



2010 Holiday Newsletter

Jarman Homes is proudly building in the following communities:



Homes from \$235-\$600's



Homes from the 300's



Homes from \$365-600's



Homes from \$285-\$600's

A year as President



It's hard to believe a year has passed by already. As I prepare to pass the President's gavel on to the associations new

President, I reflect back on this past year with the assurance that our Association is holding strong even in less than desirable economic circumstances.

Speaking of economics, this year's economic forum speakers Dr. Walden & Mr. Helms gave all of us a more clear outlook of what to expect. The good news is the circumstances we are looking for to help the housing market bounce back are happening right in front of us. Now that our government leadership has changed, it is crucial we support Build PAC (Political Action Committee) in order to help educate our political leaders

on issues affecting our industry. Since the November elections, we are hopeful the new direction of government officials will prove a positive outcome for all of us.

In April, our association held its first spring Parade of Homes featuring some of the best builders in the area showcasing what Johnston County has to offer. Our fall HBAJC Golf Tournament was also a success and always makes for a good time of golf, food, & fellowship, with a little competitive spirit.

Our association continues to offer educational seminars in order to make us better and more competitive like "How to Build Green" and "Using the Internet to Grow our Business". I've gotten good feedback from our members regarding this years topics and

guest speakers and how many are implementing these new ideas already.

As I think back from this past year, I now realize the time and effort it takes to be the President of an association such as this. Undoubtedly, it was a lot of hard work but worth every minute. I enjoyed most having the opportunity to meet other building professionals from our state and sharing stories and ideas on how to promote our industry.

I want to thank all the other board members, committee members, and association members for all their hard work and support this year. It has been an honor serving the Home Builders Association of Johnston County as President this year.



Our New Look

We are pleased to unveil our new marketing concept and materials in time for this holiday newsletter. As with any big project, it usually takes longer than you think sometimes, but we are thrilled with the outcome and can't wait to share it with our partners, homeowners, and friends.

We have our new brochure/pocket folder we will use continuously for prospective buyers as well as new homeowners to hold and organize paperwork and company information. The new brochure displays a photo gallery of our homes as well as tells our company story and profile.

Our new business cards mirror the elegance of our brochure and help emphasize our

company's philosophy to always maintain Integrity, Quality, and Service.

Our most exciting venture is definitely the

website, which is still under construction but we expect up and running as we enter the new year. Not only will the website be easier to navigate, but will feature our Custom Homes as well as our many happy homeowner testimonials. Be sure to visit us soon at www.jarman-homes.com.





Clayton is a Great Place to Call Home

I remember over 13 years ago Neil and I took our first drive out to Clayton to check out a possible lot to build our first home. We had met a local builder at a Home Builders Convention that told us he was developing some beautiful land in Johnston County, so we decided to come and take a look. At the time we were living in an apartment located in the heart of Raleigh so we were used to the “city life”. As we seemed to drive and drive to the middle of nowhere, I remember thinking how crazy we must be to consider living so far away from town. But once we got here, we immediately fell in love with the beautiful land, the nice people, and the small town atmosphere. We have been proud to call Clayton our hometown ever since.

A lot has changed in 13 years. Clayton has been designated as one of the fastest growing towns in North Carolina doubling its population in the last 8 years and still growing. As with any parent, one thing I look for in a hometown is the schools. Just last year Clayton was honored

by BusinessWeek Magazine as having the best schools in the most affordable zip code.

Along with award winning schools, Clayton’s business and industry continue to thrive being home to corporations such as Caterpillar, Colonial Carton, Telecris Biotherapeutics, Nova Nordisk, Hospira, Plastron Co., and PCX Corporation. Along with the bigger corporations, Clayton is also home to a thriving downtown with locally owned service and merchandise businesses.

Not only is the business sector impressive, but Clayton is also home to several recreational and cultural resources. Families have plenty of activities to keep them busy from an array of quality parks and recreation facilities, the Clemmons National Park, Riverwood Golf & Athletic Club, The Pineville Club & Spa and more. The historic Hocutt-Ellington Library is certainly a town treasure along with The Clayton Center, home of numerous performances and cultural events.

Another big reason people come to Clayton is definitely the continuing

efforts to preserve the traditional downtown charm by maintaining its economic vitality and historic charm. Residents enjoy attending free concerts, holiday & community events, and a local Farmer’s Market. All these things have helped Clayton boast as the Premier Community for Active Families.

