expansion and new development totaling \$2.5 million.

—NATALIE GERARDI



15,000-sq.-ft. warehouse and showroom in Santa Monica was renovated and leased to a French company as its U.S. distribution center for antique furniture.



65,000-sq.-ft. warehouse/industrial building in Santa Monica was refurbished to include air-conditioned office space. Pennsylvania Life Insurance Co. now occupies 40,000 sq. ft.



27,000-sq.-ft. office and warehouse in West Los Angeles was acquired in December. A five-year lease has already been negotiated for 22,500 sq. ft. of office space.

The resort market booms back

The pendulum has swung, and with a vengeance.

No part of the housing industry took a worse clobbering in the recent slump than resort housing. But now, from coast to coast, resort developers report that 1976 was the best year ever for sales, and 1977 promises to be just as good.

Typical is the Palm Springs area, one of the country's major resort markets. The combination of pent-up demand, slightly lower mortgage rates and fast-rising prices has created a strong let's-buy-now attitude, and, as a result, sales in and around Palm Springs are roughly double those of the previous best year.

Of course, resort housing sells this well only if it is designed to meet the right market at the right price. On the next four pages you'll see four projects that do just that, and so are making it big in the Palm Springs market.

PHOTOS: ROB MAHR



At Rancho Las Palmas . . .

353 sales on opening weekend

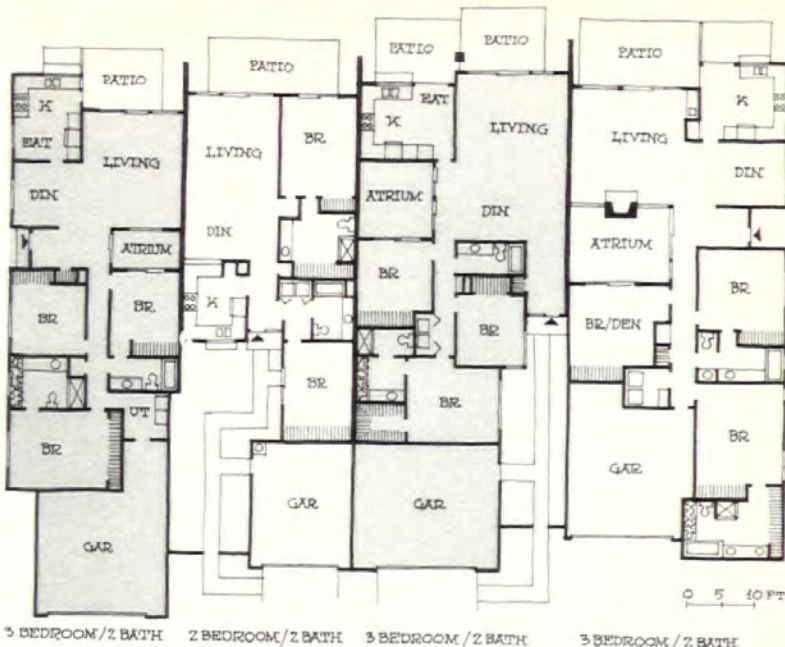
You might expect that kind of volume from bargain-priced basic houses. But these are sophisticated resort villas with up to 1,900 sq. ft. of living area, and they went on the market at from \$60,000 to \$86,000. Since the project's grand opening last October, nearly 750 of its total 860 units have been sold, and prices have been raised to the \$72,000-to-\$100,000 range.

Rancho Las Palmas is the fourth successful project in which Sunrise Corp. has used essentially the same fourplex design, and the second one built around a country club. The

first—Sunrise Country Club [H&A June '74]—held the previous Palm Springs sales record: 160 homes on opening weekend.

Purchase of a condo included membership in the golf club (18 holes are playing now, nine more will be added later). And 14 tennis courts—six of them lighted—are now in service.

While the majority of buyers are vacationers, Sunrise expects that permanent retirees will make up about the same proportion at Rancho Las Palmas as they did at Sunrise Country Club—about 38%.

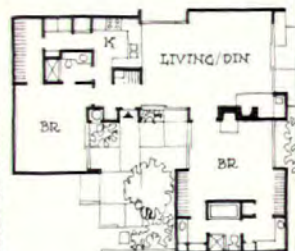


Typical fourplex layout is shown above with four of the project's five models. Most have front kitchens that look over fairways (*left*). Street elevation (*below*) of model group has glass doors rather than garage doors.



Patio of typical unit (*left*) is separated from its neighbors by fin walls. Site plan (*below*) shows a portion of the 340-acre layout, with units facing into fairways. Golf and tennis club is at upper right, future hotel at lower left.





PHOTOS: SID SOLES

At Mission Hills Country Club . . .

Two successes based on recreation themes

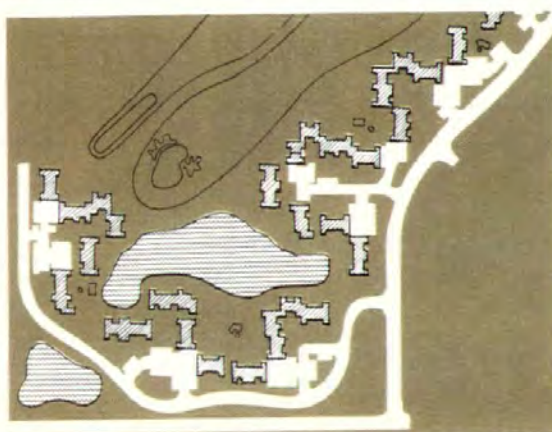
Both the Tennis Townhomes (*above*) and the Golf Course Villas (*right*) were put on the market cautiously last October, and both programs have done better than expected in a very expensive community.

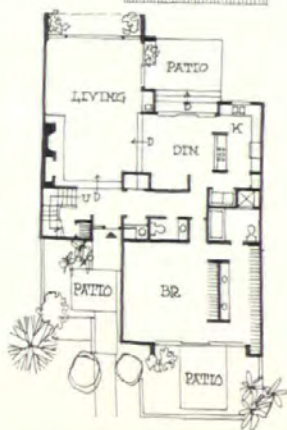
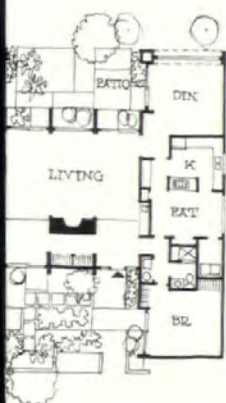
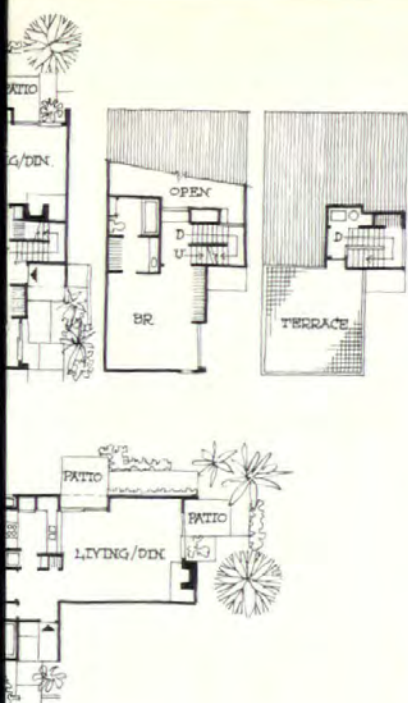
Mission Hills, a 650-acre, golf-course oriented project [H&H, May '71], was recently taken over by the Colgate Palmolive Co., and the company, in its first housing venture, was understandably reluctant to move too fast. So the first programs included just 27 townhomes (\$48,900 to \$66,900 for from 1,000 to 1,500 sq. ft.) and 56 villas (\$69,500 to \$113,000 for from 1,900 to 2,900 sq. ft.).

This turned out to be just right for the Golf Course Villas (47 have been sold to date) but too few for the Tennis Townhomes (they sold out in three weeks). So in both programs, another 60 units will get under way within the next few weeks.

