

# SEATTLE STREET of DREAMS®

## NEWS ON THE STREET



Newsletter—June 2004

[info@seattlestreetofdreams.com](mailto:info@seattlestreetofdreams.com)



### WHAT IS “News On The Street”?

*“News on the Street”* is being published in order to keep you informed about the latest happenings with the Seattle Street of Dreams. As the producers and organizers of the largest attended luxury home & garden tour in the U.S., we feel it's important to keep you updated on our projects as well as opportunities for you to become involved as a participant, supplier or sponsor. Our participants have always found the Street to be one of the most successful vehicles for marketing their products/services, plus our attendees claim it is one of their favorites events of the year!! We look forward to providing you with the most updated information regarding opportunities, local market conditions, plus the latest in housing and design trends.



**NO SHOW FOR SUMMER 2004** We chose not to produce our Street of Dreams this summer because the potential show sites presented to us did not meet the standards/criteria we have established to insure a successful event for all participants. We are currently preparing for our 2005 and 2006 events and look forward to these upcoming shows. Please continue to visit us at [www.seattlestreetofdreams.com](http://www.seattlestreetofdreams.com) for updated information!

### INTRODUCING NOLAN WOODS

We are excited to announce our selection of *“Nolan Woods”* as the site for our 2005 Seattle Street of Dreams. This unique community of 8 lots is located two miles from the heart of downtown Woodinville and promises to be a major hit!

*Nolan Woods* is being developed by Todd Parmenter of Parmenter Homes, Inc. Todd built the award winning “Astoria” in the 2003 Seattle Street of Dreams located at “*The Highlands at Tiger Mountain*” in Issaquah.



He's excited about his new venture in developing and is looking forward

to participating in the Street as a developer and builder of a 6,200 square foot Street of Dreams home!

Featuring award winning Northshore schools, quick and easy freeway access, minutes to major shopping and amenities, Nolan Woods will surely provide a community of satisfied homeowners. Nestled among established neighborhoods, *Nolan Woods* will feature a unique, intimate community with sidewalks, street lights and a beautiful landscaped and gated entry.

The wooded home sites feature privacy and ease of building. The close in location makes it a breeze to commute to schools or work. Children can walk to the elementary or junior high schools! Woodinville High School is only 3 minutes away by car.

*Nolan Woods*

*“A Place To Call Home”*

### ATTENTION REALTORS!

**Have you considered your Buyers building a custom Street of Dreams home? It's easy, and your customers move in to a beautifully decorated home at the end of the show! Call us for details.**

## ★ GET INVOLVED ★ Choose Your Lots Now!

We are currently taking applications for builder participants for the 2005 Seattle Street of Dreams. We will be showcasing a maximum of 6 homes. Please call John Heller at 425-985-2405 or Irma Sikma at 425-985-4853 for more information.

### JOIN US IN THE SUMMER OF 2005!



**DON'T  
MISS  
YOUR  
CHANCE  
TO GET  
IN-  
VOLVED!**

## HOT TRENDS IN BUILDING !

WHAT DO REAL ESTATE AGENTS FEEL ARE THE "HOT" TOP FEATURES FOR BUYERS IN THE \$1 M + PRICE RANGE ???



**Peggy Hill & Peter Steinke 425-883-0088 of Windermere Real**

**Estate** •Every bedroom must have their own separate bath. •A home theatre in addition to the standard playroom/bonus room. •Large, lavishly landscaped estate looking yards. •Four car garage. •Outdoor "toys" (kitchens, waterfalls, sport court).

**Monique Verger-Perrault 425-985-4696 of Coldwell Banker Bain Associates** - •Foremost is the home office center & entertainment rooms with the latest technology for the ultimate in high speed communication. •Master suite has become a place for total relaxation and self indulgence—a place to retreat from the hectic schedule of the day. •Outdoor patio has become an extension of the living space.

## NEW & EXCITING SPONSORSHIPS AVAILABLE

We have created new and exciting sponsorships for our 2005 event!

*Please contact John Heller at 425-985-2405 or Irma Sikma at 425-985-4853 for more detailed information.*



## FROM AN INTERIOR DESIGNER'S PERSPECTIVE

"Over the past 13 years, we have been fortunate to participate in the Seattle Street of Dreams five times. It has always proven to be an exciting event to showcase our company and design services to thousands of people during the show as well as an opportunity to enjoy lasting benefits. Clients have continued to find us months and even years after attending the show. There is no other form of advertisement that possesses the ability to provide a company with such high exposure and increased sales from a large percentage of qualified buyers. It has also allowed us the opportunity to stay in touch with the public and gain insight into what they are searching for and how we can best serve them. We feel a part of Heartland's success over the years has been achieved by our participation in the Seattle Street of Dreams and we look forward to the possibility of participating in the 2005 show!!!"

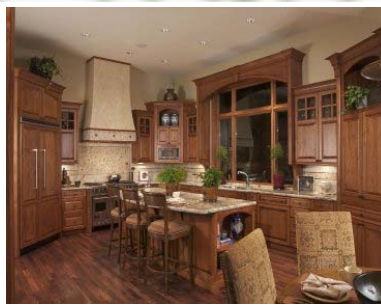


*Val Scalzo & Diane Wainhouse—Owners, Heartland Interiors (425) 485-1877*

## FROM A BUILDER'S PERSPECTIVE—Roger MacPherson



"As a four-time participant in the Seattle Street of Dreams, I recommend it as an invaluable marketing tool for any high-end builder. Yes, it is a lot of work, yes, it can be stressful, but the tradeoff is being able to showcase what you do to 100,000 potential buyers. And it is so much more than that...it is a chance for complete creativity not directed by clients or budgets. The synergy it creates in the company is an unforgettable experience, drawing the best out the designers, the superintendent, the workers and even the staff in the office. In the end, it is probably one of the most satisfying professional experiences I have enjoyed as a designer/builder in my twenty-year career."



Roger MacPherson  
MacPherson Construction & Design LLC  
(425) 391-3333

## FUN FACTS — STREET OF DREAMS TRIVIA

(See Answers Below)

1. What is the greatest number of show homes in any Street of Dreams event?
2. Which city has "hosted" the Street of Dreams most often?
3. Which architectural firm has the most participation?
4. Which year featured three female builders?
5. What was the most expensive home to be featured in a Street of Dreams event?

1. 14—1986 Bear Creek Country Club
2. Woodinville
3. 4D Architects—12 Years & 23 Homes
4. 1992 The Kirkland Hunt Club
5. Sundance Lodge \$2.975 Million in 1999

## UPCOMING FEATURES IN OUR NEXT ISSUE

- Detailed sponsorship information
- 2003 Awards Recipients
- New Award Voting Categories
- Show Demographics
- Selected 2005 Builders



# MARK YOUR CALENDARS

**2005 SHOW DATES**

**July 9 to August 14, 2005**