



Want to know why there are so many Registry signs around?

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For the latest, go to iPhone-friendly [www.RegistryHomes.com](http://www.RegistryHomes.com)

# Let's talk about building your dream home.

Believe it or not, right now is one of the best times ever to begin a new home project. There are solid reasons why.\* **Call us today.**

\* Ask about our very special New Year incentives.

Building custom homes for people who don't have time to.

Registry only builds new homes for individual clients (We're a real custom home builder).



214-802-6004



# Please don't build a new custom home without first talking to Registry®

Why (and how) Registry® builds completely different custom homes.

**W**HEN IT COMES to moving into prestigious redevelopment areas like Preston Hollow or Park Cities, the options before Registry® Homes began changing the landscape were: (1) Moving into a 50-year-old 2,200 sq. ft. "fixer-upper", or (2) Spending \$1.5 million for a 5,500-6,000 sq. ft. home that exceeds the needs of most families. Registry, instead, offers its custom home clients a third, smarter option.

- **Your third option.** A new custom family-sized home, with all the features and rich finish outs of a \$1.5 million mansion except one: too much square footage. Registry® family homes are typically 4,500 square feet or less. *What this means is that Registry® can and does build quality Preston Hollow and Park Cities home projects that cost far less than other builders charge.* To do so, however, requires a completely different approach to custom (if you want to build a high-quality, high-value, home right next door to the big, expensive ones). Following are our secrets.
- **Buy great lots at great prices.** Acquiring increasingly rare building sites requires an ongoing, dedicated effort. Like ours. Consequently, no one does a better job of finding (and buying) build sites than Registry®. If we don't have a building site in our inventory that suits you, we'll go to work today to find you one.
- **Quality and value don't have to be opposites.** We start with a premier architect who provides really cutting-edge designs to Registry's time-tested specifications. Next, we continue with top-drawer constructions materials and workmanship. And finally, we dress out our homes with the finest name brand equipment and finish-out techniques. In a Registry-built home *the value is the quality.*
- **You want a builder who cares what something costs.** Believe it or not most don't. The norm for custom builders is to operate on a "cost-plus" basis. And it doesn't take a genius to realize that *less building expense means less profit for the builder* under this method. On the other hand, Registry® is the only local custom builder we know who works on a pre-arranged straight fee basis with all materials and labor billed to you at exactly our cost (with supporting invoices). This simple, yet profound, shift in the client-builder relationship allows us to share our client's desire to pay less for everything. **Bottom line:** Our homes cost less because we constantly pursue discounts and are able to leverage our volume to negotiate multi-house discounts from virtually every major supplier. Why would you want to build any other way? Talk to Registry® about your new home, whatever size you desire. (Did you know we specialize in Empty-Nester scale custom homes beginning at 3,250 sq. ft. A/C?)



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# Why do you see so many more Registry® signs than any other builder?

So what is it about Registry® Homes that makes us the choice of more custom home clients than anyone else in town?



ARDLY A DAY GOES BY when someone doesn't comment about the increasing number of our signs cropping up in prime area neighborhoods. "You guys must be doing something right," they usually observe. And if they're talking to us about a new home they invariably add some form of this question: "So what, exactly, are you doing different from other builders?" Here's how we explain it.

■ **We offer custom home designs for distinctive needs.** Registry® started out building only reasonably-sized, nicely-appointed homes designed specifically for *families*. But a few years back, in response to repeated hints ("The kids are gone, why in the world would we want all that space?") it occurred to us that the Baby Boomers' kids have almost all left home. So we launched our second product line and became the only builder around who offers a truly new and unique class of smaller, smarter homes (Registry® Cottages) designed especially for *empty nesters*. And in a more recent development, precipitated, we're told, by Registry's reputation for holding the line on budgets (i.e. the more you're spending, the more you're saving), you will now see our signs in front of several larger-scale estate projects. We call our newest and third product line Registry® *dream* homes.

■ **Budgets really do mean something to us.** Ask anyone who has built with Registry® if we brought their home in on budget (or even under). We did. We always do.

■ **Our design is smart design.** Every good home design meets the needs and lifestyle of its new owners. But a smart design also meets the needs of the *next* owner. At Registry® every home we build incorporates the latest Universal Design (access for everyone) concepts to ensure that changing demographics (more seniors) actually enhances your ability to sell your home in the coming years.

■ **Registry® always represents its client's interests.** Apparently many builders don't. At Registry® our unique relationship with our clients (builder fee vs. the normal cost-plus) lets us all sit on the same side of the table pursuing a single goal: To build the best possible home for the least amount of money. Period. Why would anyone want to build any other way? Looking at the number of our signs around, it's obvious there are more and more people who agree with us. So maybe you, too, should talk to Registry® about your new custom **family**, **empty nester** or **dream** home.



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# “You want to build a new custom home? Are you nuts? It’s a nightmare!”

