



DENVER LUXURY HOME TOUR

THE 2009 PARADE OF HOMES

\$1.76M home sold during Tour **More than 100,000 visited Denver Luxury Home Tour** *Judging awards announced*

Denver, Colo., July 23, 2009—The 2009 Denver Luxury Home Tour (www.DenverLuxuryHomeTour.com) completed its inaugural run on July 5th and was judged a success by the Home Builders of Metropolitan Denver (HBA), producer of the event.

Vicki Pelletier, vice president of operations for HBA said, “We are really pleased with how this event came about and turned out. It was a departure from our traditional single-site event the Parade of Homes, but considering the nature of our economic times, the HBA felt it was important to give back and to support our home builder community. The event attracted a high-demographic of visitors and a good number of qualified prospects for our participating builders. This first-time event was a success.”

Pelletier said there were a total of 103,000 home visits for the 27 custom built luxury homes open for touring throughout the metro Denver area. The homes ranged in value from \$1.1M to nearly \$6M. The homes, which were never lived in and brand new, were located in 23 neighborhoods from Niwot to the north and Castle Rock to the south.

One home sold during the Tour. A two-story, Tuscan-style home priced at \$1,760,000 in the Heritage Hills neighborhood in Lone Tree sold for full price. The home was built by Celebrity Custom Homes.

Several other builders reported to HBA that the Tour generated qualified prospects with the potential for the builders to build similar custom homes at other locations. Plus all participating builders liked the new Tour format and many said if they had homes available next year they would participate again. Visitors to the homes also gave builders and HBA rave reviews.

The Denver Luxury Home Tour was open on Fridays, Saturdays & Sundays, for five weeks from June 5 through July 5.

JUDGING RESULTS

Judges from the home building industry visited all Tour homes and rated them in five categories by geographic section including: *Best Master Suite*, *Best Outdoor Space*, *Best Interior*, *Best Main Kitchen*, and *Best Architecture*. The home receiving the most total votes was judged *Best Overall* for its geographic section. The overall winners in each Tour section are:

North: Coenen Homes—a Mediterranean Villa at 2511 Ranch Reserve Ridge in Westminster.

West: Wilkshire Estates—a Tuscan-style at 18785 W. 56th Drive in Golden

Central: Brookstone Homes—a Colorado contemporary-style at 2475 S. Columbine Street in Observatory Park in Denver.

South: Celebrity Custom Homes—a Tuscan-style at 10145 S. Shadow Hill Drive in Lone Tree.

Parker/Castle Rock: Timber Ridge Properties—a Colorado contemporary-style at 5191 Golden Ridge Court in Parker.

The complete list of winners in each geographical section follows:

NORTH

Best Overall	Coenen Homes
Best Master Suite	Coenen Homes
Best Outdoor	Goldbranch Village Homes
Best Interior	Coenen Homes
Best Main Kitchen	Goldbranch Village Homes
Best Architecture	Coenen Homes

WEST

Best Overall	Wilkshire Estates
Best Master Suite	Wilkshire Estates
Best Outdoor	Wilkshire Estates
Best Interior	Wilkshire Estates
Best Main Kitchen	<i>TIE:</i> Wilkshire Estates and Landmark Traditions
Best Architecture	Wilkshire Estates

CENTRAL

Best Overall	Brookstone Homes
Best Master Suite	Seremet Development Group
Best Outdoor	Brookstone Homes
Best Interior	Brookstone Homes
Best Main Kitchen	Weston Construction
Best Architecture	Brookstone Homes

SOUTH

Best Overall	Celebrity Custom Homes
Best Master Suite	Malibu Homes
Best Outdoor	Celebrity Custom Homes
Best Interior	Celebrity Custom Homes
Best Main Kitchen	Celebrity Custom Homes
Best Architecture	Celebrity Custom Homes

PARKER/CASTLE ROCK

Best Overall	Timber Ridge Properties
Best Master Suite	Timber Ridge Properties

Best Outdoor	Fletemeyer Custom Homes
Best Interior	Celebrity Custom Homes
Best Main Kitchen	<i>TIE</i> : Timber Ridge Properties and Hallmark Custom Homes
Best Architecture	<i>TIE</i> : Timber Ridge Properties and Fletemeyer Custom Homes

Editor's Note: Celebrity Custom Homes entered two homes: One in the "South" section and one in the "Parker/Castle Rock" section. Wilkshire Estates is the only home to win in all six categories.

The Tour is produced by the Home Builders Association of Metro Denver (HBA) www.hbadenver.com with a portion of proceeds benefiting the Home Builders Foundation (HBF), the philanthropic arm of the HBA. The HBF helps people with such home enhancements as wheelchair ramps, accessible entry-points, modified appliances and amenities. The HBF partners with building industry suppliers, home builders, subcontractors and local volunteers to turn these wishes into reality. For more information about HBF, visit www.hbadenver.com/foundation.

About the Home Builders Association of Metro Denver

The Home Builders Association of Metro Denver (HBA) is a trade association representing approximately 900 businesses involved in the residential development, construction and remodeling industry in the eight-county Denver metro region. Members of the HBA include home builders, land developers and remodelers, as well as trade partners including architects, mortgage lenders, building material suppliers and sub-contractors. For more information, call 303-778-1400 or visit www.hbadenver.com.

###