

# WATCH

# BRICK



1a



1b



1c

**A**ll-brick neighborhoods possess a beauty and intimacy that's rarely replicated with other materials, proving that these all-brick builders aren't just building homes. They're building community — one brick at a time.



1d

## Introduction: Community Pride

As cities continue expanding in order to accommodate growing populations, new residential developments of all sizes sprout up every day. More and more, homebuyers prefer not only a home to meet the demands of 21<sup>st</sup> century living; they're also seeking a sense of community to anchor their hectic lives.

Nothing says community better than brick. You'll find it in the most established and distinctive neighborhoods across the nation. Its durability, warmth, exceptional value

and enduring charm make it the most preferred building material across the Southeast, plus brick creates a sense of community today's homebuyers are hungry for.

*Because of brick's unique ability to satisfy consumer preferences while protecting the integrity of the community on an ongoing basis, many builders have decided to build exclusively all-brick neighborhoods.*

Following are just a few stories of all-brick builders who are doing it successfully and profitably. By deciding to focus on all-brick construction, these builders have gained competitive advantage and often outperform the competition in terms of workmanship, sales, and profits.

Best of all, these attractive, inviting neighborhoods promise to be a long-term asset to the communities in which they exist. They offer prospective homebuyers an investment that promised to increase in beauty and appreciate in value for years to come.



TODD ELLIS  
TODD ELLIS BUILDERS

*“Brick homes are noted for their quality and durability. That’s what customers want.”*

TODD ELLIS  
*Builders*

### “NO COMPETITION”

Todd Ellis began building homes in 1984, when his grandfather, Wayne Pope, taught him how to build the old-fashioned way: with quality materials and special attention to workmanship. Ten years later, Ellis began his own building company, Todd Ellis Builders, Inc., in Statesville, NC. Its showcase neighborhoods, Seven Springs and Spring Forest, are all-brick communities.

Seven Springs was developed in 1998. It offers 20 different house plans starting at 1,500 square feet with pricing beginning at \$180,000. Spring Forest, developed in 2000, features 14 different house plans at 1,700 square feet and up and ranging in price from \$180,000 to \$750,000.

Both neighborhoods were developed under a covenant where at least 75 percent of the home’s exterior, including outbuildings, must be brick. “Customers really appreciate it,” says Ellis, who believes the biggest asset to building with brick is its durability. “If the customer is looking for quality and low maintenance, there really is no competition. It’s brick.”



2a



2b



2c



2d



2e

**D**eveloped in 1998, Seven Springs demonstrates how an established brick community maintains both its beauty and value.

“Brick can increase the initial building cost, but over time, the money and time you save in replacement, maintenance, and general upkeep of other materials really equal out,” Ellis says.



PAUL TROTTER  
TROTTER HOMES

*“Brick is timeless. It looks as good in the future as it did when it was installed.”*



### CORNERING THE MARKET IN CHARLOTTE

When realtors began advertising their listings as “built by Trotter Homes” to attract potential homeowners, Paul Trotter knew his company, the only all-brick residential builder in Charlotte, had solidified its reputation as a premier builder in the community. “Brick is what makes us distinctive. It’s what we’re known for, and people seek us out when looking for a home,” Trotter says.

Paul Trotter’s father, William, began the company in 1959. Since then, Trotter Builders has built approximately 40 homes each year, all in the Charlotte metro area. Currently they have two communities in development – Foxfield and Balmoral Park.

Foxfield, located north of Charlotte in Mooresville, features homes from 1,860 to 3,309 square feet and priced from \$223,500 to \$320,000. Balmoral Park, in South Charlotte, has 55 new homes at 2,460 to 3,341 square feet priced from \$287,950 to \$355,000. Each community offers 10 different house plans with distinctive architectural features such as bay windows, arches, and front porch areas. Trotter insists that



brick is a great value: “Anything costs you more when it’s the exception rather than the rule. Our competition charges thousands more to install brick because it’s an exception. But brick homes are all that we

do. With the quality that goes into it, the homeowner will enjoy high re-sale and numerous cost savings over the life of their home. In the end, it’s well worth it to buy brick.”