These sales records are doubly impressive when the price of living in Mission Hills is considered. The house prices do not include land, which is leased at from \$40 to \$70 a month. Maintenance fees range from \$82 to \$132. And memberships cost \$750 for tennis (plus \$25 monthly dues) and \$5,000 for golf and tennis (plus \$75 monthly dues).

Wessman Construction Co. built both the programs at Mission Hills, and Stan Kassovic was the architect.





RAY JONES



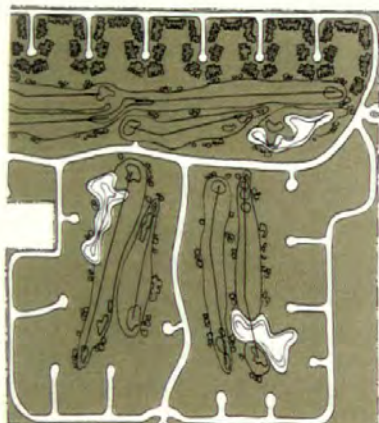
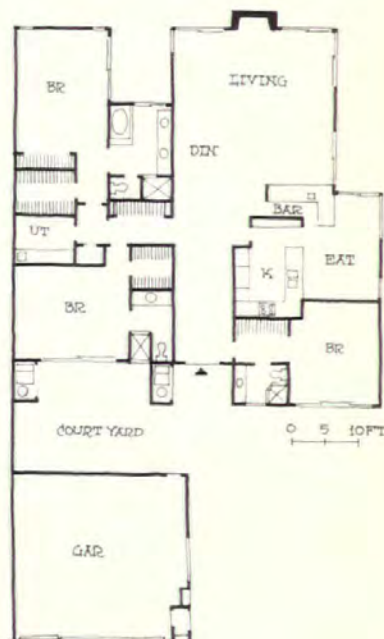
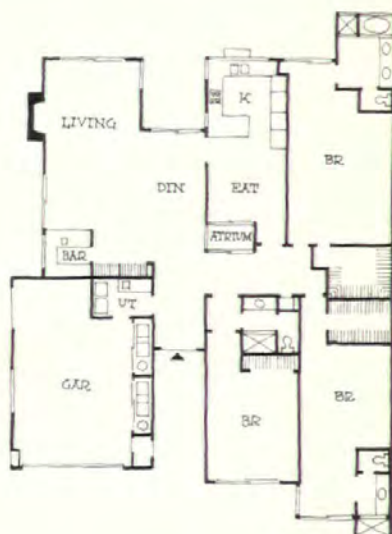
At The Springs ...

A top-of-the-line sellout

No project better illustrates the jump resort sales have taken in Palm Springs. The Springs opened in January 1975 [H&H, Apr. '76] and 39 homes were sold during that year; in 1976, sales jumped to 111 homes (everything that is built or under construction has been sold), despite a price rise from an average of \$120,000 to \$145,000.

Some new and revamped models have been added to The Springs line of duplexes. Two of them, designed by architect Harold Bakke, are shown in plan at right. And as the photo above and site plan below show, most of the homes face into golf fairways, and in some cases, onto lake views as well.

The project's developer is Trojan Properties.



0 250 500 FT



How dense can high-priced sing

If this project is any indication, you can go up to five d.u./acre—providing you have the right location, the right house for the market and a land plan that takes the curse off the density.

Green Hills, a 104-unit detached development in the San Francisco suburb of Millbrae, has apparently fulfilled these conditions. Despite the high density, Los Angeles builder/developer Calprop Corp. reports that the homes—initially priced from \$83,000 to \$105,000—have moved very fast indeed. Specifically:

- The entire 36-unit first phase was reserved on the first day of sales in October 1975, and all homes were under nonrefundable \$3,000 de-

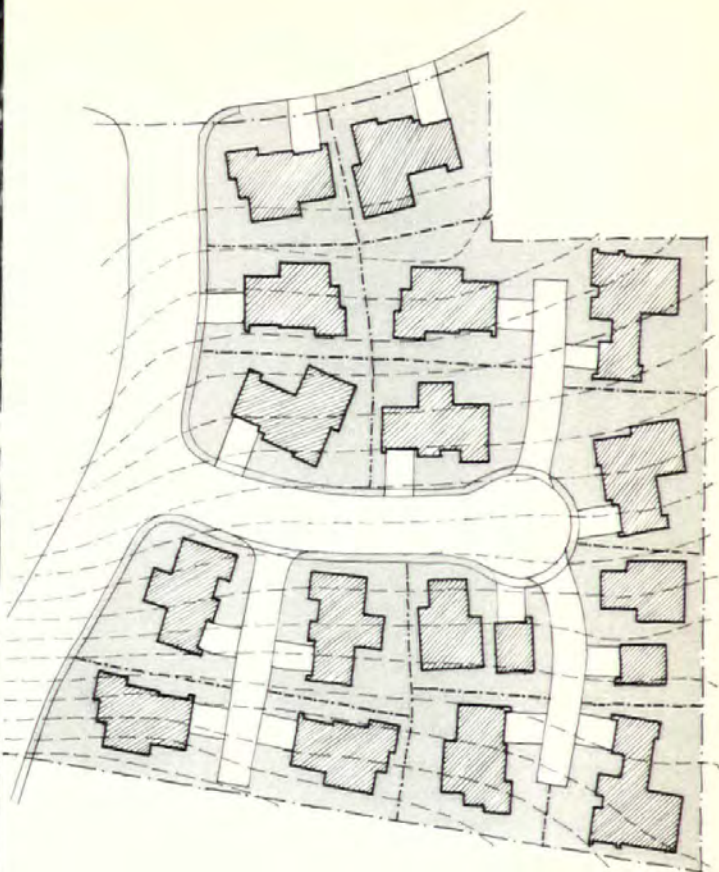
posits within four months.

- More than half of phase two's 27 units, to be built-out this spring, are under reservation—in spite of price increases to the \$119,000 to \$138,000 range.

- Twenty units in phase three have been reserved even though these homes have yet to be assigned a build-out timetable.

Why has Green Hills been so successful? First, Calprop found an ideal location for the project—a rolling, wooded 21.2-acre tract adjacent to two major freeways and the San Francisco International Airport.

"There really was no other undeveloped parcel of any size left in the area," says Executive



De-emphasized density results from diverse elevations (*left*), rear yards fenced for privacy (*below*) and a site plan (*above*) which varies house positions on the lots. Note the short private drives—they are undedicated—which serve groups of units and help avoid a row look. Each owner is responsible for maintenance of that portion of the drive which fronts his home.

Family be?

vice President Wayne Spiekerman. "And Mill Valley is the kind of affluent, established community that would attract the prosperous move-up market at which we were aiming."

To appeal to that market, Calprop built big, attractive and well-planned homes on the 7,000-sq.-ft. lots. The architect, Design Phase II Associates of Mill Valley, designed five plans which range in size from 1,750 to 2,350 sq. ft. Amenities such as redwood siding and decks, garages with automatic operators and front yard landscaping are offered as standard features. And the homesy northern California architecture is in tune with the character and quality of comparable homes in the area.

TO NEXT PAGE



How dense?

CONTINUED

Both the architecture and the site plan were conceived with an eye toward making the high density of the property less obvious. Substantial variations in elevation from model to model obviate the monotonous look of a typical dense subdivision, giving the units instead the diverse appearance of an established neighborhood.

The effect is heightened by the positioning of houses on lots: The developer got the town to waive front and sideyard setbacks, so the homes could be turned and shifted to offer a variety of angles and views.

"This positioning accomplishes a number of objectives," says Spiekerman. "It looks from the street as if the homes were built at different times. It creates a certain amount of extra outdoor living space. And it lets us preserve more of the existing trees and grades."