Don't let everything you've heard about building keep you from making one of the best investments you'll ever make.

## **(It was no fun.) Registry® has made it easier, faster and less painful.**

If we told you we can make the process of building a custom home almost enjoyable we doubt you would buy it. But then again... Seriously, our unique client-builder relationship allows more pre-planning and, believe it or not, the establishment of accurate budgets before the first hammer swing. All of which means that once the pre-planning and initial selections are over (usually around 30 days), you can pretty much relax and take a measured pace on the remaining decisions while your new home rises out of the ground.

■ **(It cost us 25% more than we expected.) We're not afraid of budgets.** Try to get another custom builder to answer this question up front: “How much will it cost?” Do they just shrug their shoulders? Welcome to your nightmare. At Registry® every home we've ever built has started with a precise, client-approved budget. Our expertise in budgetary management gives us the ability to discuss costs at the concept stage. This means that we can pretty much give you an idea what something will cost (using our standard finishes) even before architectural plans begin. In other words, you talk, we figure. (No obligation for the spec budget, either.)

■ **(The budget was a joke.) We're committed to stay on budget.** What good is preparing a budget before you begin a project if it isn't taken seriously. When we commit to a budget we mean it. Then we follow it every single day of the project, looking for opportunities to save money each step of the way (remember we are not a “cost-plus” builder). We're very proud of the fact that we regularly display our ability to manage a custom home project through completion and close the books within a per cent or two of the initial *pre-project* budget projections.

■ **(It took f-o-r-e-v-e-r.) Be in your new custom home in eight months.** Building a home doesn't have to take a year and a half. At Registry® we also pride ourselves in planning, scheduling and executing an efficient and timely build. (And when it comes to building a home, less time building means you're saving money.)



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# Our signature finish-out compares nicely with homes costing much, much more.

Really. Just visit one of our homes and see for yourself.

**H**

**ow we do it (1)** We don't build budget homes, instead WE BUILD HOMES TO A BUDGET. This novel approach means that we care (a lot) about getting the best price for building materials and labor. If this sounds obvious, remember that almost every other local builder operates on a cost plus basis (while RH is uniquely fee based) so for other builders *more expensive* means *more profit*. Using an opposite tact, RH negotiates (and renegotiates again and again) with suppliers and subs for their very best price on every material, task and product required to build a home. The savings add up to be real money quickly.

■ **How we do it (2).** Less square feet means you can afford an even nicer finish out. Our homes tend to be generally smaller (3750-4500 square feet) than the average Preston Hollow (Park Cities, too) new construction projects which usually exceed 5500, or more, sq. ft.

■ **Names and features you'll appreciate.** Just scan down the impressive list of features and products which are standard to all Registry® homes (unless our custom owners opt for other choices). What counts the most? You can and will be a sincerely proud owner of any home built by Registry (no matter how much you save in the process).

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## • Interior / Design

- Chris Myer custom home designs
- Registry's special **Access** package (36" doors, roll-in design, etc.)
- Finest all-wood custom cabinets
- Natural stone/marble counters downstairs and up
- Imported stone entry way
- Hand-trowelled wall finishes
- Sculpted arches throughout
- Custom metal stair railing+wood treads/risers
- Finest-quality hardwood floors
- Solid core doors throughout
- Designer door hardware
- 48-inch wood/metal front door
- Exquisite custom trim work
- Cast/natural stone fireplace fronts
- Registry's unique custom high capacity mailbox built-in unit
- Kohler® sinks, tubs, and toilets
- Viking® (or equal brand) professional Series appliances
- Kohler® spa tub in Master Bath
- Registry's bonus space package

## • Exterior / Design

- Large outdoor den with fireplace
- Boral® premium brick
- Stone and wood accents
- Tamco® 30-year roof shingles
- Custom chimney tops
- Access entry

## • Systems

- Trane® super-efficient HVAC
- Pella® LowE all-wood casement windows everywhere
- Honeywell® security system
- RainBird® sprinkler system

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# Let Registry® build you a new custom home on your current home site.

Is your home tired? Pondering a major renovation?  
Maybe you should consider all your options first.



**S**URE IT'S A BIG DECISION. That's why we discuss this matter with our Preston Hollow and Park Cities neighbors almost daily. Every instance is different, but there are some hard facts you should at least consider before selecting a course of action:

- In our favored neighborhoods redevelopment is here to stay. Our ideal, close-in location ensures that from now on people will continue buying our least expensive properties (those nearest to land value) as sites for their custom dream homes. Bottom line, at some date in the not-that distant future the last one story home will come down in favor of a new larger one.
- Fine, some will say, I'll just do an add-a-second-story renovation. But beware, adding so much extra weight to a 40-year-old foundation, even if strengthened, often invites foundation problems (which will definitely terrify future buyers). And then there's the experience of living amidst a construction project for months on end. It's a sincerely brave personal commitment.
- And finally, a renovation may actually impede your ability to sell your home in the near term. A sizable percentage of home buyers in our area are not buying homes, but rather building sites. If you spend say \$100,000 on a major renovation, you will, of course, need to increase your selling price by at least what you spent renovating your home. What this means is that until land values rise enough to cover your higher selling price, your market of potential buyers will be limited to used home buyers only.
- On the other hand, give Registry® a building site to clear and a mere eight months and we'll have you in a spectacular, smart, energy-efficient, new custom home for far less money (and effort) than you can imagine (And you'll get to keep your terrific neighbors). So give us a call. Let's talk. Why not consider all your options? After all, it is, indeed, a very important decision.