**“Homeowners like living in an all-brick community because they know their neighbors also use brick,”** Trotter says. “It maintains the integrity of the neighborhood, and the pride of brick encourages homeowners to spend time on their landscaping.

**“Our communities aren’t just developments. They’re neighborhoods, and brick plays a big part in that.”**



*"I simply prefer building in brick.  
Mostly, it's all brick or nothing at all."*

—JEFF PEGG, PEGG CONSTRUCTION

Focus  
On

## All-Brick Communities



### UNQUESTIONABLE VALUE

If you ask Jeff Pegg of Pegg Construction in Kernersville, NC why he prefers building exclusively with brick, his answer is quick and decisive: "People prefer brick. Its beauty and cost-savings make it a great sales tool. But above all, I just prefer doing brick homes."



4a

Two of his all-brick communities – Taylor Chase in Kernersville and Bull Runn in Colfax – are testimony to the lasting appeal of brick. Both have proven extremely popular with homeowners. "There's no other building material that really matches brick when it comes to adding an established, substantial look," Pegg says. "Brick ensures that my work will retain its beauty and quality well into the future."



4b



4c

Pegg's first all-brick neighborhood, Bull Runn, features 15 homes from the \$200s to the \$330s. Each 1,800- to 2,600-square-foot home sits on a large one-acre lot, providing a feeling of upscale country living that's convenient to town. Completed in August 2002, Bull Runn sold out in only eight months.

\$269,000. The look of the community, as well as size and price of the homes, are geared toward down-sizers who want the same caliber of amenities existing in larger homes. So far, five are sold and Pegg expects the pace to pick up substantially later this spring.

Construction on Taylor Chase began in June 2002 and features 15 homes ranging from 1,700 to 2,300 square feet and priced from \$199,000 to

Pegg's newest community, Morris Farms, will be built in three phases. When complete, it will feature 93 all-brick homes ranging from \$189,000 to \$229,000 and up.

Each development reflects Pegg's commitment to making sure the homeowner receives maximum value and quality. "Sure, the upfront cost of brick can run anywhere from 4 percent to 10 percent over the original sales price depending on what type of brick the owner asks for," he says. "But when you consider the utility savings and increased profit on resale, there's really no question: Brick is the way to go."



4d

**P**egg says he tends to over-build his homes by making footings and floor systems stronger than required and giving his customers more features like trey ceilings and ceramic tile.



**DANIEL LITCHFORD**  
**BUILDER & DEVELOPER**  
**PINEAPPLE HOMES**

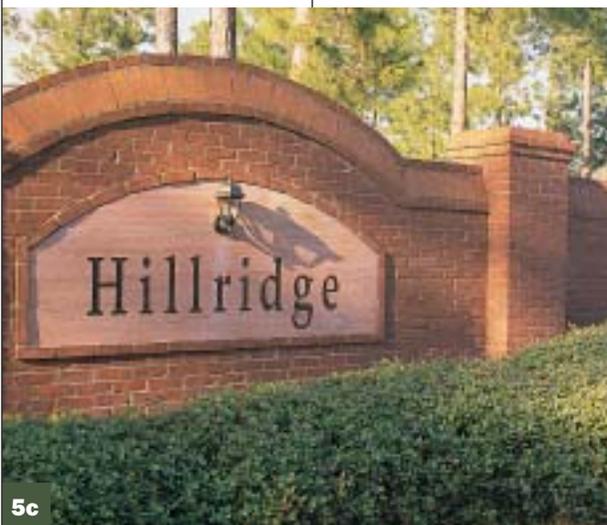
*“Considering the low maintenance and quick resale of brick homes, brick pays off in the end. You get what you pay for!”*



5a



5b



5c

### **SHELTER FROM THE STORM**

In the early spring of 2000, a devastating hail-storm blew through northeast Columbia, SC. Millions of dollars in damage was recorded. Countless vinyl siding homes were riddled with huge holes, but homes in the all-brick communities nearby, Wellington and Hillridge, built by Pineapple Homes of Blythewood, SC were untouched except for roofing shingles, according to Stephen Brennan sales agent for these communities. “Then you heard people saying, ‘if only I’d bought a brick home,’” says Brennan.

