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**Details Homes Offer Quality Design, Green Materials, Affordable Luxury  
*Custom-Level Modular Homes Built Off-Site, Perfect for Urban Infill***

Sacramento, CA – October 22, 2007 – Urban infill is coming to a neighborhood near you. If Details - Homes of Architectural Distinction is involved, the houses you see will be the best designed, highest quality, environmentally thoughtful homes on the block. Details builds custom-level modular homes off-site at a former aerospace facility in Sacramento, CA, and delivers them directly to small developers' sites throughout California and the Pacific Northwest.

“Using the highest quality design, materials and efficiencies, Details is working to facilitate new urbanism. We believe it is our responsibility to create healthy, lasting neighborhoods offering the best quality of life to residents,” said Mark Wintz, president of Details. He was involved in the residential construction industry for 25 years before leading the management team at Details.

It's all about selling a simplified construction process and affordable luxury. Starting with great design, quality materials and the finest craftsmanship, Details constructs modular homes unparalleled by anyone in the industry. Perfect for the small infill developer looking for a cost-effective, attractive solution to building a limited number of houses in a neighborhood development, Details helps these small developers save time and costs.

Not a tract home that looks just like the others on the block, Details homes are architecturally appealing with well-appointed details, green materials and modern efficiencies throughout. Instead of costing \$300-\$400 per square foot to construct like a custom, site-constructed house would, Details homes can be completed for approximately \$150 to \$200 per square foot due to the procedural efficiencies in building off-site and constructing the home in sections onsite. All homes arrive to the developer already inspected and approved by the California Department of Housing and Community Development. With an order to occupancy time frame of around four months, building with a Details home saves considerable time compared to traditional site building, said Wintz.

Distinctive Details homes appeal not only to small infill developers, but directly to the consumer as well. Whether a young, single professional, a downsizing Baby Boomer, or empty-nester couple, Details homes have the look, quality, green

sensibilities and price tag sophisticated Bay Area and West Coast buyers are after.

“In certain areas of California, such as the Bay Area and the Sierras, design, labor and materials costs are high. Details can provide a level of design and architectural detailing that is both desirable and less costly,” said Bruce Evans, vice president of Details. “There is an opportunity to supply high quality product to small infill developers building homes on speculation. We have received very encouraging feedback from some of the more innovative builders in California who are enthused about our offering.”

The Details portfolio offers several home collections: The Cottages; The Fine Homes; The Neighborhoods; and The Timberline. These different home collections range in size, style and functionality. For example, The Cottage Collection ranges in size from 1,100 to 2,000 square feet with charming exteriors including front porches and wood shingles, and well-designed interiors. The Fine Homes Collection ranges from 1,350 to 3,400 square feet in size, with elegant outdoor open spaces for entertaining, state-of-the art kitchens and luxurious bathrooms. Common throughout the collections are superior finishes such as wood windows, hand-scraped wood floors, granite marble and custom trim and beam work.

“We recognize the best way to meet the rising demand for high-quality homes in small niche markets is through off-site construction,” said Wintz. “Consumers in these markets are asking for fantastic design, and materials that are architecturally authentic and green; Details is able to deliver all three.”

For more information about Details - Homes of Architectural Distinction, visit [www.homesbydetails.com](http://www.homesbydetails.com).

### **Details Homes of Architectural Distinction, LLC**

Details builds upscale, off-site constructed or modular custom homes of the highest architectural integrity, craftsmanship and authentic detailing. Using environmentally considerate materials and focused on energy efficiency, Details delivers great design and thoughtful execution to create quality homes, valuable neighborhoods and enduring communities. The Details building facility is located in a former aerospace plant in Sacramento, CA, strategically situated to provide custom-level modular homes throughout California and the Pacific Northwest. For more information, visit [www.homesbydetails.com](http://www.homesbydetails.com).

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