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# Smaller really can be a bigger deal.

With utility costs and property tax rates increasing yearly, these days many of us are thinking less is more.

**O**ur Registry® Cottages represent a truly innovative and intelligent alternative.

These are warm, well-appointed homes designed and built especially for today's buyers as well as to address some significant emerging market trends (the exploding number of empty nesters).

Very simply, what makes our Registry® Cottages different from anything else in town, began when we started the design process with a blank sheet of paper ...

**First**, we looked at demographics. What we saw for the near future are smaller families and lots and lots and lots of Baby Boomers beginning to enter the "empty nester" stage.

**Second**, we studied trends for all major homeowner expenses, especially energy costs, property taxes and maintenance.

**Third**, we pondered what new (and traditional) special design features (and technology) could really enhance homeowners' use and enjoyment of their Cottage home.



Our original Cottage at 6210 Lakehurst. (occupied)

WHAT WE FINALLY CAME UP WITH was an entirely unique design concept we call our REGISTRY® COTTAGES ("Cottage", in our description, refers more to a comfortable, smaller home *in size* rather than denoting any specific architectural style). In a nutshell, a Registry® Cottage addresses these primary design challenges (listed above) as follows:

■ **Target Demographics:** (Empty nesters and smaller families). What makes our Cottages so wonderful is they incorporate design and features specifically aimed at intended owners (as opposed to typically generic planning). As so many can attest, if one of our Cottage designs is for you, it will almost reach out and give you a hug the minute you enter the home. *That is the real difference.*

■ **Less Homeowner Expense:** To the point, our Cottages are smaller homes on usually smaller lots. This efficient, convenient, combination works to create major, ongoing reductions in property taxes, utility costs and regular maintenance expenses. For people who travel extensively or have second homes, to enjoy savings in *both* time and money is certainly a winning formula.

■ **New Design Technology:** (Really). Without the space to explain here, we'll just promise to show you details during a tour. For now, we'll tease you by telling you these major advances are: "Universal Design/Access" and "Lock-and Leave". Hmmmm... See one of our Registry® Cottages for yourself! For more information or a tour of a model Cottage just call.



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## Why Registry® signs are now being seen in front of some very b-i-g homes.

Spending big bucks with a frugal builder like us?



THAT IS *EXACTLY* WHAT WE ASKED the first person who inquired whether we would consider building something more than a little bigger than our largest family homes. "Because," he said, "I figure with you all, the more I spend, the more I can expect to save." Frankly, we were all quite moved by the elegant simplicity of his logic. How could we say no?

- **Quality is quality no matter what the size of the home.** Every project has its own plan. Every project has a unique set of construction specifications designed to achieve the vision of its owners. But whether the home's scale is big or small, its resulting quality and finish-out is as much dependent on a real commitment to workmanship as it is on the amount of money spent during the process. In other words, money can't necessarily guarantee quality (and when you think about it, rarely can it buy value). When all is said and done, at Registry® we believe the most important ingredient of a successful project is a builder who sincerely cares about doing things right. Like us. (We really do.)
- **Why pay cost plus?** Most estate builders charge a 15-20% mark-up on everything. Materials, labor, widgets and what-nots. Everything. Some even add a few extra charges for good measure. At Registry® we figure the cost of a dream project exactly the way we do a more modest family home: *We receive a simple, pre-arranged fee based on square footage, everything else (all materials, labor, widgets and what-nots) is billed to you at exactly our cost.* Do the math, at Registry® the savings can be **enormous**. Once again with emphasis: The more you're spending, the more you're saving.
- **Our shorter build time saves tons of money, too.** Most estate builders take a more leisurely approach to the calendar than we do at Registry®. Let's just say a little more planning takes lots less time. Months less. (For fun, figure the cost of, say, six more interest payments near the end of your construction loan. *Yep, that'll pay for more than a few feet of the pool.*)
- **Talk is cheap (but what an upside).** Bring us your dream (or even a set of plans if you have them). We'll ask you about ten minutes worth of questions regarding just what you have in mind. Within a day or so we'll get back to you with a detailed estimate of what we think your project will cost to build. If you like what you hear, we can talk next steps and timing. If not, we'll simply thank you for the opportunity to discuss your project. No strings, just a potential windfall of savings. Call us.



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