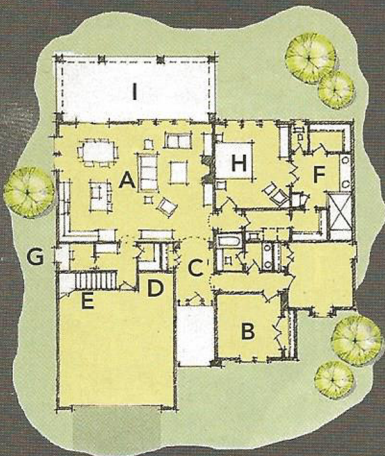


THE LEAN DESIGN



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Utilizing lean design to distinguish and stand apart from competition has become a way forward for the country's leading builders. Lean design takes an alchemist approach to planning. It combines the knowledge and skill of the building team, trades, and architect to develop design concepts that optimize marketability. The result becomes a home that builds efficiently, employs cutting edge trends, and maximizes absorption. A common misconception is that lean design is another term for value engineering. Value engineering is to lean design like a pepperoni is to pizza—just a component. The example design is an 1,860-square-foot rambler.

- A. The great room/kitchen/dining all live together to create one large room. This setup is a favorite for casual buyers who love to entertain.
- B. Bedroom No. 3 can easily convert to a study for empty nesters.
- C. The unique buddy bath setup allows for multiple users for daily activities and does double duty serving as a guest powder room.
- D. A large Costco pantry helps keep the contents organized.
- E. A stairway leading to a bonus room above the garage allows for inexpensive optional space.
- F. The owner's tub has been eliminated, providing room for a large double shower.
- G. A pocket office with a pocket door provides a great, messy space for bills and other paperwork.
- H. A laundry area that is accessed by the hall and owner's closet has been a huge hit with buyers in 2013.
- I. A large covered lanai expands living space by creating an inexpensive outdoor room.

With lean design being the driver, this home is easy to build, efficient with materials, and responsive to the needs of today's buyers. These benefits, combined with a charming exterior, make it real tough to beat at 1,860 square feet. Melding low-cost dramatic planning with a knockout exterior is the formula that many of today's leading builders are using to increase profit margin and distance themselves from their competition.