With any thriving town, families are always drawn to Clayton’s affordable homes and desirable neighborhoods. As a builder, we look at what people want from their neighborhood including beautiful lots, great amenities, and great schools. We are proud to be members of several Custom Builder Teams in some of the finest communities in Johnston County including Portofino, Flower’s Plantation, Riverwood Golf & Athletic Club, and Taft Woods. All these communities incorporate beautiful landscapes, great amenities, and affordable prices resulting in a great place to either raise a family or spend your retirement years. What ever you’re looking for, **Clayton is no doubt a great place to call home.**



Building Buzz

- In September, Portofino was awarded four STARS awards by the NC Home Builders Association during the annual STARS gala held in Charlotte. The awards included: 1)Best website (www.portofinonc.com) for a community; 2)Best Special Project for the Ali2 Equestrian Center; 3)Best Sales & Info Center for the Red Roof Inn; and 4)Best Master Planned Community of the Year. What a prestigious accomplishment, Congratulations! We are proud to be a part of the Custom Builder Team in this fine community.
- The HBA of Johnston County will be hosting its upcoming Spring Parade of Homes on April 8,9,10 & 15,16,17. We

are entering our Matador plan (highlighted on page 4) in Portofino. We invite everyone to come out and tour some of Johnston County’s most beautiful homes and communities.

- The Town of Clayton is adding a new Community Info video series to their website in the upcoming new year. The website currently averages over 10,000 hits per month from people all over the country looking to see what the town of Clayton has to offer. Jarman Homes is proud to be a sponsor of the new project and looks forward to seeing its debut.
- Neil & Joy are excited to be going on a trip to the Rivera Maya, Mexico in March all thanks to Stock Building Supply’s Build Your Getaway program. Throughout the year Stock awards points for every dollar spent on building



materials. Thanks Stock, we can’t hardly wait!

- For all you social network gurus out there, Jarman Homes is now on Facebook. It’s been fun exploring the opportunities Facebook offers to keep prospective clients and homeowners updated on specific projects. So check us out on Facebook and let us know what you think.



Joy's top 10 Dream Home "must-haves"

Neil and I are always looking for new plans. It is difficult finding the perfect plan, but there are definitely some things that we look for or alter about a plan to make it a homeplan someone will ultimately consider their Dream Home. Here are my top 10 "must-haves" for any new home we would build with a minimum of 3500 square feet.

1. **Open Floorplan.** The home plan must first and foremost have a lot of open spaces that flow from one area to another. We refer to this type of plan as a "family friendly" floor plan because it creates an ease in social interaction. The flow between the main social areas we look for are the kitchen and adjacent living spaces like the Family Room and Dining areas. Small chopped up rooms make the home actually feel smaller and more confined. We often hear ooohs and aaaahs when people walk into a good open plan, but we never hear "oooh look at this small room."

2. **Personal Valet .** If a plan doesn't have one already drawn, we always make room for a personal valet usually located near



the garage entrance. These spaces are ideal for organizing and storing. The configuration of the space can be as unique as the family living there, but all spaces should include locker spaces for book-bags; decorative hooks for coats, hats, and purses; shoe boxes or bench storage and of course a docking stations for cell phones, keys, etc.

3. **Spacious & Functional Laundry Room** This has become one of my missions in life is to create a space us women will actually enjoy while doing our dreaded laundry. This space often gets overlooked by builders (men) but it is genuinely one of the most used spaces in the home. Knowing how much time I spend doing laundry, we should like the space we are working in. With lots of storage, counter-space, fun color, and lots of functional light, you can actually look forward to doing laundry. ☺

4. **Technology:** The use of technology is a

huge part of our lives every where we turn and it's no different in our homes. Our favorite technology within the home is the Theatre Room by using state of the art big screens and equipment. Why would you spend the money going to the movies when you can get incredible sound and picture quality in the comfort of your home. Another technological "must-have" in any new home is definitely the Whole House Audio system that allows great quality sound throughout the house. Features include Ipod docking stations and multiple source integration. Technology now allows homeowners the ability to hide unsightly equipment and wires while accessing equipment by allowing the remote to communicate to other equipment through an infrared eye that is practically invisible.

5. **Energy Efficiency.** All new homes should at a minimum be built using Energy Star standards. Additional upgrades Neil likes to incorporate is the Radiant Barrier sheathing giving the home even more insulation protection. The Tankless water heaters are a great, cost-effective way to heat your water. With an endless supply of hot water, tankless water heaters only heat water as needed therefore, giving homeowners as much as a 40% energy savings.

