



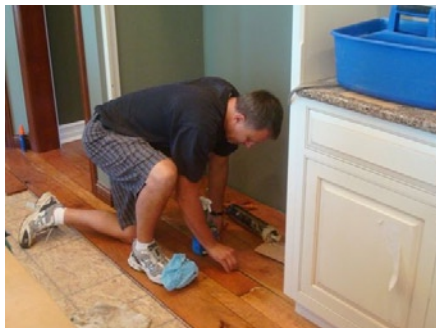
Highly Customized Ember Oaks Homes Keep Local Craftsmen Hopping

LANSING, MI – September 15, 2009

Ember Oaks is not your average neighborhood. One look at the Persico home in Ember Oaks will tell you that these homes are more “art” than “construction.” And that art is performed by the finest craftsmen the mid-Michigan market has to offer. The family has given Schroeder Homes permission to show their home to invited guests over the weekend.

The circle drive of the home reveals four large, ornately capped pillars that adorn the spacious front porch. Step through the custom double front doors to unveil a home so painstakingly detailed that it is clear, this was no “design and build” job. The home features a sweeping, wrought iron staircase in the foyer, a media room and a temperature controlled wine cellar, as well as a unique room under the four car garage where the kids can hone their skills in various sports.

“A home like this is more of a partnership between the designers, craftsmen, builder and the homeowner,” states Duff Schroeder who directed both the design and construction of the home. “The Persicos had a clear vision of the atmosphere they wanted to create, so each of the living areas has a very distinctive feel. The kitchen and family room present a great example. The kitchen features hand scraped cherry flooring (found nowhere else in the home) and it really gives this area a traditional, rustic charm. Each of the bedrooms is designed and appointed to have its own feel; one more contemporary, one more french provincial, etc. It really gives the home a grand atmosphere.”



Julie Persico, the homeowner, has documented in photographs every step of the construction. While she was involved in each design decision, she immediately recognized the incredible level of involvement from the talented crew. “The crew has been terrific,” states the homeowner. “It has been wonderful to watch the home take shape at the hands of these talented craftspeople. I wanted to keep a record of the process because it was not only incredibly interesting, but it means so much to us as a family. Almost 100 people have contributed to make everything ‘perfect.’ They are truly artists who will affect our lives for years to come.”

How has Schroeder Homes remained active in a home market that can only be characterized as weak? “We have remained true to ourselves,” explains Schroeder. “Schroeder homes has been recognized for over 50 years as a true ‘custom home’ builder and that is what we continue to do. In a market like this we have more time to fully customize this home to really fit the family’s lifestyle.”

What’s more, it is a “buyer’s market” in new home construction. “Interest rates are very aggressive, lumber and materials prices have come down and the construction crews are willing to bid jobs ‘tight’ to make sure they get the work. That results in getting a lot of mileage from your budget,” states local realtor Terri Holmgren. “If people are ready to build now, they will realize unbelievable value on their investment.”