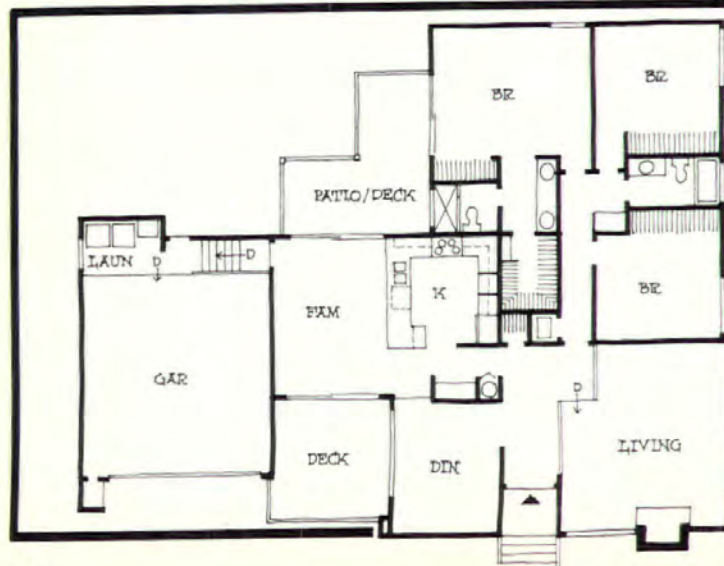
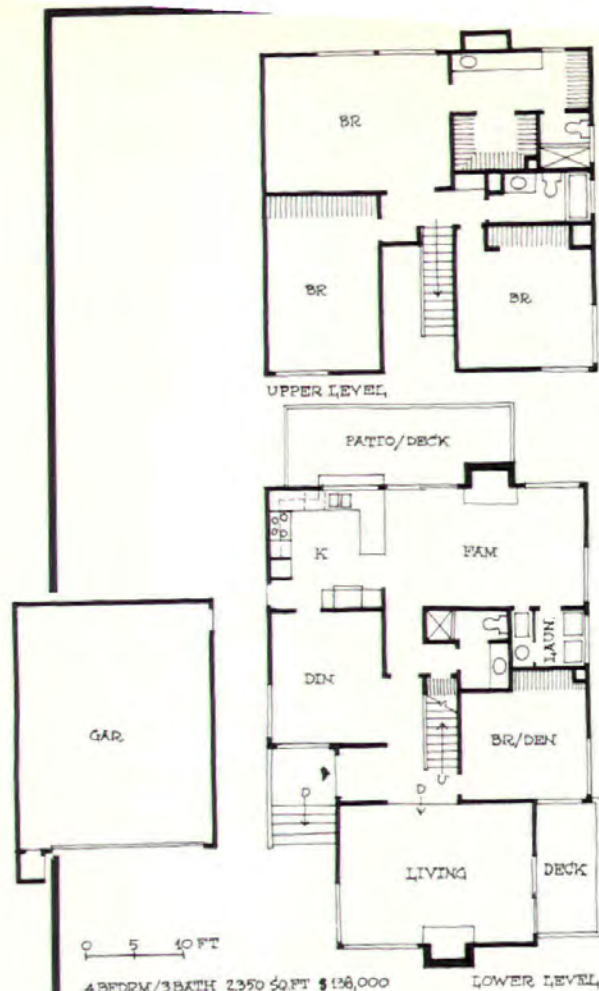
Houses are sited in groups of three and four around private cul-de-sac drives which lead off publicly-owned streets. To help persuade Millbrae zoners to approve the—for them—radical land plan, Calprop agreed not to dedicate these drives to the town. And to avoid the complexities of setting up a homeowners association, the developer made each purchaser responsible for the future maintenance of that portion of the drive which fronts his property.

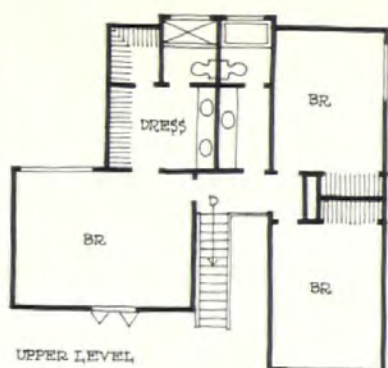
The hefty price rises, Spiekerman says, have not hurt sales. Buyers—mainly moveups from within a seven-mile radius of the property—have come armed with plenty of cash.

"From the beginning," reports Spiekerman, "40% of our buyers have been putting down deposits in excess of half of the purchase price, and another 20% have paid all cash. These people all have owned homes for a long time and have built up very substantial equities."

Green Hills has seemingly proved that this market can be attracted to well-planned, quality housing regardless of the density. "If you put your quality up front," says Spiekerman, "people will buy."

—J.G.C.





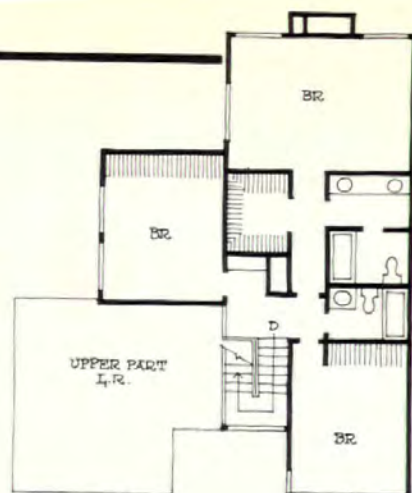
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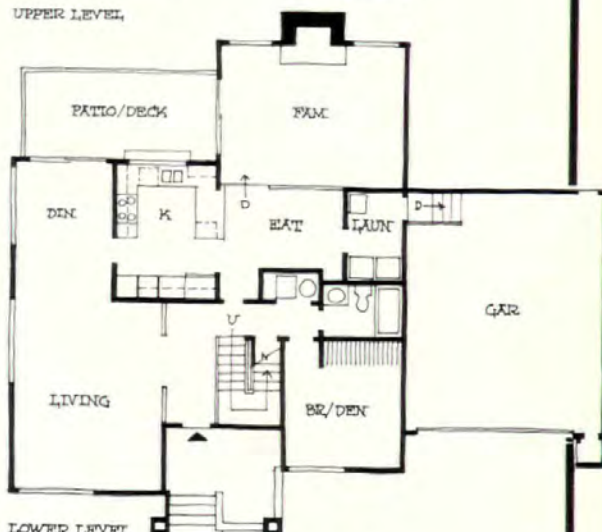
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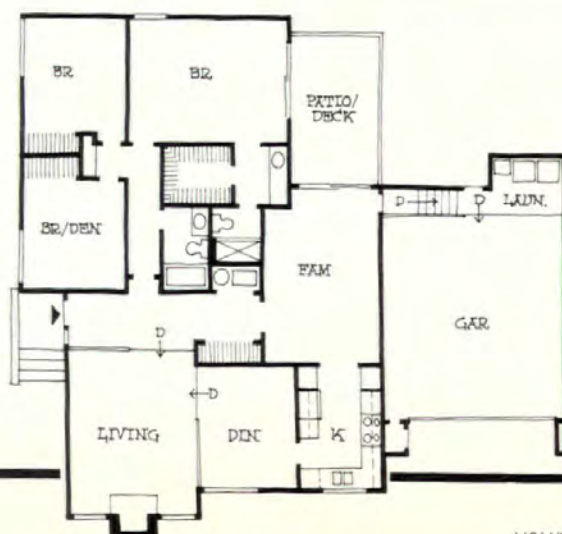


