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Landed Gentry joins Facebook

facebook

Keeping up with the times, Landed Gentry has ventured out into the world wide web in many facets; most recently by creating a Facebook page. Facebook is quickly becoming a revolutionary networking tool and a great advertising outlet.

Anyone can join the Landed Gentry "group" page and be up to date on our recent news, discussion boards, and photos of our communities. Comments are always welcome and links to our website as well as all of our contact information is included.

Get to know Landed Gentry a little more closely with Facebook!

[Check out our page.](#)

Showroom Etiquette

As a builder of high-quality homes, we strive to deliver something special to every customer. The days of "cookie cutter" housing are over! To insure that each home is unique, we rely on several resources to help our buyers fashion a house that reflects their individual tastes.

One resource is the showroom. We have built two showrooms as part of our service to our customers. The best showrooms provide a wide variety of choices in real-world scenes or applications (called vignettes) that show how the products will look in a finished home.

The earliest showrooms showcased kitchen and bath products, such as cabinets, appliances, and plumbing fixtures. Recently, however, vendors of windows, doors, stair parts, countertops, trim, lighting, fireplaces, and other products are using our showrooms, too. That diversity has allowed us and our homebuyers to create truly personal and distinct home features.

When we use our showrooms to make those choices, we usually have an allowance -- or specific dollar amount -- that we and our buyers have agreed to allot for those products. Our buyers (or prospective buyers) generally schedule a meeting to visit the showroom at their convenience, letting the Selections Coordinator know that they are coming and what their allowance is. In order to insure an enjoyable and stress-free showroom experience, it is important for everyone involved to follow a bit of etiquette.

The first point of showroom etiquette is to make an appointment and stick to it. Keeping a *timely* appointment means that our clients are more likely to make their choices on schedule. Like many of the decisions made in the process of building a home, selecting the many finish products within the agreed schedule is the buyer's responsibility and part of the partnership we strive to create between us.

The next item of protocol is to stay within the budget allowance. We make every effort to prepare (and remind) our buyers with regard to the budget choices they have already made. But showrooms are filled with variety and are designed to make the products look appealing. Many will be out of the range of the agreed budget amount. Although it is tempting to exceed the budget "just this once," getting off budget can have a ripple effect on other costs, pushing the buyers beyond what they can afford. The added stress may significantly reduce the owners' satisfaction with the building process and their new home. It is important to stick to the allowance amount and trust that there is a wealth of great choices *within that number*. We rely on our vendors, too, to stay within the identified budget and resist the temptation to "up-sell" to a higher-priced product line for their own financial benefit.



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The last rule of thumb at a showroom is to make full use of the experts - your Selections Coordinator and our vendors. Increasingly, these are design professionals who can help make product selection easier and more satisfying. Design professionals have a trained eye for what creates cohesiveness and comfort, such as selecting colors or finishes that complement each other. They are skilled, too, in assisting buyers to identify and satisfy their personal tastes. We encourage our buyers to ask questions and share their dreams with these professionals. We select vendors who have that expertise for our customers' benefit.

Equipped with these three simple rules, our owners will be able to relax, enjoy their showroom experience, and make satisfying choices.

Warm regards,

Brian

Brian Gentry
President



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Our Communities:

