

Boutique Builders: Emerging Options in the New Home Market

Does it seem as though the options these days for buying a new home have been rather limited? On one end of the spectrum there are tract builders, on the other end there are custom builders. Tract homes are generally of moderate quality, located in a tract neighborhood with lots of other similar looking homes, and surrounded by sparse, immature landscaping. On the positive side, however, they are generally completed in a timely manner, their price is, for the most part, a known quantity, most construction issues from start to finish are handled by the builder, and financing the finished product is a straight-forward process. Custom homes are generally of high quality, located on individually selected lots, and uniquely designed and landscaped. On the down side, the building process can be very lengthy and drawn out, cost overruns are commonplace, construction issues and decisions can become all-consuming, and financing a new construction project is not straight-forward. Is there some in-between option for buying a new home that offers the positives and minimizes the negatives of the two extremes?

There is an emerging market in new home building that appears to be filling the gap. “Boutique Builders” are popping up around the country, giving home buyers attractive new options for buying new homes. Boutique Builders are small companies that build only a few high quality uniquely designed homes at a time. Most Boutique Builders build in or near the communities in which they live, and therefore have a vested interest in producing a quality product. Individually selected lots are matched to distinctive house designs so that the best features of both are optimized. Generally, local trades-people and artisans are used, ensuring that attention is paid to details of style and quality. Additionally, homes built by Boutique Builders include high end products and features that would otherwise be considered an upgrade in tract or semi-custom situations. For example, features such as energy efficient HVAC systems and appliances, environmentally appropriate landscaping and irrigation, high quality energy efficient windows and doors and insulation that exceeds minimum standards, are all included to maximize long-term enjoyment and minimize long-term financial burdens.

Boutique Builders assume the burden of purchasing land, obtaining permits, grading and preparing the lot, funding and managing the construction, and providing a completely finished turnkey product that is ready for purchase and occupancy. They may also assist with lining up mortgage financing for the new home owner.

Boutique Builders are building new homes that are of high quality, of unique design, located on desirable lots in established locations, surrounded by mature landscaping, and offered as a finished product at a quantifiable price. While on the surface prices may seem somewhat higher than tract homes of the same size, Boutique homes already include the high end finish products, appliances, fixtures, design details, and landscaping that are either not available or added to the base price as upgrades in tract homes. When comparing apples to apples, Boutique Builders are offering an unbeatable value, superior homes for a reasonable price.

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Del Soul Homes is a Boutique Builder in Redlands, CA. For information about Del Soul Homes' projects please visit www.delsoulhomes.com.