6. **Lots of Storage:** Neil does a great job finding more storage areas than a plan usually shows. We first look for ways to enlarge existing storage and maximize every square inch. We also look for creative ways to adapt existing space into additional functional storage. Spacious closets are as important as the bedrooms they accompany. Pantries should be spacious and functional.

7. **Extra Large Garage.** I may pay special attention to the laundry room, but Neil always looks specifically at the size of the Garage. With SUV's being a staple with most family's these days, the Garage must be able to accommodate at least two vehicles comfortably plus all the other tools, sports equipment, etc. that gets stored.

8. **Outdoor Living Area.** With the fair

weather of NC we like creating wonderful outdoor living spaces that allow homeowners the luxury of enjoying their outdoors as much as the indoors. Adding outdoor fireplaces and entertainment areas makes it easy and fun to entertain all year long.



9. **It's all in the Details.** Use of space in any plan is undoubtedly what initially attracts us to a floor plan, but it's the ability to add in the details that make each home we build unique and special. Finding the right color combinations, installing well-built custom cabinetry and trim moldings are the details that ultimately wow the homebuyers.

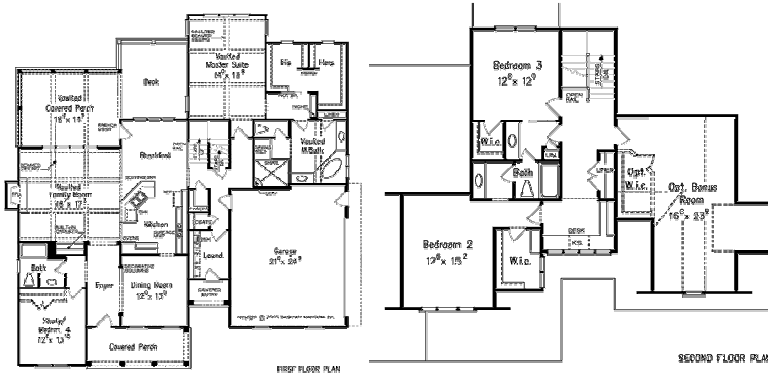
10. **Location, Location, Location.** A great plan is nothing without a great place to build it. At Jarman Homes, we look very carefully for lots in locations that are going to attract families. We feel fortunate to be part of the Custom Builder Teams in some of the finest communities in Johnston County. It really is true, a great home may not sell in a good location, but a good home can sell in a great location.

Enjoy the Holidays in Clayton

- Town of Clayton hosts the Live Christmas Village & Tree Lighting on Dec. 2, 6-8:30pm. The Christmas Parade will be Dec. 11th at 3pm.
- The Clayton Center hosts Songs & The Season holiday performance by Kathy Mattea on Dec. 3 at 8pm.
- Pineville Club hosts their annual Tree-lighting with Santa on Dec. 4th 3pm-6pm.
- Riverwood hosts their annual Christmas Festival on Dec. 4 including choral performances, tree lighting, free food, & more.
- Portofino hosts its Christmas Party at the Piazza December 5th & New Years Eve Party on the 31st.
- Lights on the Neuse opens November 28—New years. Enjoy a magical holiday light extravaganza for the entire family.



Featured Home: The Matador Plan



Lot 13 Portofino

Price: \$489,900
 Total Heated s.f.: 3400
 Available: 1/31/10.

Our 2011 Parade of Homes entry includes all the extras. Beautiful brick home features a spacious downstairs master suite, custom cabinetry, exotic hardwood floors, personal valet, spacious laundry room, 3 season porch and patio, large bonus room with theatre, whole house audio, and central vac. (Additional walk-in storage not shown on drawing.) View its construction progress on our Facebook page.



Joy & Neil Jarman

On behalf of Jarman Homes, we pledge our continuous commitment in creating successful relationships with our homeowners, subs & partners, and realtor friends. We accept the responsibility of staying in touch with the current trends, constantly updating our home plans, keeping our jobsites clean and safe, and using quality materials and construction techniques. We pride ourselves on our outstanding customer service before and after the sale, our extraordinary attention to details, and a personal and creative touch to each home.

During this Holiday Season we hope you will take the time to remember the true meaning of Christmas and the birth of a precious baby boy that brought hope and grace to each of us who believe. We want to wish you and your families a very Merry Christmas and a blessed New Year.



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We want to wish everyone a joyous and peaceful Holiday Season!