



METROPOLITAN
BUILDERS
ASSOCIATION

Press Release

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Trends Featured in the 2009 Parade of Homes

(Waukesha, WI) June 8, 2009 - This annual new home tour has traditionally captured the trends for interior design, landscaping, new technology, and innovative building practices. The 2009 Parade of Homes features seven homes that are right on target once again.

As usual, you should prepare to be amazed when you step inside the 2009 Parade models. Secluded master bedroom suites, gourmet kitchens filled with every amenity, and technology centers are just a few of the trends featured in the 2009 Parade. But these amenities will most likely take a backseat to the trend that is taking center stage at this year's Parade: *Going Green*. Parade patrons will learn about building more affordably, incorporating sustainable materials and recycled, minimizing environmental impact, and more.

"Affordable, Green-Built Homes" is the theme for the 2009 Parade. This year's homes all focus on energy efficiency and green building technologies. Since requests for these features are becoming more common among new homeowners, the participants of the 2009 Parade of Homes were eager to show consumers how they have incorporated these innovative technologies throughout the site and their model homes.

"We are excited to see the new technologies and innovative products that our members have brought to this year's Parade," said Metropolitan Builders Association Executive Director, Chellee Siewert. "Every year these builders are able to showcase their fine craftsmanship and the latest trends in the industry. This year there will be even more new and exciting things for consumers to see and learn about."

Green Built Home™ & ENERGY STAR® Certified

For the second year in a row, each Parade home is Green Built Home™ and Wisconsin ENERGY STAR® certified and tested. Homes built to these certification standards not only add long-term value to a home, but they also help a home operate more efficiently, saving homeowners on energy and utility bill costs. Those who visit the 2009 Parade of Homes will have the opportunity to view a variety of home layouts and technologies that meet the requirements of these reputable, and increasingly popular, standards.

The site will also be host to the *Energy Producing Home*, a ranch home that literally produces more energy than it needs for all the home's heating and cooling, domestic hot water, and other energy uses.

Gourmet Kitchens

The 2009 Parade features top-of-the-line gourmet kitchens with walk-in pantries and an abundance of custom cabinets, providing ample storage room. Boot benches and drop zones are carefully constructed for homeowners to take off their shoes and drop their keys after returning home. Oversized islands are another element found in most of the kitchens, providing extra space for preparing large meals or for kids to do homework as their parents prepare dinner. Connected to the kitchen, many Parade homes feature a casual dinette area or an elegant dining room for family members and guests to gather.

Technology Centers

With the internet continuing to stay on the “must-have” list for most households to help the kids with their homework, help families stay in touch, and as a way for parents to work from home, many of the 2009 Parade models have incorporated technology centers, or home offices, into their floorplans. The technology centers feature office space for paying bills, multiple computer stations so everyone can have their own computer, and work space for kids to complete their school projects.

Outdoor Living Spaces

Builders are doing all they can to incorporate comfortable outdoor living spaces in homes due to their rising popularity. Whether the porches are located at the front of the home, the side, or back, they bring with them a taste of yesteryear and extend the entertaining areas of the home to the outside.

Master Suites Provide Tranquility

Master suites are still commanding attention as they provide the ideal place for homeowners to unwind after a long day. Plenty of wall space allows homeowners to create their own serene sitting area in front of large windows that expose the natural outdoor landscape. In addition to peaceful sitting areas, the master baths offer spa-like features, including custom tile showers, whirlpool baths and dual vanities, to encourage relaxation and offer a private escape for tired homeowners.

General Information

The Parade of Homes runs August 22 through September 13. Admission at the Parade sites is \$10. Discount tickets can be purchased online for \$9 or for \$8 at participating ticket vendors. Admission for children 12 and under is \$5. Parade hours are 4 to 8 pm Monday through Friday, and 11 am to 5 pm weekends and Labor Day. For more information, directions, a listing of discount ticket vendors, or to see the events planned for this year's Parade, visit our web site at www.mbaonline.org.

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