

Sunday, July 22, 2007

Centex Homes' RR Development Incorporates Stone and Wrought Iron Detailing

*By Jane Mahoney
For the Journal*

Need to see a decked-out home to fully appreciate what it has to offer? Potential homebuyers can see more bang for their buck with the multiple model homes at Cabezon Communities, a master planned residential development in Rio Rancho.

Actually, its absolutely free to look through closets, bathrooms, master bedrooms or pantries to your hearts content. Tuck into a couch in front of the great room fireplace and imagine the place is yours.

Cabezon is home to eight home builders. Three of the distinct communities have been developed by Centex, a national builder on the Fortune 250 index. There are seven Centex models within two miles in this development, with homes priced from \$189,500 to nearly \$400,000.

Three of the most affordable model homes are in the Toscana neighborhood, Centex's newest community at Cabezon. Here, listings start at \$189,500, a price aimed at first time or step-up buyers attracted to the neighborhoods Tuscan-style ambiance. At Toscana, homes range in square footage from 1,169 to 1,938 square feet, and top out at about \$249,500.

At Toscana, features such as tile roofs, stacked stone and wrought iron accents are Tuscan in flavor and highlight this neighborhood that eventually will include 248 two-story homes. The sweeping views of the mountains, city, and mesa are part of the package.

Centex, a builder in the Albuquerque metro market for 20 years, has a philosophy of putting customers first, says Brian Schmidly, the company's director of marketing. This past spring, Centex announced that many amenities previously part of the upgrade package at Cabezon would now be considered standard features. As part of that standard fare buyers find doors with lever handles, ceramic tile in the wet areas, solid surface countertops, tile backsplashes and microwave ovens. Open floor designs allow for easy conversation among family members spread between great room, kitchen and dining room.

Customers also appreciate Centex's customer service after a sale, says Dana Wilson, area sales manager. Centex provides a two-year "Fit and Finish" warranty to handle any post construction issues in addition to its standard 10-year structural warranty.

Centex uses frequent customer surveys to determine what buyers want in new homes as part of the company's efforts to stay current with

trends, Wilson said. The results— from loft "bonus" rooms to luxurious master bathrooms— are incorporated into the Centex models at Toscana.

Livability of the homes is a top priority, Schmidly said. Laundry rooms are upstairs near the bedrooms, for example, and dining rooms can be extended with an opening to an outdoor patio.

During the construction phase, buyers can select upgrades ranging from bedroom decks and fireplaces to granite countertops. There are also choices in cabinetry, flooring and paint colors. As part of a master planned community, Toscana at Cabezon is surrounded by mixed use development that includes residential and commercial design, a 5-acre park and small businesses. Residents also have access to 17 miles of connected walking trails.

For homebuyers looking for a larger home or a different look within the neighborhood, Centex offers two other distinct communities at Cabezon. Rancho Plata homes range from 1,250 to 3,019 square feet and start at \$206,000. Rancho Oro homes, considered the designer series, range from 1,982 to 3,017 square feet and start at \$260,000.

All Centex models at Cabezon Communities are open from 10 a.m. to 6 p.m. Tuesday through Sunday, and from noon to 6 p.m. Monday. The models are located at Golf Course and 21st Avenue in Rio Rancho. Call 896-2521 or visit www.centexhomes.com for information.

Home details

ESTIMATED MONTHLY PAYMENTS: (includes estimated taxes and insurance)

For \$209,500 home (1,576 square feet): \$1,259.96

Assumptions: 6.625 percent down; 20 percent, 30-year conventional mortgage

-- Source: Mace Kochenderfer, Anchor Mortgage Group

STANDARD FEATURES: Great room design

Upstairs utility room

Front yard landscaping

Two-car garage

Tile floor in wet areas (kitchen, bath, utility)

Double pane windows

Solid surface countertops

Recessed lighting

HEATING AND COOLING: Forced heat/refrigerated cooling

INSULATION VALUES: R-30 in the ceiling, R-13 in the walls

Sunday, October 28, 2007

Tuscan-Style Home Features Tile Floors, a Luxurious Bathroom and Unique Pest Control

*By Amanda Stevens
Journal Staff Writer*

The Toscana homes in the Cabezon subdivision are built with a little Mediterranean flavor.

"Our homes are very different," said Brian Schmidly, director of marketing for Centex Homes. "They have a Tuscan architecture, materials and layout."

The Toscana community has 238 lots, 25 of which are pre-sold.

The Piera, one of Centex's six model homes in the neighborhood, is a 1,938-square-foot, two-story home that has a tiled entry way, dining area and wet areas. The living area and bedrooms are carpeted.

The three-bedroom, 2.5-bath home has all the bedrooms on the upper level of the house for added privacy.

Two large fixed windows let ample natural light into the living area and dining area.

One of the things that sets Centex apart from other builders is the pest control system that is in all of its homes.

Centex installs a Hometeam Pest Defense system, a network of small plastic tubing built into the walls of the homes.

The tubes go throughout the home and are linked to service ports on the home's exterior. The port allows pest control materials to be distributed inside the walls from outside the home, keeping dangerous pesticides away from children and pets.

The home features energy-saving dual pane windows, as well as ample storage space.

"We do research and find out what people want— like large closets," said Joe Lamendola of Centex Homes. "People want natural light, so we try to add as many windows as possible."

The home has a large closet under the stairs and is peppered with storage areas.

The master bathroom features a double sink vanity and oversized bathtub with a convenient shelf above the tub that is slanted so if it gets wet, the water can drain into the bathtub.

A huge walk-in closet that tucks around the corner completes the lavish bathroom.

Two smaller bedrooms are located on the other end of the house to give residents extra privacy.

The master bedroom has an optional balcony that offers a nice way to escape the hardships of the day.

At a glance

STANDARD FEATURES: Two-car garage, Hometeam Pest Defense system, acrylic stucco exterior, and tile in all wet areas

HEATING/COOLING: Refrigerated air conditioning, gas-forced heating

PRICE: \$201,900

ESTIMATED MONTHLY PAYMENTS: 1,938 square feet: \$1,210.49

ASSUMPTIONS: 20 percent down, 6 percent interest, 30-year conventional mortgage