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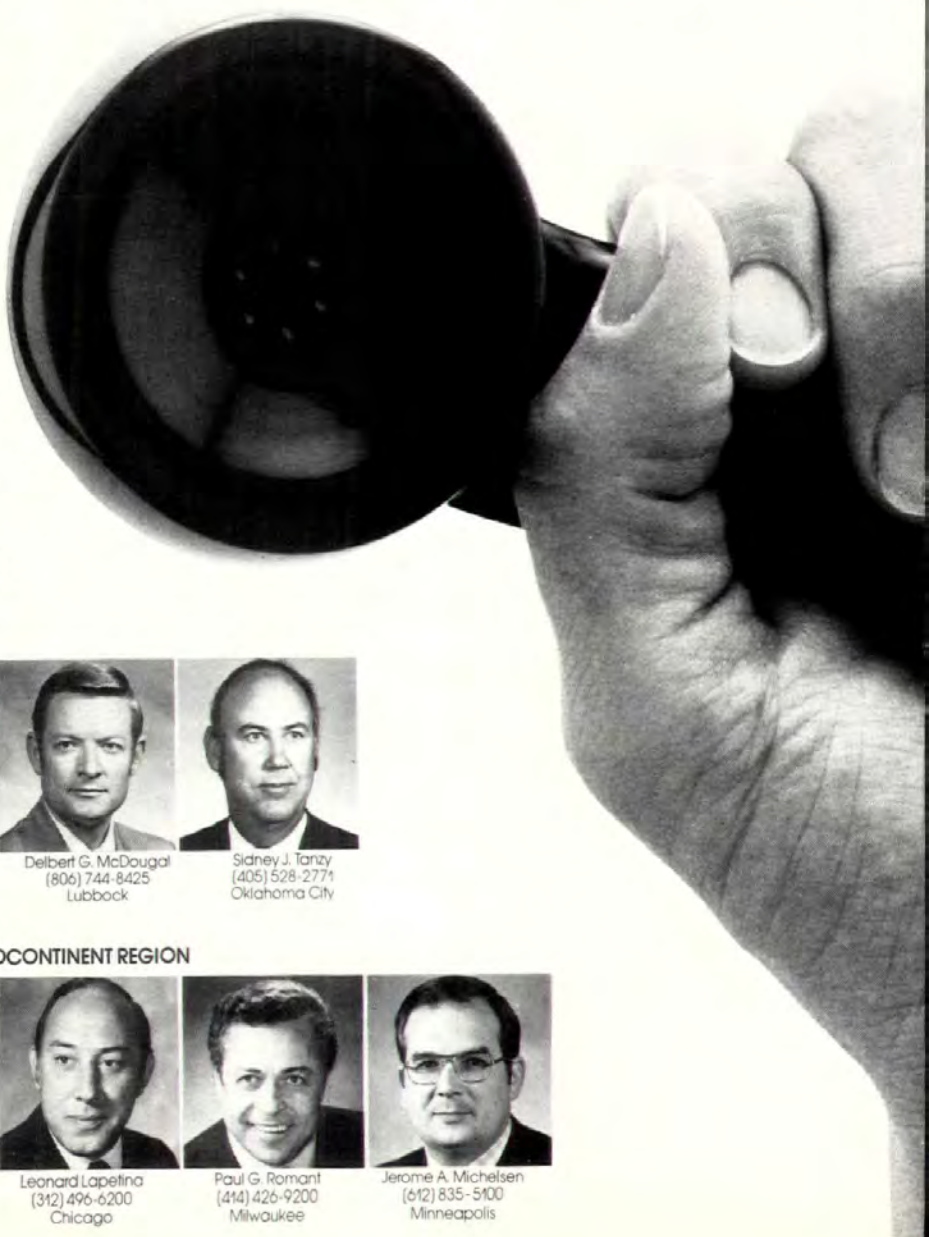
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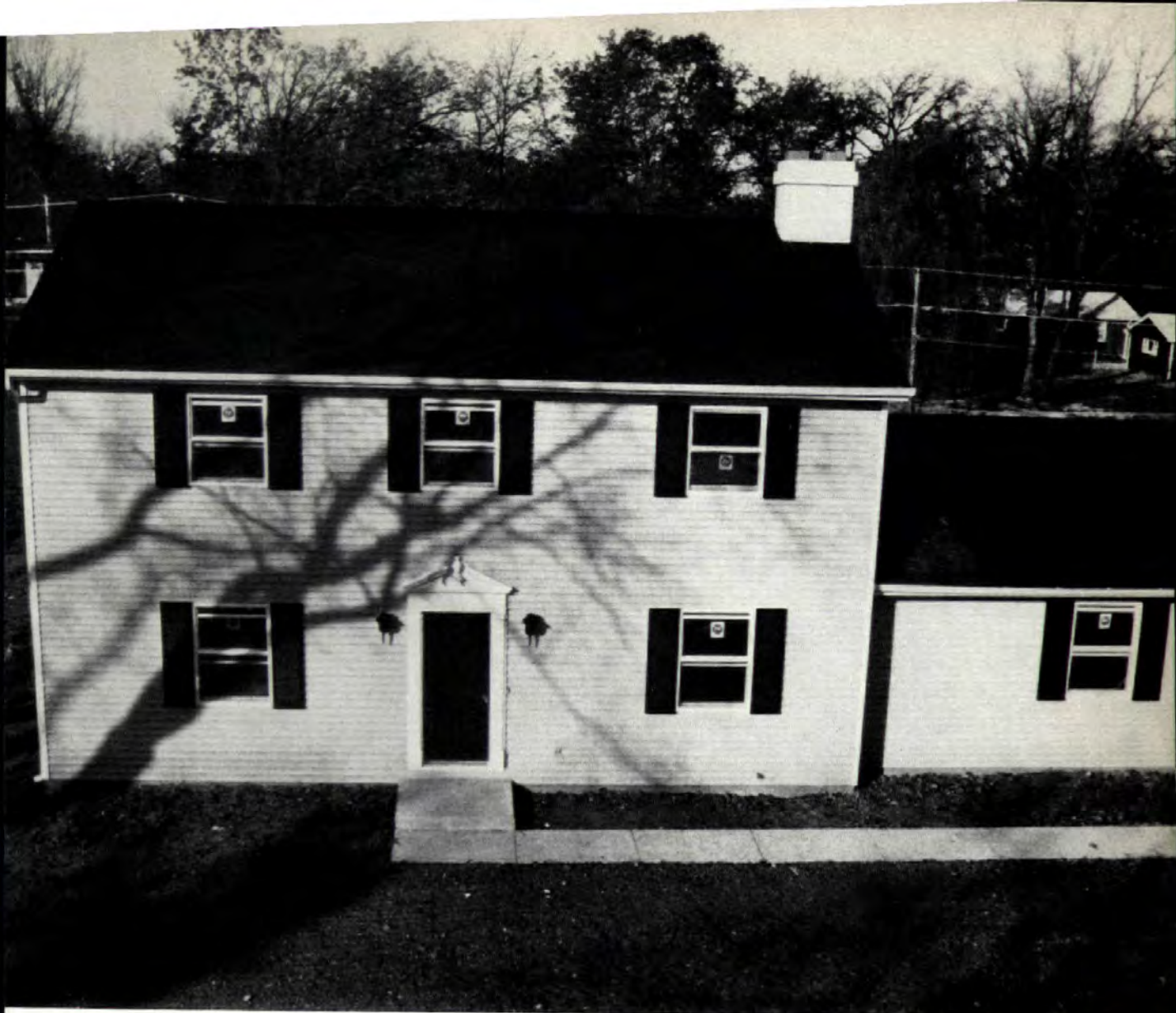
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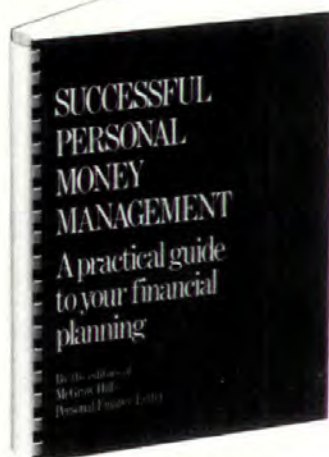
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Dallas show stoppers: Energy and "The Environment"

Thousands waited for the NAHB's exhibit doors to open in Dallas Convention Center.

It took almost an hour for everyone to get onto the exposition floor, and a steady stream of traffic continued for the next three and four days.

As builders entered the hall, many stumbled in their tracks. Kohler, demonstrating "The Environment"—a new dimension in living, took the spotlight.

