

Setting sights on sites

Home-sale harvest strong at Reserve One's Running Brook community

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JOHNSBURG – After a year of sales, Lisa Loftus has reason to be optimistic about sales at Reserve One's Running Brook Farm.

“Based on experience, we should be built out within 2 1/2 to three years,” said Reserve One's owner.

Loftus plans to sell 144 town houses and 108 single-family homes at the site on Riverside Drive's about a mile south of Wilmot-Johnsburg Road. “So far, we have sold 28 town houses and 25 single-family homes,” she said.

“We opened a sales trailer at the site in May 2005 selling only town houses. In August 2005, we began to sell single-family homes out of the model and at the same time opened our first town house models to the public. By January of this year, we had our first single-family models open to the public.”

Models of both types of housing were on display during the recent spring Medley of Homes, sponsored by the McHenry County Home Builders Association.

“Our town house model in the medley was the Connenara and the single-family entry was the Eden,” she said.

Although the three-week medley ended May 14, the sales office and models are open daily at Running Brook Farm. Hours are 10 a.m. to 6 p.m. Mondays through Saturdays and 11 a.m. to 6 p.m. Sundays. For information, call sales manager Susan Borta at (815) 759-0808 or visit www.reserveonehomes.com.



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Reserve One plans to develop 144 town houses and 108 single-family homes at the site on Riverside Drive's about a mile south of Wilmot-Johnsburg Road.

Photo provided
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Running Brook home models named after different breeds of horses, developers said

• RUNNING

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"All of our models are named after different breeds of horses. Our motto is 'running horses' as Running Brook Farm is on Riverside Drive near several horse farms. The sales traffic has told us that buyers want homes with two-car garages and so that is what we are providing.

"The \$186,990 Connemarra is our lowest-priced town house. It has 1,464 square feet of living space and includes three bedrooms, two-and-one-half baths, two-car garage and basement," she said. On the first floor there is a dining and family room, a kitchen with an island and eat-at counter and powder room.

"Upstairs from the open staircase, there are three bedrooms, or one of the bedrooms can be built as a loft. Two of the full baths are upstairs.

"Ceilings are 9 feet and the large master suite with the volume ceiling is special. Normally, it has a water closet, tub and bath, but our model is deluxe and shows a sunken tub, shower, dual vanities and separate water closet area," Loftus said.

"If buyers want, they can have a very inexpensive option of having two master bedroom suites upstairs instead of three bedrooms. Another option is having the laundry room on the second floor instead of in the basement. There's a lot of flexibility in that floor plan as well as all the others.

"We do a lot of customization for buyers of town houses or single-family homes. We have our own portfolio of plans, but we have an option book which is quite extensive and we work with our buyers to give them what they want.

"Buyers can tailor the home to their own needs and lifestyles. In fact, we make quite a few changes to accommodate buyers. We can't change the square-foot dimensions but we can do a lot of internal changes.

"Recently, two of our buyers wanted us to finish their basements and did that.

We have people who want a



Photo provided

Reserve One's customers can customize their town houses or single family homes to their liking.

closed-off kitchen and so we changed how the eat-in counter and cabinets worked for them.

"Another buyer wanted a bedroom (downstairs) in lieu of a dining room, so we made the interior structural changes for that.

"A buyer came from Europe where gas prices (for heating) are much higher. Instead of volume ceilings, they wanted lower ceilings to save on gas bill charges here. That was very unusual as most buyers want higher ceilings, but this buyer came from Europe and had a different feel to the matter," Loftus said.

"We can't enlarge, but there's a lot we can do. Patios or decks, finished or unfinished basements, lookout or walkout basements are a few of the choices to make," she said.

Town house owners are subject to a monthly home owners association fee of \$131. The fee covers snow removal, lawn and detention pond upkeep and insurance of common areas.

Single-family owners are assessed \$500 annually for services. "We have common areas, a walking path and a large 'village' park," she said.

Single-family ranch homes start at \$271,990 with square footage beginning at 2,339.

A two-car garage and basement, like the town houses, are standard

on single-family homes.

"The home we had on display in the recent medley was an Eden," Loftus said. The Eden model includes three bedrooms, two baths, 9-foot ceilings in living, dining and family rooms, kitchen with eating area. "Our display model also has a morning room usable year-round, which adds another 144 square feet onto the living area," Loftus said.

Kitchens dish washer, range and garbage disposal. Refrigerators and microwaves are options.

Entry areas have either a wood or ceramic floor. Baths are ceramic.

"All our buyers meet with designers who help buyers decide what type of flooring they want. If buyers want, they can have all hardwoods on the first floor," Loftus said.

"These are design choices that can be worked out between the buyers and our designers."

Sites are landscaped with sod on front and sides with seed in the rear for single-family homes.

"Town houses and the single-families are fully landscaped," Loftus said.

Electric service varies from 100 to 200 amps. Asphalt roofs are guaranteed for 15 years.

Air conditioning is included in both single-family homes and town houses.

For information, call Loftus at (847) 639-5711.