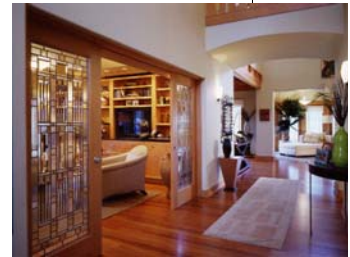


SEATTLE STREET of DREAMS®

NEWS ON THE STREET

Newsletter—October 2004

info@seattlestreetofdreams.com



Street Builders Begin Breaking Ground!

With the earliest start in Street of Dreams history, the 2005 Street of Dreams is off and running! The first builder to break ground was Todd Parmenter, on his 7,300 sq ft manor house. The remaining builders are all planning their starts in the upcoming weeks. With seven homes underway (and two already pre-sold), the 2005 Street is already starting to generate excitement and buzz in the friendly village of Woodinville.



GREATER
WOODINVILLE
CHAMBER
of Commerce

Show organizers are already teaming up with the Woodinville Chamber of Commerce members to brainstorm new and innovative ways to highlight the City. *"I haven't seen a community more excited in a long time"*, stated Irma Sikma, Show Director. *"Everyone is so excited and the ideas we are coming up with will blow everyone away"*.

First Title Sponsorship Goes to First American Title

As our sponsorship campaign was unveiled last week, First American Title Insurance Company made the first commitment as one of the four prestigious Title Sponsorships.



"We're totally excited to be affiliated with the Seattle

Street of Dreams" said Tony Hale, Vice President & King County Manager of First American Title. *"We think it's a great opportunity to showcase our product and services"*.

"We're very pleased with the corporate response we've received so early." stated John Heller, President of Seattle Street of Dreams. *"We're receiving a great deal of positive feedback with all our sponsor levels". I wouldn't be surprised if we are sold out by late October."*

(See Related Article on Page 3)



Do You Have Land ??

Where should the next "Street" be located? We would love hearing from you. Whether it's raw land or finished lots, please send us your ideas.



The First American Corporation

NOW & THEN

A Walk Through Memory Lane....



1985
Starwood
"Chateau Normandy"

2003
Highland at Tiger
Mountain
"Stonecrest"



Interior Designers Selected For 2005 Event

The following interior design firms have been selected to participate in the 2005 show.

Welcome To The Street of Dreams Team!

DTF Design, Inc.—Dana Foster
(425) 896-0205
dana@dtfdesign.com

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

jtw Designs—Jill Turner-Willox
(206) 795-2488
Jtwdesigns@earthlink.net

Kreiss Collection—Pamela Nast
(425) 462-1502
Mgrseattle@kreissshowrooms.com

Things To Consider When Landscaping Your Home

Any Realtor will tell you the value of "curb appeal" cannot be underestimated in selling a home. Many potential buyers make a decision about a home during a brief drive-by. For this reason, landscaping plays an invaluable role in creating this first impression. Front entryways are critical areas as potential buyers spend time at the front door waiting for the Realtor to open the key box. The impression made at the front door can effect how potential buyers view the rest of the home. Planting fragrant plants can help evoke a positive feeling in potential buyers. Sound can also help to capture potential buyers. Consider placing a water feature or fountain near the front entry way to mask any unpleasant background noises such as traffic. Container gardens may also be a simple solution to spruce up an entryway and fill empty spaces in the landscape. Ensure that the front yard landscape is neat and tidy from every angle and the overall feel is clean, simple and elegant.

The 2003 Seattle Street of Dreams is testament to the fact that outdoor rooms are "in", especially in higher-end homes. The trends of "cocooning" or "nesting" are on the rise causing Americans to invest more in their primary homes and second homes rather than vacations abroad. This trend has affected the home's exterior as well as interior. The bar has been raised to include elaborate outdoor space for entertaining and relaxing. Investing in a fire pit gathering area or spa may help attract buyers.

A study conducted by Clemson University concluded that homes with an excellent landscape sell for 4-5% higher while homes with poor landscaping sold for 8-10% less. You only get one chance to make a first impression and capture potential buyers. The initial investment will facilitate a rapid sale and an increase in your gain.