This sauna-type relaxation enclosure, controlled electronically, synthesizes the natural elements of warmth, sunlight, rain, steam, and wind. The luxurious "Environment," with attractive models climbing in and out every hour, was the talk of the show.

But there was other talk—more serious than most of it centered on energy problems and what to do about them. Builders scoured the pavilion floors looking long and carefully at anything that might help alleviate their energy woes.



Solar energy products, until recently considered pie-in-the-sky inventions, were highly visible. Major manufacturers such as Fedders, Humman, Lennox, LOF and PPG presented these as heating alternatives for today. And HUD planned an exhibit showing builders how to use the sun's energy.

Energy-saving climate-control equipment dominated the scene, with heat pumps again the most prevalent.

The builders also saw insulation, insulating doors and windows, exterior materials with insulating properties and energy-saving appliances.

Kitchen products drew attention. Sears introduced a space-saving 18" full-service dishwasher for compact kitchens. Interest also centered on such cabinet manufacturers as Delmar, Mutschler, Quaker Maid and St. Charles, offering custom-accessorized builder lines.

—ELISE PLATT





Contemporary vanities (above) feature polished aluminum framework and chrome and lucite door pulls. Unit comes with or without polished aluminum toe base. Prestige, Freeport, NY. Circle 200 on reader service card

Mirror-china tank (right) is high-fired to be impervious to chemicals. Unit, which can be used with a round or elongated bowl, features rapid twin-jet flushing action. Mansfield, Perrysville, OH. Circle 201 on reader service card



Folding tub/shower enclosure, "Shower Maid" (above), has rigid translucent plastic panels guided by sets of double rollers. Frame is anodized aluminum. American Shower Door, San Monica, CA. Circle 203 on reader service card



"Country Heritage" vanity (above) is a 36" wide double-door unit in a natural oak finish. Self-edged top is simulated leather Formica. Matching 18" convenience cabinet is shown. Vanity is also offered in white walnut finish. Formco, Cincinnati. Circle 202 on reader service card



Personal shower, "Daisy" (left), features three sprays of the same head. Unit in choice of four colors offers a full pattern regular spray, a vigorous massage and a soft aerated spray. Ondine, Interbath, Monte, CA. Circle 204 on reader service card

Cultured marble vanity top (below) feature extra-deep high-capacity bowls. Part of the Classic™ series, tops come in a range of sizes, fourteen colors including black, red, and gold. Gesma, Richmond, VA. Circle 205 on reader service card





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Tub/shower diverter (left) is a spring-loaded device that automatically returns water flow to the tub position. Easy-to-install solid brass unit has an adjustable flange. Grohe, Elk Grove Village, IL. Circle 206 on reader service card



Water-saving "Flushmate" (left), which replaces conventional toilet tank, uses only 2½ gals. of water per flush. Cover (below) is color-matched to bowl. Water Control, Troy, MI. Circle 207 on reader service card



Bath accessories (above) are part of the "Hall Mack" series. Hand- and machine-polished to a high gloss, fixtures are plated with copper, nickel and chrome. Units mount directly to wall with screws or bolts. NuTone, Scovill, Cincinnati. Circle 208 on reader service card

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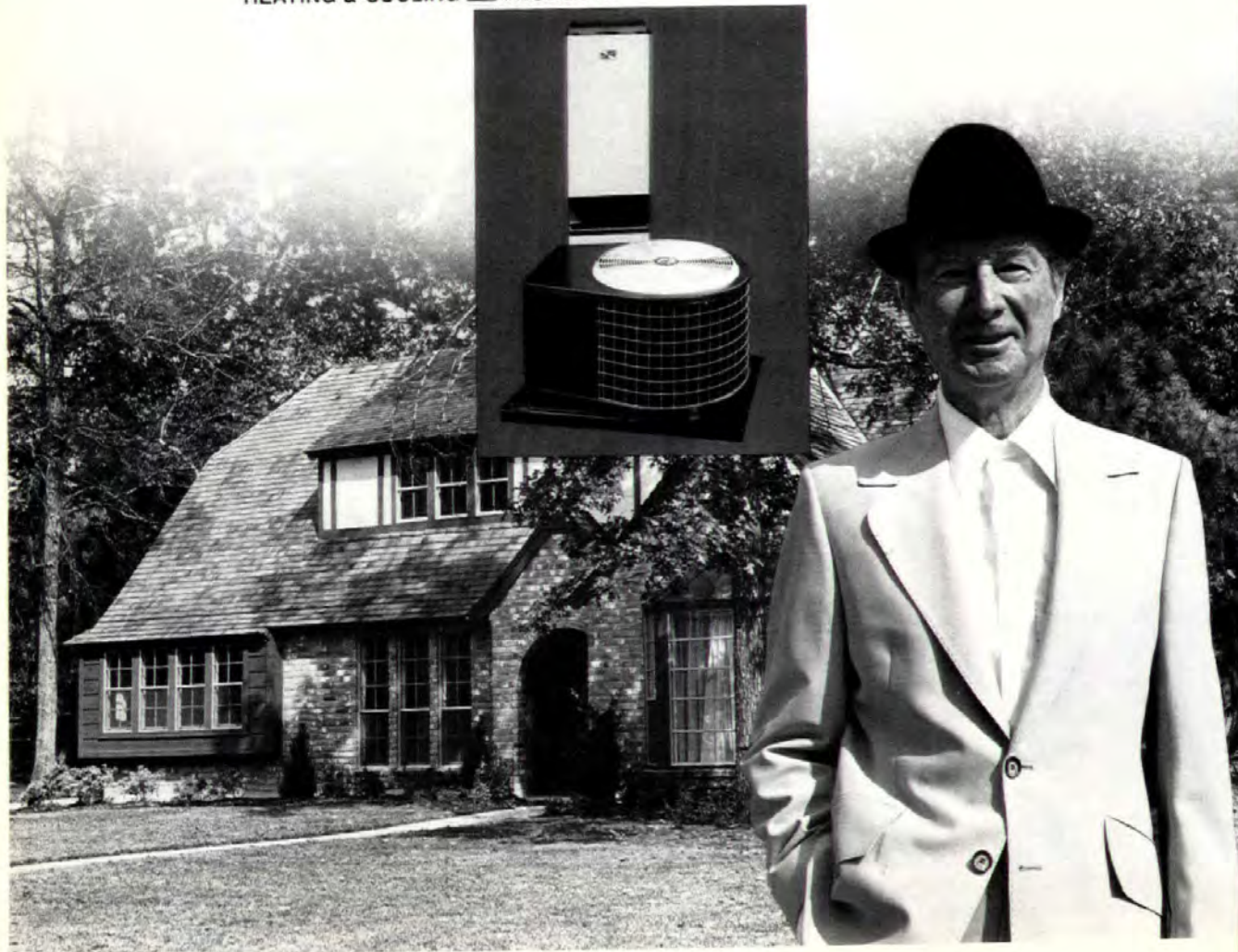
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Widespread lavatory faucet (left) fits all 8" and 16" centers. Easy-to-install pop-up unit has aerator, large acrylic handles and a full five-year written warranty. Streamway, Scott & Fetzer, Westlake, OH. Circle 209 on reader service card

al oak vanity, "Homestead" (below), is a combination modular units. Cabinets have solid oak frames, self-closing doors and wipe-clean, maintenance-free interiors. Merillat, Madison, WI. Circle 210 on reader service card

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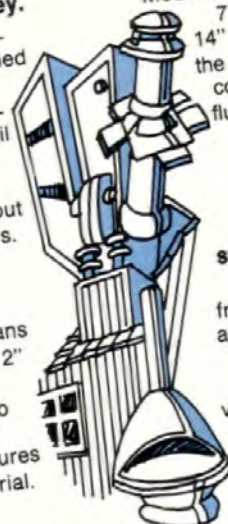
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room cabinet, "Florentine" (above), is available for surmount or recessed installation. Reversible unit, available frame sizes, can be mounted for right- or left-hand open-coordinated lights are optional. Triangle, Chicago. Circle 113 on reader service card

