

SEATTLE STREET of DREAMS®

NEWS ON THE STREET



Newsletter—August 2004

info@seattlestreetofdreams.com

Builders Snap Up 2005 Street of Dreams Lots

2 Street Homes Already Pre-Sold!

The 2005 Seattle Street of Dreams show site was sizzling hot as 7 top builders scooped up all 8 show lots in record time. *"We've never been out of the starting gate this early."*, stated John

Heller, organizer of the event. *"These premier builders are proof positive that the Street of Dreams is the premier show to be involved with. Two of the Street homes are already pre-sold, which lends even more credibility to our event. We now have a waiting list of builders that want to get in."*



Located in Woodinville, the 2005 Street will be held at Nolan Woods from July 9 to August 14. Past Street of Dreams builder Todd Parmenter is developing the site, which boasts large wooded shy-acre lots, sidewalks, street lights, and an electronic security gate. *"This is a magnificent show site."* stated Parmenter.

"When it's all done, it will surely reflect the positive attributes that defines Woodinville today...lots of trees, friendly people, great schools, and a caring community with lots of first class amenities." Next summer's show will mark the 5th time since the show originated in 1984 that Woodinville will be hosting the event.

Five of the participating builders are returning from previous Street of Dreams events, **Encore Custom Homes**, **Redman/CJ Design & Construction**, **Gregeron Custom Homes**, **MacPherson Construction & Design** and **Parmenter Homes**. **Steven D. Cramer & Associates** and **J.T. Construction Management** are first time Street participants. *"We're totally excited about our first time involvement with the Street of Dreams"*, stated Steve Cramer, one of the new participants. *"The Street of Dreams organizers are very professional and savvy at what they do. They've been at it for a long time, which brings a lot of comfort when deciding what and where to build. Plus, we're thrilled to show the public what our company is capable of doing"*.



GOT LAND ??

Where should the Street of Dreams be located in 2006? We're evaluating several sites, so give us a call or drop us a note with any ideas. We'd love hearing from you.

Meet The 2005 Seattle Street of Dreams Builders

Steven D. Cramer & Associates **Lot 2 Steven D. Cramer & Associates, Inc.** A first time Street of Dreams builder, Steven D. Cramer & Associates is a family business with 29 years experience building premier homes in the Pacific Northwest.

Lot 3 Encore Custom Homes. The premier custom home division of Newhall Jones & Stackman stands proud with over 25 years of award winning expertise and ambition behind them. Encore has participated in the 95, 96 and 97 Street of Dreams events.



Lot 4 The Redman/CJ Design & Construction Company. The Redman/CJ team that works on your home maintains an open line of communication, fostering the development of real-world solutions throughout the process that save you time, money and improves the quality of your home. Redman/CJ has participated in the 96 and 03 Street of Dreams events.

Lot 5 Gregerson Custom Homes. As one of the NW's renowned builders for more than a decade, the Gregerson trademark is a total commitment to the highest quality, as well as Rick's personal attention to the most minute details. Rick has participated in the 93, 94, 95 and 97 Street of Dreams events.



J.T. Construction Management **Lot 6 JT Construction Management.** Home building since 1989, J.T. Construction Management pride themselves on quality construction and attention to details that add a special touch. J.T. Construction builds luxury homes for those desiring the home of their dreams. (*This '05 Street of Dreams home is pre-sold*).

Lot 7 MacPherson Construction & Design. The MacPherson team has become one of the most respected design/build firms on the Eastside. They are located in Issaquah and have participated in the 91, 97, 99 and 03 Street of Dreams events. (*This '05 Street of Dreams home is pre-sold*).



Lot 8 Parmenter Homes. Since 1991 Parmenter Homes has built over 100 homes on the greater Eastside. Todd Parmenter is involved in every aspect of the construction of his homes, from design to completion. Parmenter Homes participated in the 2003 Street of Dreams event.

We Welcome All The Builders to the Street of Dreams Team !!

Sponsorship Information

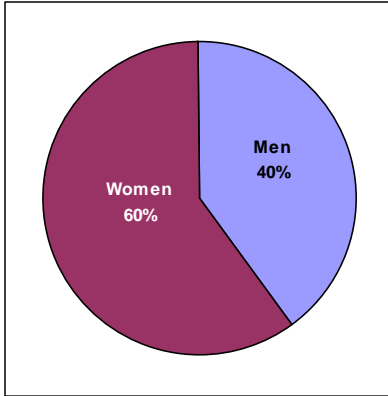
Looking for ways to promote your business?

Our limited number of corporate sponsorships always sell out early.

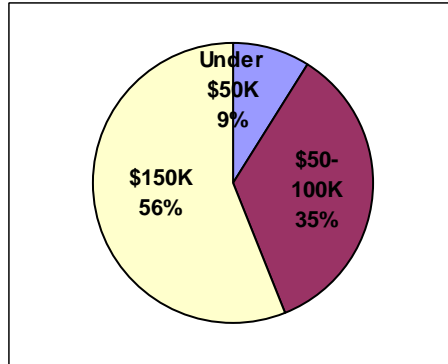
Call John Heller at (425) 985-2405 for more information.

(These sponsorship opportunities usually sell out quickly so don't delay!)

