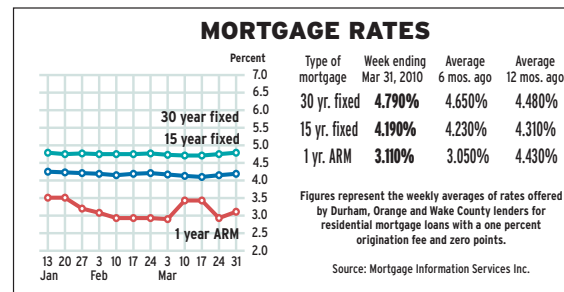


real estate

newsobserver.com/realestate



'Fashionably affordable' Crosstowne

CONTRIBUTED REPORT BY
REBECCA R. NEWSOME, MIRM

Located just 3 1/2 miles from Downtown Raleigh, Crosstowne is the exciting new community by award-winning Prominence Homes. With three- to six-bedroom homes priced from the \$120,000s, Crosstowne's convenience to employment centers, entertainment, shopping, a wide mix of dining options and I-40 is nothing short of fabulous! In addition to nationally celebrated museums and an array of performing arts venues, Biltmore Hills Community Center and the YMCA are a stone's throw from the community. Wake County public schools for Crosstowne are Timber Drive Elementary School, Moore Square Museums Middle School and Southeast Raleigh High School. Yes, "fabulous" is a fitting description for the location of this refreshing new community.

Crosstowne's easy-access-to-everything positioning combined with affordable pricing and exceptional standard features make this community a must-see for potential home buyers. These spacious single family homes include extraordinary standard features such as 9' first floor ceilings, 42-inch kitchen cabinets, trimmed interior windows, fully finished garages, and an abundance of energy saving products.

"I call Crosstowne fashionably affordable," says Bob Polanco, president of Prominence Homes. "It's the perfect terminology for what's underway here. The details in these homes create a very custom feel. Visitors and buyers alike have commented that they would be paying for many of these features as upgrades in other neighborhoods, and I know that their statements are true. I've made it a priority to listen to what's important to home owners and incorporate as many features as possible into my homes without charging premium prices. And with my hands-on involvement, customers can make all kinds

of plan modifications to personalize their homes. Large 'corporate' builders don't allow for this type of customization. Clients tell me it's wonderful to work with a builder that wants not just satisfied customers but truly delighted customers."

"Eventually we'll have a total of 141 single-family homes, with townhomes coming later. The neighborhood is really beginning to take shape, and everyone has been very receptive to what they're seeing here."

Among the most notable elements upon arrival at Crosstowne are the homes' exterior color and texture selections. A mix of bold colors — reds, browns, blues, terracottas and greens, to name a few — combine with batten board and shake accents to create a vibrant, rich first impression of the community. In fact, Prominence has been recognized with a national award from CertainTeed for its vivid color selection.

"There was a time when I felt, like so many builders, that 'vanilla' appeals to everyone," Bob continues. "Thank goodness I got away from that mindset! As I started incorporating bold colors into the exteriors of my homes, the response from customers was amazing. I realized that the use of lively color not only creates beautiful streetscapes, it eliminates the monotonous 10 shades of beige seen elsewhere, and it defines each home. Customers of all ages have told me how much they like this aspect of my neighborhoods. I think it gives home owners a sense of place and belonging . . . I'm glad I can offer something so fundamental that makes such a huge impact. Color makes a place seem happier."

As a building industry veteran of over 30 years, Bob's portfolio includes manager of operations for two of the country's top 10 builders and president of operations for a leading national builder for more than 15 years. He not only personally supervises the construction of each of his homes, Bob



"Color makes a place seem happier," says Bob Polanco, president of Prominence Homes. Homes at Crosstowne are priced from the \$120,000s and boast a fireplace, TV niche and built-in bookcases. Standard features include 9-ft. first-floor ceilings, 42-inch kitchen cabinets, fully finished garages and an abundance of energy saving products.

CONTRIBUTED PHOTOS

Check it out

Community: Crosstowne
Builder: Prominence Homes
Location: Off Rock Quarry Road, 3 1/2 miles from downtown Raleigh
Prices: From the \$120,000s
Contact: 919-594-9897 or visit www.pomhome.com

gets to know his buyers, evidenced by the fact that he speaks with them on a first name basis during his regular onsite visits. Bob's belief in quality, reliability, an unmatched work ethic and integrity is clearly substantiated during a tour of his homes and neighborhoods, giving credibility to the Prominence Homes' motto of "your personal builder."

"My feeling is that both home buying and home ownership should be joyous," says Bob. "I give customers my phone number, and tell them to call me with any questions regarding their homes, whether it's during construction or years after move-in. I've had customers cry over how happy they are to be in their own homes, and I tear up right along with them. I'm very proud to be a part of an industry that provides shelter, and I'm passionate about providing excellent quality at an affordable price."

If Prominence Homes and Crosstowne seem like a good fit for you, contact them soon, because home buyers qualify for tax credits of \$6,500 to \$8,000 on homes under contract by April 30 and closed by June 30.

To visit Crosstowne, take I-40 to Rock Quarry Road, heading towards Downtown Raleigh. Turn right on Crosslink Road by the Burger King. Travel 1 1/2 miles to the Crosstowne entrance on the left.

Prominence Homes also builds townhomes in Historic Downtown Wake Forest's Avondale, with pricing from the \$120,000s to the \$160,000s.