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H&H/housing 3/77



Plush carpet, "Imperial Kingdom" (above), constructed of continuous-filament nylon fiber, features a multi-colored Chinese-inspired pattern. Offered in 10 colorations, the precision-dyed carpet retails for approximately \$9.95 a sq. yd. Firth, Amsterdam, NY. Circle 240 on reader service card

Cut-and-loop patterned carpet, "Quiet Winds" (right), is shown in a formal living-room application. Ten-denier saxony carpet is constructed of Anso® with five-year guarantee, comes in 16 colorations and retails for about \$12.99 a sq. yd. Salem, Winston-Salem, NC. Circle 241 on reader service card



Solid vinyl tile, "Vinyl Cork" (above), is durable and easy to maintain. No-wax 12"x12" tiles in 2 natural-look shades feature beveled and stained edges and come with dry back for conventional installation or self-adhering. National Floor Products, Lawrence, AL. Circle 242 on reader service card



Kiln-fired unglazed floor brick, Brickette® (above), is for indoor and outdoor applications. Frostproof 1/2"-thick bricks measure 4"x8" and are available in three earth-tone colors with antique-type faces and edges. Modern Methods, Owensboro, KY. Circle 243 on reader service card



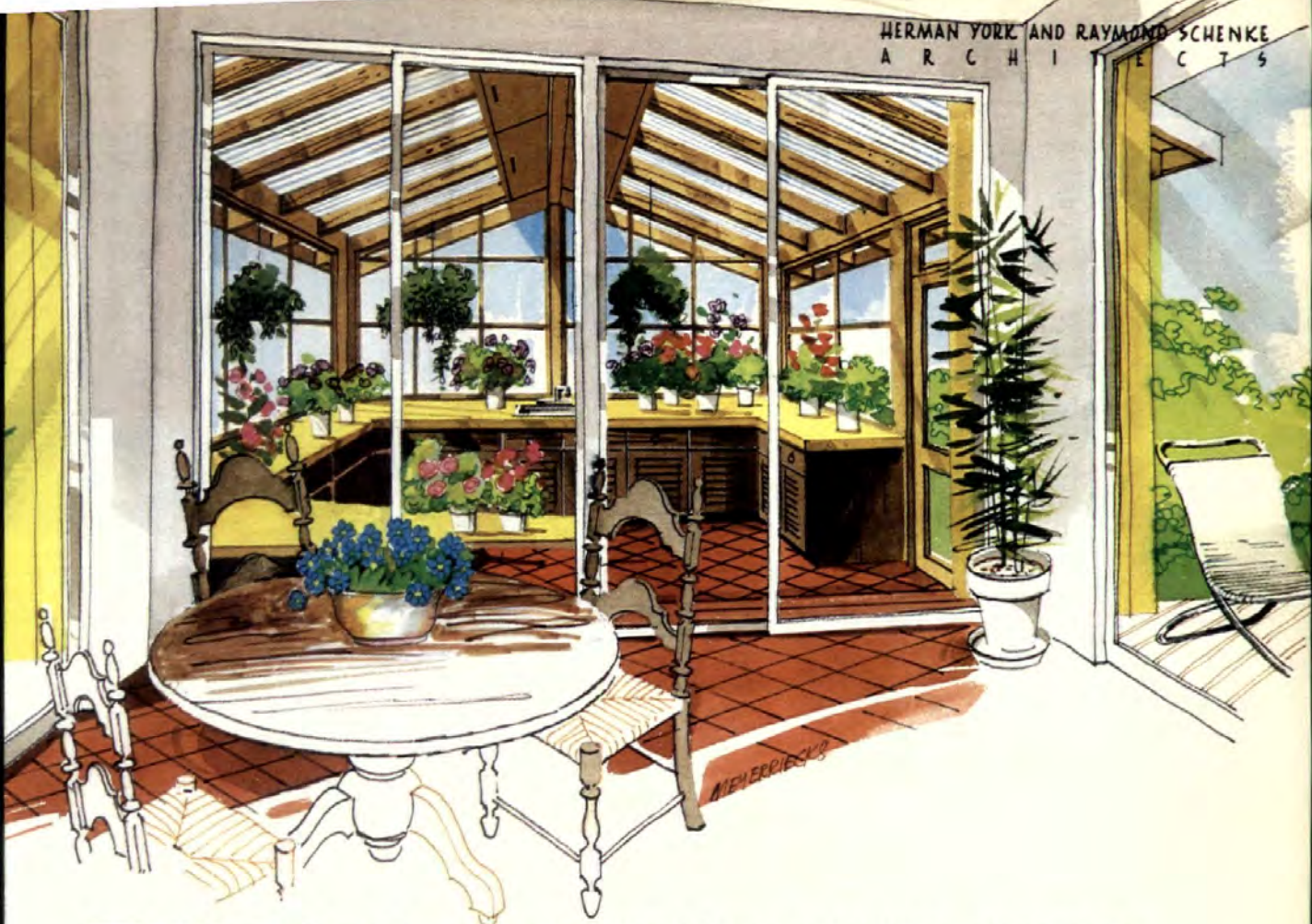
Saxony carpet with the look of crush velvet, "Villa D'Este" (above), is constructed of Anso® fine-denier continuous-filament nylon. Soil-resistant multi-color carpet retails for about \$13.95 a sq. yd. Walter, City of Industry, CA. Circle 244 on reader service card



Cushioned vinyl flooring, "Espana" (above), features a design reminiscent of mediterranean ceramic tiles. Part of the "Reflection II" line, easy-to-care-for flooring comes in 5 two-tone colorations including blue/gold and avocado/yellow. Congoleum, Kearny, N.J. Circle 245 on reader service card

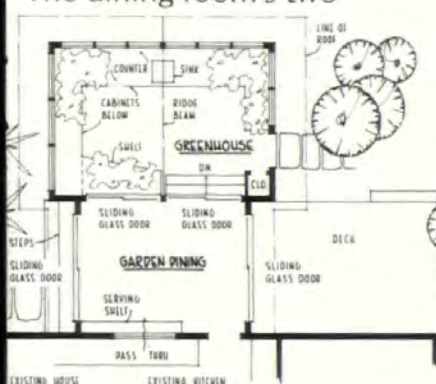


Smooth-surfaced vinyl asbestos (above) is part of the "Dazzlers" line. Brightly colored tile measures 12"x12"x1/16" and is offered with regular or self-adhering back. Seven available colors include cocoa, shamrock, tit, and rust. Kentile, Brooklyn, NY. Circle 246 on reader service card



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No-wax resilient flooring, "Modesto" (above), has the look of sun-baked Spanish tiles. Part of the "Lusteron" collection, the easy-to-maintain, stain-resistant flooring comes in 6' and 12' widths in white, terra cotta, sand and brown. Marlington, Salem, NJ. Circle 251 on reader service card



Sculptured carpet, "Sultry" (above), has a soft-textured tracery pattern of loops. Constructed of continuous-filament nylon, the floorcovering is available in 14 colorations in 12' widths. Carpet retails for approximately \$14.99 a sq. yd. Armstrong, Lancaster, PA. Circle 248 on reader service card

Microsaic® hardwood parquet flooring (above) is a select grade red oak. Furnished in 19"-square pieces composed of 16 pattern squares each, flooring can be easily installed on plywood or concrete subfloors. Peace, Magnolia, AR. Circle 247 on reader service card



Whimsical printed carpet, "Comics" (above), depicts such well-loved cartoon characters as Blondie, Henry, Daisy, Flash Gordon and many others. Level-loop floorcovering with a foam backing is constructed of soil-hiding Anso® nylon. Bigelow Sanford, Greenville, SC. Circle 249 on reader service card



Two carpet patterns woven of Anso nylon have been added to the "Reg Touch" line. "Cross Stitch" (above left) is a diamond geometric and "Paci Primitive" (above right) an abstract ethnic design. Mohawk, Amsterdam, NY. Circle 253 on reader service card