Sturdiness isn’t the only reason Pineapple Homes prefers to build exclusively in brick. “Brick has a solid natural look people like. Our homeowners enjoy solid, quick, and consistent resale values because of it,” says Daniel Litchford, builder and developer with Pineapple Homes.

To compete with a national builder developing a large community of vinyl-clad buildings, Litchford and his father developed Hillridge, the first all-brick community in northeast Columbia in 1992. Geared toward the larger portion of the new home market, the homes used all wood mold brick and offered amenities commonly associated with

**T**he Hillridge community has garnered seven awards so far, including Community of the Year from the Columbia Homebuilders Association.

**I**ts success convinced Litchford to continue specializing in all-brick developments.

CONTINUED ON PAGE 6



**BRICK  
ASSOCIATION  
OF THE  
CAROLINAS**

Boral Bricks  
Carolina Ceramics  
Cunningham Brick Co., Inc.  
General Shale Brick  
Hanson Brick  
Lee Brick & Tile Co.  
New London Brick Works  
Old Carolina Brick Co.  
Palmetto Brick Co.  
Pine Hall Brick Co., Inc.  
Statesville Brick Co.  
Taylor Clay Products Inc.  
Triangle Brick Co.

800.62.BRICK

Suite 800  
8420 University  
Executive Park  
Charlotte, NC  
28262

[www.gobrick.com](http://www.gobrick.com)

Focus  
On

# All-Brick Communities



6a



6b

custom builders. Homes ranged in size from 1,721 to 2,300 square feet and were priced between \$116,000 to \$150,000. Consumers responded, and all 60 lots were sold in only 22 months. The lesson of Hillridge was a simple one: a bold move to distinguish yourself from the competition can pay off.

Wellington was built in 1994 in the midst of a fiercely competitive real estate market. Priced between \$129,000 and \$200,000, and ranging in size from 1,800 to 2,700 square feet, 132 homes have been sold, with only four lots remaining.

Brick's high resale value makes it a great choice for anyone wanting a return on their investment. "Initially, brick is slightly more expensive, between 4 and 6 percent more of the total house value than vinyl homes," Litchford says. But, according to Brennan, there are countless ways a brick home not only pays for itself, but makes more



6c

money for owners of brick homes. "First, you get a bigger house because appraisers measure from the outside, and a brick home picks up one extra square foot for every 2 feet of perimeter. That's an extra 72 square feet for an 1,800-square-foot home. At \$90 to \$100 per foot, you just got \$7,000 added to your home's real market value."

In fact, when Hillridge property values were re-assessed in 2001, it had the highest percentage of increase of any community in the county. "That's truly a testimony to the value of brick," Brennan says.



6d

**R**esidents of Hillridge and Wellington enjoy the beauty, energy-efficiency, and low maintenance costs of brick.

**"I** can't recall a single call-back to address a maintenance or construction issue involving the brick itself," Brennan says.

## KUDOS

**1a; 6b, c, d** Wellington, Columbia, SC; Builder: Pineapple Homes, Blythewood, SC; Architect: Matthew Davis, Columbia, SC; Mason: Andrew Kelly, Winnsboro, SC.

**5a, b, c; 6a** Hillridge, Columbia, SC; Builder: Pineapple Homes, Blythewood, SC; Architect: Matthew Davis, Columbia, SC; Mason: Andrew Kelly, Winnsboro, SC.

**3a, d** Foxfield, Mooresville, NC. Builder: Trotter Builders, Charlotte, NC.

**1c; 3b, c** Balmoral Park, Charlotte, NC. Builder: Trotter Builders, Charlotte, NC

**1d; 4c, d** Bull Runn, Colfax, NC; Builder: Jeff D. Pegg Construction Company, Inc., Kernersville, NC.

**4a, b** Taylor Chase (currently in development), Kernersville, NC; Builder: Jeff D. Pegg Construction Company, Inc., Kernersville, NC.

**1b; 2a, b, c, d, e** Seven Springs, Statesville, NC. Builder: Todd Ellis Builders, Inc.; Masonry Contractor: Ray's Masonry, Statesville, NC.