

In the news

The Weekend West NEW HOMES
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Industry Leaders Looking Ahead



The Nautilus by Summit Homes.

To herald the end of 2011, **Gemma Nisbet** asked some of Perth's major project home builders to nominate their most successful display home of the year and what they have planned for 2012

Surveys of clients key to changes

SUMMIT HOMES

Tim Underwood, sales and marketing manager



UP Summit Homes is planning to hit the ground running in the new year, opening its first new display home of 2012, the **Ku De Ta**, at Dalyellup Beach Estate, Bunbury, on January 7. The company plans to open eight new display homes in the coming six months, in the northern suburbs at Brighton Estate in Butler, Trinity in Alkimos, Garden Park Heights in Sinagra and Woodvale's Chianti Estate, in the southern suburbs at New Haven in Harristide and Aspiri in Piara Waters, and at Vasse in Busselton.

The builder may also have additional displays at Vasse, Wattie Grove and Riverlea in Bunbury, depending on display village requirements.

Of Summit's 2011 displays, sales and marketing manager **Tim Underwood** said that the Nautilus at Alkimos had proved to be extremely popular in terms of visitor traffic, feedback and sales.

"It's competitively priced and presents beautifully with a nautical theme inside to match the seaside display village location and a stunning front elevation with feature cladding inserts, double doors and a large portico," he said.

Mr Underwood nominated the rear living and alfresco area as the "hero" of the home, saying that the company had "gone to town" on the home's outdoor area with optional extras such as a sunken cabana and outdoor fireplace.

"In a recent survey, our clients told us that outdoor living coupled with integrated living areas was their number one choice when looking to build their new home,"

he said. "This design was in direct response to that and is why it has been so well received."

The dedicated parents' wing and the 8.4-star energy-efficiency rating were among the others highlights of the design, Mr-Underwood added.

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