Super-heavy cut-pile carpet, "Grand Slam" (left), is constructed of Zefran® nylon. Suitable for residential or commercial use, carpet has earned the Dow Badische Zefstat® anti-shock warranty. Century, City of Industry, CA. Circle 250 on reader service card

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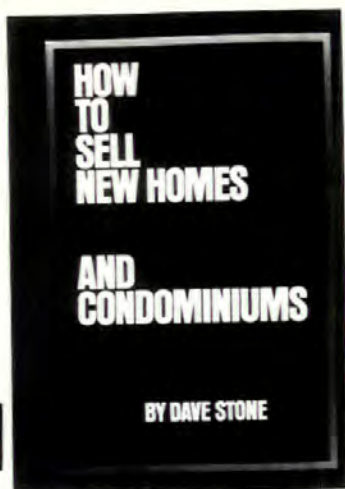


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Machine-made brick, "Handtique" (left), has the irregular lines of the handthrown brick. Each brick has a unique shape and character. Borden Brick, Durham, NC. Circle 215 on reader service card



Cultured Stone Veneer® (above) simulates the color and texture of natural stone. Made from Portland cement, the interior/exterior veneer can be applied with mortar over uneven sub-surfaces and corners. Stucco Stone, Napa, CA. Circle 216 on reader service card



"Thermoclad" exterior wall insulation and finish system (above) improves thermal performance. Underneath the finish coat is a layer of styrene foam insulation board reinforced with factory-laminated fiber glass mesh. W.R. Grace, Cambridge, MA. Circle 214 on reader service card

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"Amerox" stone cladding (left) is formulated of real masonry materials heat-compression bonded with fiber glass. Exterior facing will not peel or blister under normal usage. Marlite, Dover, OH. Circle 212 on reader service card



Plastic rain gutter system (below) is a modular snap-together unit. The rust-proof system is unbreakable and withstands extreme temperatures. Plastmo, Eugene, OR. Circle 213 on reader service card



Mineral fiber roofing, "Supra-Slate" (above), simulates the look of natural slate. Constructed of Portland cement and asbestos fibers, incombustible roofing will not rot, crack or warp. Roofing has UL "A" label. Supradur, New York City. Circle 217 on reader service card

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In scale, design, financing and construction, these projects are not so different from the housing he's already building. Indeed, the residential builder may have an edge over the big, established non-residential developer who lacks experience in small scale design and building, and whose high overhead may make small projects infeasible.

But the small non-residential market is a demanding one.

It demands precise understanding of where the market is, its size, and what it wants. It demands flexible design. It demands first-class management. And it demands tight cost control all the way from initial financing to the management budget.

And this HOUSE & HOME seminar is designed to show you how to meet these demands. Specifically, you'll learn:

Market research

- ☐ How to locate and identify prospective tenants
- ☐ How to identify market segments
- ☐ How to project absorption rates
- ☐ How to select the right site

Feasibility

- ☐ How to project construction costs, overhead and profit
- ☐ How to project cash flow
- ☐ How to project operating costs
- ☐ How to make the most of tax advantages
- ☐ How to handle depreciation

Design

- ☐ How to scale spaces to prospective tenants' needs
- ☐ How to handle tenant improvements
- ☐ When and how to provide extra amenities
- ☐ How to handle special construction details

Financing

- How to put together the best possible loan package
- How equity participation should be structured
- How to go the joint-venture route

Marketing

- How to select a leasing firm
- How to work with local brokers
- How to structure rents
- Short-term vs. long-term leases
- How to handle percentage clauses and escalation clauses
- How to advertise—and when

Management

- How to pick a good management company
- How much to pay for management—and what kind of service to expect
- How to use operating statements

And you'll learn about special opportunities recycled non-residential property

- The advantages of re-marketing existing properties
- Determining an existing building's potential value
- Deciding the right time to buy

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Chicago, April 18-19
Marriott Hotel

You'll learn from a faculty with broad—and practical—experience in the non-residential field

Dr. Alfred A. Gobar is president of Alfred Gobar Associates, probably the most highly respected real-estate research firm in the country. As both a market analyst and an economist, he has particular expertise in the interrelated areas of market feasibility and financial feasibility. For many years Dr. Gobar has specialized in research for non-residential as well as residential development, and his clients include such major firms as Kaiser-Aetna, Coldwell Banker & Co., Dunn Properties, Broadbent Development Co. and Newman Properties. He is also a member of the faculty of the International Council of Shopping Centers' educational division.

Wayne Ratkovich is a partner in the firm of Riverside Investment Management, which develops new and existing commercial and industrial buildings. His company is currently in partnership with Wells Fargo Mortgage Investors, manages developments for New England Mutual Life Insurance Co., and is developing the Scripps Ranch Business Park in San Diego in partnership with Societa Generale Immobiliare. Mr. Ratkovich was formerly a vice-president with Coldwell Banker & Co. where he handled negotiations for more than \$35 million in industrial sales and leases. He is currently on the steering committee of the National Association of Office and Industrial Parks, Southern California chapter.

Robert Holmes is president of Oltmans Construction Co., one of the largest commercial/industrial building firms in the country. Acting as both a contractor and an equity partner, Oltmans builds offices, industrial buildings, warehouses and international headquarters facilities. Mr. Holmes is president of the California Builders Council and a member of the American Arbitration Association.

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small non- residential projects

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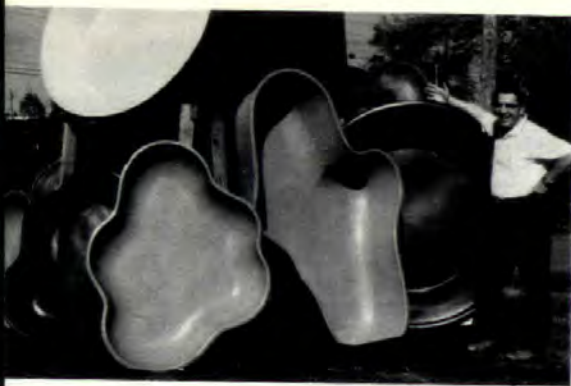
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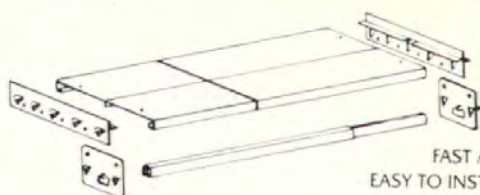
yle-a-Rail™ spindle covers (right) fit over the vertical spindles of wrought iron railings. The decorative covers protect spindles from scratches and nicks. Leslie-Beck, Akron, OH. Circle 19 on reader service card



lucent fiber glass patio-cover panels, Cool Ribs™ (left), admit some sunlight but block out most of the sun's rays. Available in three colors, the shatterproof panels come in various weights. Filon, Hawthorne, CA. Circle 220 on reader service card

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Polymeric foam sealant, Polycel One™ (above), forms a permanent closed-cell barrier against infiltration of air and moisture. Sealant is easy to apply. Coplanar, Oakland, CA. Circle 224 on reader service card

"Nacor 222" Compound (right) is designed for repair of asphalt or concrete pavements. The jet-black, all-weather material fills deep depressions. National Asphalt, Cleveland, OH. Circle 225 on reader service card



"White Plastic" (left) is a liquid vinyl-based moisture barrier. The interior/exterior coating can be used on a wide range of materials. Specification, Boone, IA. Circle 226 on reader service card



Waterproofing "Water Seal" (below) protects exterior masonry surfaces. The sealant dries to a transparent finish that can be painted. Weldwood, City of Industry, CA. Circle 227 on reader service card



Water-base varnish (above) provides a finish that is resistant to spills and stains. Easy-to-apply coating permits quick and simple clean-up with mild detergent and warm water. Valspar, Rockford, IL. Circle 228 on reader service card

