



BUILDING INDUSTRY ASSOCIATION ANNOUNCES WINNERS IN 2007 SPRING PARADE OF HOMES

FARMINGTON HILLS, Mich. – March 16, 2007 – Building Industry Association of Southeastern Michigan (BIA) announced the winners of its 18th annual Spring Parade of Homes architectural judging. Parade of Homes is an exhibition of 58 new model homes and condominiums located throughout southeastern Michigan. The showcase takes place March 16 through August 1, 2007. BIA and LaSalle Bank sponsor the event.

The winning homes were selected based on the following criteria: best value for the price, best use of space, most innovative design and aesthetic appeal. Before being judged, participating homes were divided into 10 categories by price. Two special categories for infill design and historic preservation were added this year.

“This year’s Parade of Homes offers a variety of quality crafted homes by BIA Professional Master Builders from attainable housing to lavish estates,” said Richard Ives, president of BIA and vice president of Trinity Land Development. “There has never been a better time to buy a new home and our spring lineup is filled with prime examples of the unprecedented value consumers are experiencing in today’s buyer’s market.”

The blue ribbon homes are:

- Affordable Housing: Grace I, priced at \$117,000 plus fees, in Pontiac, built by CNS Construction for Lighthouse Community Development, awarded for combining two different living spaces and including a side entrance and garage.
- Attached Condominiums Under \$215,000: The Atwater, priced at \$139,995, in Hazel Park, built by Fairview Place LLC, awarded for its well-proportioned elevation and sensitive use of detail.
- Attached Condominiums Over \$215,000: Wisteria, priced from the \$240,000s, in Clinton Township, built by Palazzolo Brothers and Towne & Country Homes, awarded for its great value and clever use of main floor space.
- Homes Priced Under \$250,000: Kennedy II, priced at \$230,000, in Berlin Township, built by Sherr Development Corp., awarded for its open floor plan, well-detailed front elevation and two walk-in closets in the master suite.
- Homes Priced \$250,000 to \$340,000: Pheasant, priced at \$329,900, in Brownstown Township, built by Gerish Construction Company, Inc., awarded for its wrap-around loft and well-planned living space.

- Homes Priced \$340,000 to \$380,000: Beachwood, priced at \$369,900, in the Village of Oxford, built by Wineman & Komer Building Company, awarded for its front elevation, efficient floor plan and good use of split staircase.
- Homes Priced \$380,000 to \$520,000: The Shoreline, priced at \$400,000, in Independence Township, built by Vogue Building Company and Trinity Land Development, awarded for its traffic flow and first floor master suite.
- Homes Priced \$580,000 to \$1 Million: Bradford, priced at \$699,900, in Canton Township, built by Singh Homes Building Company, awarded for its presentation, efficient floor plan, and garage at the rear of the home.
- Homes Priced Over \$1 Million: The Legacy priced at \$1.175 million in Northville Township, built by Michael Mocerri Design Build, awarded for its exceptional value, open floor plan and master suite layout.
- Special Award for Urban Infill Design: St. Tropez, priced at \$1.4 million, in Birmingham, built by Arteva Homes, Inc., awarded for its excellent design, minimal hallways and design to fit in with existing neighborhood content.
- Honorable Mention for Historic Renovation: The Wardell priced at \$365,000 in Detroit, built by BRG Custom Homes and Park Shelton Condominiums, L.P., awarded for its encouraging contribution to urban preservation.

A panel of local architects and industry experts judged the homes. Participating judges were Sharon Glinka of LaSalle Bank; Michael Gordon, AIA, of Moiseev/Gordon Associates Inc.; and Michael T. Miller, AIA, of The Design Group. The 58 Spring Parade of Homes models are located throughout southeastern Michigan and can be viewed via open house tours, or online at www.biaparadeofhomes.com, beginning on March 16, 2007. Featured homes include condominiums and single-family homes ranging in price from \$97,400 to \$1.4 million.

For additional information on the 2007 Spring Parade of Homes, please call (248) 862-1032 or visit www.biaparadeofhomes.com. Free Parade of Homes magazines are available at 350 LaSalle Bank Branches and 205 CVS/pharmacy locations. BIA and LaSalle Bank also sponsor a Parade of Homes event in the fall.

Headquartered in Farmington Hills, BIA is a trade association representing more than 2,100 builders, remodelers, multi-family property owners, developers and suppliers to the single family and multifamily residential construction industry. BIA is affiliated with the Michigan Association of Home Builders in Lansing and the National Association of Home Builders in Washington, D.C. Membership nationwide includes more than 220,000 individuals and companies.