Lifestyle
LANDSCAPES inc

Lynn Thomsen is a Senior Landscape Consultant for Lifestyle Landscapes and has several years of experience as a Realtor®. She can be reached at lynn@lifestyle-landscapes.com



SPONSORSHIP OPPORTUNITIES

Get Involved & Get Business

Are you looking for a proven, reliable and effective way to best invest your advertising dollars? The Seattle Street of Dreams has a perfect 20 year record of proud and satisfied sponsors. Call John Heller (425-985-2405), Irma Sikma (425-985-4853) or e-mail us at info@seattlestreetofdreams.com for more details.

Presenting Sponsor (1) **NEW!**

The most prestigious and significant sponsorship level. Your company will stand out from all other as every aspect of the Seattle Street of Dreams has your company name affiliated with it. Available for the first time!

Title Sponsor (4)

Receive the most dominant exposure offered, including all media tags. Ride the massive Street of Dreams ad campaign with logo/tags on print, outdoor billboard, transit, radio & TV. Strategic product placement, prominent displays in the official Street of Dreams magazine, complimentary tickets, and more. These sponsorships are “fully customized” to create the highest return on your investment.

Master Builder / Realtor Day Sponsor (4)

Meet and greet over 1,000 Realtor and Master Builder Association members during a high-end VIP brunch before the show opens to the public.

Automobile Sponsor (1)

Exclusive display of luxury automobiles parked in the driveway of each home during the entire show. As a new feature, we'll also be offering weekly radio promos for weekly test drives.

“Best of Show” Ballot Sponsor (1)

A great way to provide a valuable service to our show's patrons who desire more information on your product.

Trade Leads & Referrals

Trade Lead Information

Thousands of show patrons contact us each year requesting leads for different trades. As a brand new feature, we're listing your company's product, service and contact information in a custom designed format on our new updated website.

Look at our samples at
www.seattlestreetofdreams.com
and Click on “Trade Leads”

From An Architectural Perspective—4D Architects



4D Architects has been fortunate to be involved with the Street of Dreams virtually every year since the show's inception, several times with multiple projects. As we work on completing the plans for two homes in the 2005 show, we reflect on how our involvement in the Street of Dreams has been an immeasurable marketing tool. It's not unusual to receive calls referring to a show house from past years.

As an architectural firm we are given the challenge and opportunity to break new ground and try new trends in design, while recognizing that we still need to appeal to the largest possible percentage of the public. Part of what makes a home design work is to make it memorable and to find a balance between predictability and uniqueness. It takes many disciplines, such as the contractors' special touches, interior finishes, etc. to



create a success story. It all culminates with how the occupant or visitor perceives each space, the succession thereof, and overall massing inside and out: the 4th dimension.



We feel despite all the work necessary to complete a Street of Dreams home, (it's always "crunch time" for everyone involved!); it remains one of the best marketing tool imaginable. It's a win-win situation for everyone: the invaluable market exposure for the participants, the introduction of new products, trends, styles, etc. to the public, and fundraising for a good cause.

FUN FACTS - STREET OF DREAMS TRIVIA

1. Which year featured our "Decade of Dreams" celebration?
2. Which year featured a "Christmas in July" opening night party?
3. What is the largest square footage home to be featured in a Street of Dreams event?
4. What is the smallest square footage home to be featured in a Street of Dreams event?
5. Has a Street of Dreams house name ever been repeated?

1. 1984 – Echo Falls Country Club
2. 1990 – The Polo Club
3. "Sundance Lodge" 10,522 square feet in 1999
4. "The Atrium" 2,700 square feet in 1984
5. Yes. The Highland (1991 & 1993)

Correction: In our last issue we indicated that Cindy Bienz was an "architect". Cindy is a home designer. We apologize for any confusion.

New Ideas We Are Working On For The 2005 Event

- Dream Pavilion Seminar Series
- Washington Wine Tasting
- Evening Jazz Concerts
- New Award Categories (Best Overall Idea, Best Use of Technology, Best Water Feature)



MARK YOUR CALENDARS

2005 SHOW DATES

July 9 to August 14, 2005