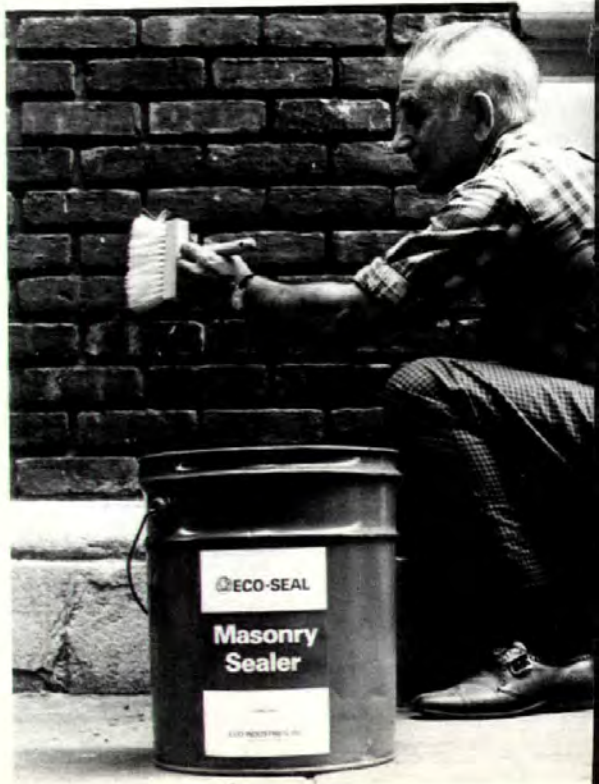


"CWF Clear Wood Finish" (above) penetrates wood to provide a rugged, durable waterproof seal. The finish prevents swelling and warping and will not crack or chip like varnish. Flood, Hudson, OH. Circle 229 on reader service card

Semi-gloss finish, "Wipe-On ZAR" (left), is suitable for use on interior wood surfaces. Easy-to-apply finish resists water, acid and alcohol. United Gilsonite, Scranton, PA. Circle 230 on reader service card



"Eco-Seal" (below) is a multipurpose sealer, primer and protective coating. The clear liquid closes cracks, air hardens and seals surface against water and chemicals. Eco, New York City. Circle 231 on reader service card



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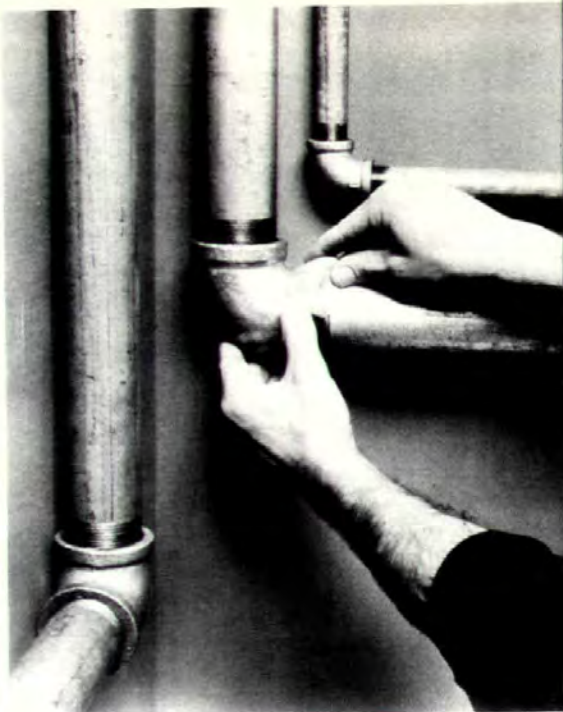


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Two-part epoxy adhesive system in bar form (above) used for a wide range of filling, bonding and sealing jobs. Two bars—one containing resin, the other a hardener kneaded together to form the adhesive. Elmer's, Borden, Columbus, OH. Circle 232 on reader service card



Waterborne varnish, "Aquathane" (above), maintains natural finish of wood and dries to a clear satin finish. Easy application coating is odorless and nonflammable. Foy-Johnson, Cincinnati. Circle 233 on reader service card



er coating made with phenolic liquid plastic resin, P.I.P. (above), adheres to most smooth, slick, hard-to-paint surfaces. The waterproof primer prevents peeling, rusting and staining. Resin & Chemicals, Cincinnati. Circle 234 on reader service card



Diamond® Interior Finish (left) is shown in a wave-like swirl texture. Suitable for interior wall and ceiling applications, fast-drying finish is available in four other three-dimensional textures and a smooth finish. U.S. Gypsum, Chicago. Circle 235 on reader service card



proofing substance for masonry walls (above) creates a textured matte surface. Easy-to-apply coating prevents water penetration, salt, efflorescence and the sun's ultraviolet rays. Standard T, TX. Circle 236 on reader service card.



Contact adhesive, "Quik-Key" (above), bonds plastic laminates to wood or particle board. Adhesive develops a flexible bond that withstands expansion and contraction. Miracle Adhesives, Bellmore, NY. Circle 237 on reader service card

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Non-res condos: Are they moneymakers?

They're meeting with mixed success, according to a recent ULI publication summarizing case studies of 30 office complexes and 11 industrial condominiums.

ULI's evidence (from the 41 case studies and from interviews with knowledgeable professionals) indicates that a substantial number of the non-residential condo projects built in the early '70's sold slowly—or not at all. Yet, research did turn up sold-out buildings and, as 32 pages of detailed cost-breakdown charts show, the numbers say developing condominiums can be more profitable than developing rental properties.

Why didn't more non-residential condos make it?

For one thing, says author John C. Melaniphy Jr., the concept is a relatively new one and was introduced at the start of a major real estate slump.

For another, there seem to be very narrow limits within which commercial and industrial condominiums have proved successful.

The extent of these limits can be gauged by extracting information from ULI's case-study summary (which lists everything from marketing strategies to

comparative height of condo office buildings). For example, an interested developer should be aware that a major market for office condos is doctors and other medical professionals. The reason: They have relatively low space requirements and, unlike a corporation, generally do not plan to expand. Also, as high-income individuals, doctors benefit from the tax advantages of ownership.

(For information on marketing office condos, see also "Here's an office com-

plex with the sales appeal of a home away from home" [H&H, Jan.].)

Also included in ULI's publication: favored locations; successful marketing strategies; optimum square footage for profitability; sample documents.

Commercial and Industrial Condominiums may be ordered from ULI—the Urban Land Institute, 1200 18th St. N.W., Washington, D.C. 20036. Price for the 73-page book: \$9 for members, \$12 for nonmembers.

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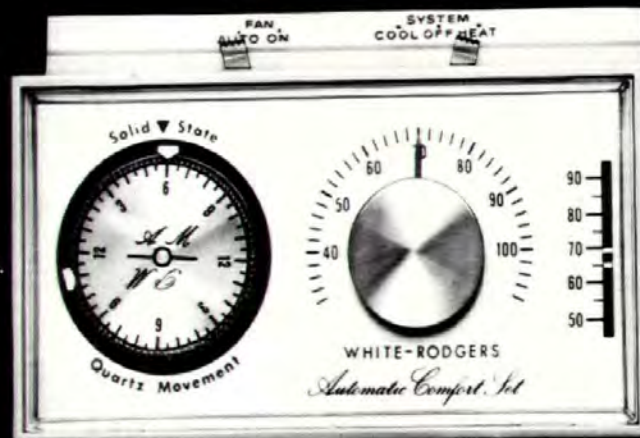
storage tanks, valves and other components are listed separately.

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Dave Stone's sales and sales-management expertise comes from years of front-line experience. He started his housing career as a builder and home salesman, then served as General Manager of Stone & Schulte, a realty firm that represented some of the most successful homebuilders in Northern California. He is currently President of The Stone Institute, a market consulting firm with builder and realty clients in all areas of the country.

In recent years, Dave Stone has become widely accepted as homebuilding's leading instructor in real-estate sales and sales management. He has lectured to more than 100,000 builders, sales executives and salespeople, many of them in House & Home seminars and workshops. He is the author of nine books on real-estate sales, including most recently the best-selling "How to Sell New Homes and Condominiums," published by House & Home Press.

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