

# WATERMARK AWARDS



**FEATURES**

**A Place in the Sun**

An Arizona development company determined not to produce a typical sprawling suburb, used stringent design guidelines to recreate the dynamics of small-town living. Builders employed town-building principles to forge neighborhood communities, activity districts, broad, tree-lined streets, product diversity, and plenty of housing opportunities—single-family, apartments, custom lots, and townhomes—throughout the \$3.8-billion community. ... 141

**BUILDER 100: Survival of the Fit**

Last year was another record year for the home building industry—housing starts ballooned to almost 2 million—but builders aren't sitting back, relaxing; they're devising new strategies to stay two steps ahead of the competition and to ensure a strong future despite the possibility of fewer starts and higher interest rates. For those forward-

thinkers, large-scale joint ventures, centralization, and upgraded technology are all part of the master plan to stay in shape. ... 154

**The 2005 Watermark Awards**

Design centers, Web 2.0, mobile devices and other digital tools are changing the way that builders design, build and sell. The 2005 Watermark Awards recognize the best in the industry in these and other categories. ... 208

**Sharing the Load**

Understanding the intricacies of load bearing can be tricky. But mastering the art of one-hour engineering principles is imperative, since well-built houses mean fewer

headaches for builders, warranty claims, and suppliers as well as homeowners. We provide some tips that will help you avoid making common load-bearing mistakes. ... 302

**Retail Intervention**

Design centers at retail locations are attempting to garner attention in a new and unique way. They're as high-end as the upscale shopping malls that house them. But the angles are more than eye candy. Builders are using them to sell furniture, art, and home decor items as well as to let customers meet with designers to select options and upgrades. ... 310

**Opportunity Knocks**

There is no doubt that home buyers want pre-wired satellite television, home security systems, wireless networks, and more. It may also be true that if builders don't offer such options, prospects will take their business elsewhere. With help from several home technology specialists, we developed a five-step sales plan to help builders appeal to tech-savvy, new-home shoppers. ... 324

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# ELEGANT TOUCH

*Haynes Residence, Kenilworth, Ill.*

**SPECIAL FOCUS**—Dressing Room

**R**

EED-AND-RIBBON DETAILING in the dressing room is repeated in the adjoining master bath, giving both of the rooms a level

of fit and finish that subtly proclaims luxury.—K.S.

**Entrant:** Wickets Fine Cabinetry, Glencoe, Ill.; **Builder:** S.J. Bacik, Lincolnshire, Ill.; **Architect:** Myefski Cook Architects, Glencoe