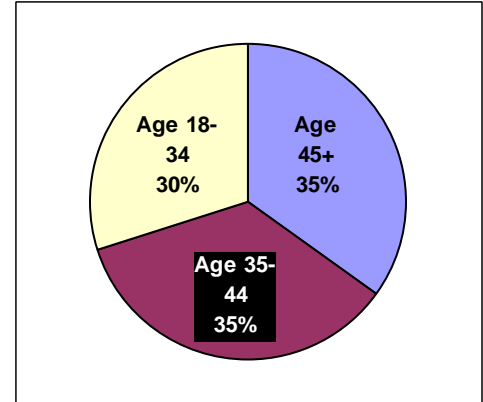
WHO VISITS THE STREET OF DREAMS? WHY DO THEY VISIT THE SHOW?



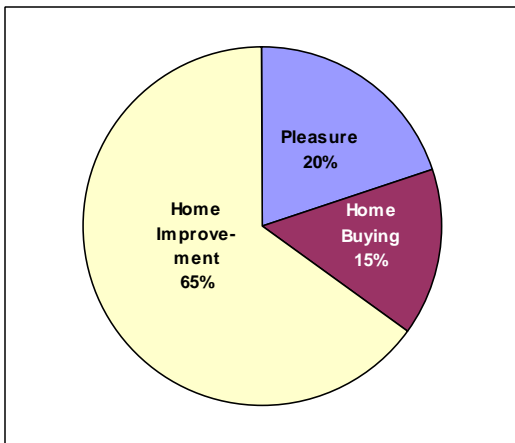
Sex



Combined Annual Income (1999)



Age Group



Highest Priorities of Home Improvement Ideas

- 33% Bathroom Remodel
- 40% Kitchen-Countertop-Cabinets
- 27% Porch-Patio-Deck

HOW CAN I GET INVOLVED?

Get Involved & Get Business !

If you are an interior designer, supplier, landscaper or service provider, please e-mail us at info@seattlestreetofdreams.com for a builder list so you can have your product or services considered for next summer's Street of Dreams.

Want to be a Street of Dreams Sponsor?

Contact John Heller at 425-985-2405 or Irma Sikma 425-985-4853 for more information.

??? What's Hot ???

Last week, the Street of Dreams staff polled some of their past participants and asked them to give their answer to this question: "What one or two things in your profession are the hottest new ideas or trends?"

- "Techie Toys.....anything to deal with stay at home entertainment". *Mark & Julia Krill, Windermere Real Estate*
- "Custom metal countertops". *Karen Pooley, Floorcraft*
- "Brazen bronze faucet finish, similar to oil rubbed bronze". *Merle Gluckman, Kohler Company*
- "Covered, vaulted and luxuriously detailed outdoor living/dining spaces with barbecues". "Open office/computer space integrated into the kitchen area". *Jeffrey deRoulet, Architects Northwest*
- "Metal roofing is still hotter than hot. Customers like it because of the low maintenance and the fact it will last a lifetime". *DJ Esary, Esary Roofing & Siding*
- "The trend is towards camera systems that allow the consumer to view their home and property from remote locations via the internet". *Seth Landau, Island Security Systems*
- "The newest movement in interior design is the moving away from traditionalism, towards more casual and calmer interiors". *Nancy Tobiason, Tobiason Cates Interior Design*
- "One of the hottest developments in our field is the introduction of art glass in larger sheets and temperable thicknesses". *Rob Robbins, The Glass House Company*
- "Built in coffee systems are hot right now". *Kilian Rittenhouse, Crossroads Appliance*
- "Unique pieces of furniture with personalities.....something that doesn't look like everything else". *Val Scalzo, Heartland Interiors*
- "Covered outdoor living spaces and acid etched and stained concrete flooring". *Robert Casey, Robert Casey Construction*
- "Pink". *Irma Sikma, Seattle Street of Dreams, Inc.*

FUN FACTS — STREET OF DREAMS TRIVIA

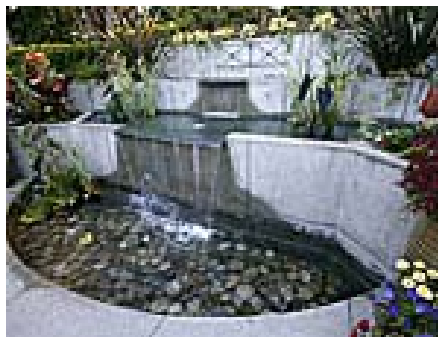
1. Where did the first Street of Dreams take place?
2. What was the least expensive home to be featured in a Street of Dreams event?
3. Which year featured our first female architect?
4. Which local interior design firm has participated in the Street most often?
5. How many combined years has the Street of Dreams staff been working together?

(See Answers To The Right)

1. 1984 Brookside Country Club in Woodinville
2. The Arcadia \$265,000 in 1986
3. 1999 Cedar Manor—Cindy Bienz—Bienz Arch Group
4. Valley Furniture & Interiors (13 Shows)
5. 69

UPCOMING FEATURES IN FUTURE ISSUES

- A Visit With Don Heitlauf of Crossroads Appliance
- From An Architect's Perspective
- Now & Then...A Walk Down Memory Lane
- New Award Voting Categories



MARK YOUR CALENDARS

2005 SHOW DATES

July 9 to August 14, 2005