

# In the news

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## Summit Homes has taken seven of their most popular designs and launched off-the-plan versions under the Seven Deadly Sins banner

LUST, Extravagance, Envy and Pride are helping homebuyers save big bucks on their new house. Decadence, Passion and Indulgence are also making their mark, thanks to the new Seven Deadly Sins Series of off-the-plan designs from Summit Homes.

Inspired by seven of the builder's most popular display homes, the new range offers significant cost savings without compromising on the essence of each design.

"The primary benefit for homebuyers is that an off-the-plan range has a very competitive price point, along with a good level of specification," says Tim Underwood, sales and marketing manager at Summit.

Tim says, as a general rule, buyers can save up to about \$115,000 by choosing an off-the-plan Seven Deadly Sins version instead of its display home counterpart.

He says the new range reflects the key design features of the display home models, but "at a price that the market is asking for right now".

Inspired by the Olympus, which is on display in Erskine, the Indulgence is the most expensive home in the Seven Deadly Sins range and is priced at \$180,995 (\$185,995 in the South-West).

Featuring a spacious indoor/outdoor area encompassing a games room, dining room, living room, kitchen and alfresco, the Indulgence also has a home theatre and a study/fourth bedroom.

The lowest-priced home in the range is the Passion, based on Summit's popular Everest display home in Lakelands.

Priced at \$170,995 (\$176,995 in the South-West), the Passion is a four-bedroom design with his-and-hers wardrobes in the master

suite, a home theatre and an open-plan living and dining room opening out to the alfresco.

Tim says there are several key differences between the original display models and the "inspired" versions that enable homebuyers to save money.

There's an overall reduction in size from the display version and some specification differences, plus the benefit of special agreements with suppliers to keep the pricing keen.

"Homebuyers should be excited by the Seven Deadly Sins Series," Tim says.

"They are still getting a quality design and specification and the price is wickedly affordable. By no means are they getting a 'cheap' home."

The Seven Deadly Sins range of promotional homes suits blocks ranging from 15m to 16.5m wide. All the designs exceed the 6-star energy rating requirements.

Wide, stainless steel appliances, a Colorbond garage door, pivot shower doors, paving to the driveway, porch and alfresco, cavity-wall insulation, R4.0 ceiling batts and soft-closers to kitchen drawers are all included in the standard specification.

By walking through the display home version of their chosen Seven Deadly Sins design, buyers can get a real feel for what their new home will look like.

"Clients are able to see the general layout of the home and not solely rely on looking at a plan on paper, which is often the case when clients opt for off-the-plan homes," Tim says.

"There are a lot of parallels between the Seven Deadly Sins Series and the displays, so clients will be able to step into a display and get a real feel for what they are getting."

Paula Aubin



1. Lust. 2. Extravagance. 3. Pride. 4. Passion. 5. Decadence. 6. Envy. 7. Indulgence.



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