

A Legacy of Fine Home Building

The year was 1972. Don McLean's "American Pie" topped the Billboard charts, "The Godfather" made big-screen history, Billie Jean King won her seventh Wimbledon Tennis championship, and George Parmer founded Fine Line Homes in Harrisburg, Pennsylvania. In the 45 years since, American Pie still enjoys significant airplay, The Godfather remains one of the top-rated movies of all time, Billie Jean King's impact on gender equality in professional sports can still be felt, and thousands of Pennsylvania and New York families come home to a house built by Fine Line Homes.

Such enduring legacies are neither accidental nor "good fortune." Fine Line Homes has not merely survived, but thrived, for multiple generations in part because home building is a process, which Fine Line Homes has honed to near perfection. Then there are standards, such as name-brand building products. Yet it may be the company's cornerstones of quality and integrity that laid the foundation for success, according to Mark Bittner, the company's Director of Sales and Marketing.

"Under Mr. Parmer's leadership, Fine Line Homes has grown to now serve all of Central and Northeast Pennsylvania as well as Southern New York," said Bittner, continuing, "The company, and the homes we build, have evolved, but our 'customer-first' commitment is unwavering." Recently, Fine Line Homes' customers Barbara and Jim Scheifley were interviewed in the Williamsport Sun-Gazette regarding their new home. Jim was quoted as saying, "They [Fine Line Homes] are very honest with you and there were no hidden prices." And, "Their standard construction options are what other builders offer as extras." Even the article headline, "On Budget and On Time," attests to the company's focus on the customer.

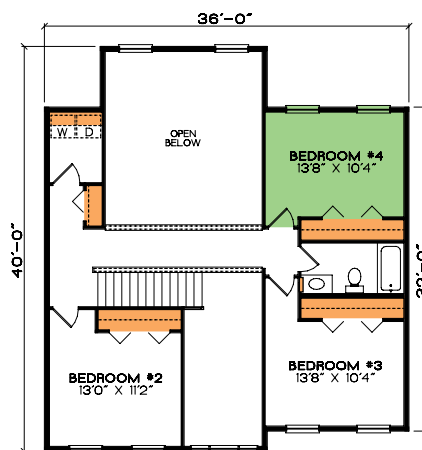
Each of Fine Line Homes' regional offices (Harrisburg, Lewisburg, State College, Hazleton, and Sayre) has a different model home built for prospective home buyers to tour. There, they'll meet with one of Fine Line Homes' Housing Consultants who will help them through the home design, product selections, and purchase processes. Bittner practically brags on the Housing Consultants, "The majority have been with Fine Line Homes for more than 10 years. They know the homes, they know the products, they know the process. They know what can and can't be done. Their knowledge is a tremendous value for our customers."



Better Decisions

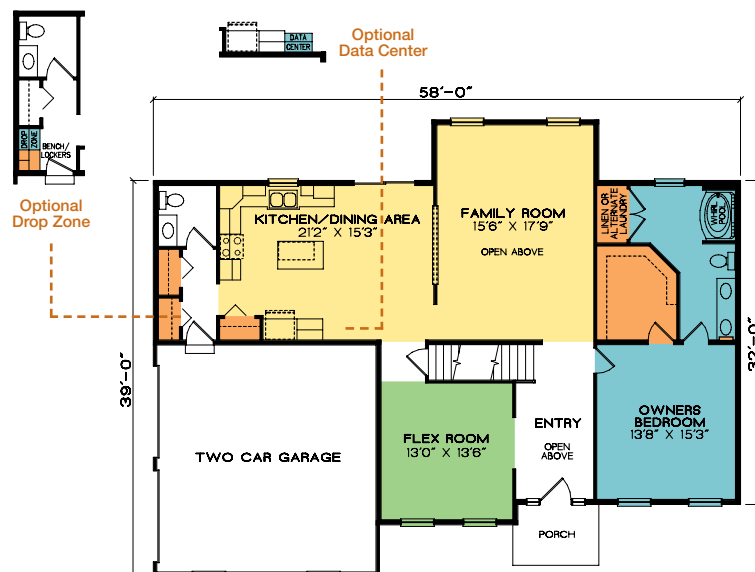
Bittner says “Our home designs have evolved, based on customer feedback and input from Design Basics through their Woman-Centric Matters!® research into women’s preferences in the home. Our plans are more open and inviting, with larger kitchens and pantries, places to work from home, and more spacious bathrooms as well as enviable owner’s suites. Yet square footages have remained fairly constant over the past decade.” How? Most of today’s Fine Line Homes’ buyers favor one eating area as opposed to the formal dining room plus separate breakfast area layout, so the space formerly devoted to formal dining can be re-allocated. Similarly, a high majority of the company’s customers are choosing an oversized shower and dual sinks, but no bathtub in the owner’s bathroom.

The company now offers more than 60 well-thought-out home plans, which their Housing Consultants can modify using a simple computer program to achieve a home design that “lives” the way the buyers desire. The company’s Housing Consultants work with the buyers to get the design right, review it with their Construction Consultant, and ultimately send the personalized design to drafting where the final customized construction drawings are created. The modifications’ effect on the price of the home is discussed and approved by the customers.



Belmont Plan
2538 total sq. ft.

walls 2"x6"
foundation basement
interior doors 32" W
main level 8' high
with two story height
in family room





Belmont

Choices...Choices...Choices!

Each of Fine Line Homes' model homes also have a Design Center where choices of the included features such as colors, plumbing fixture finishes, and cabinets are decided with the help of both the Housing and Construction Consultants. To advertise the lowest possible price, some home builders provide "allowances" for items such as flooring, lighting, plumbing fixtures, cabinets, and countertops. Then, after contracts are signed, buyers discover that as they drive around to the various suppliers, those allowances are often insufficient to cover the cost of even average quality products. Not so with Fine Line Homes! The Design Center is a zero-pressure environment full of choices to be made from among the included features, at no extra cost. In addition, buyers have the opportunity to consider available designer upgrades such as ceramic showers, dreamy fireplaces, and jaw-dropping countertops, and immediately know the cost implications of those upgrades. Fine Line Homes' transparent pricing – rare among home builders – is further evidence that the company knows what home buyers want, keeping customers in control and helping them make wise, informed decisions within the budget they've established. That's remarkable value!

"Design" isn't limited to the home plans and products used. With plans in hand, selections identified, and pricing guaranteed, the entire purchase process has been designed to be educational, fun, and stress-free. Once a purchase agreement has been signed, buyers work mostly with their Construction Consultant. Construction timeframes are typically 4-6 months from date of footers. Since most of Fine Line Homes' customers already own their building lot, buyers take out a single loan for construction costs that becomes their mortgage loan also, saving buyers the fees and hassles associated with two loans. Buyers who don't already have their home site often find one of the company's move-in ready homes to be an attractive solution, especially when that home is showcased within a Fine Line Homes' community.

Fine Line Homes' customer commitment doesn't end with move-in. The company has a Service Representative at each of the regional offices to personally respond on a timely basis to any warranty issues that arise during the first year. No having to wait until the eleventh month to take care such items! In addition, Fine Line Homes includes a 10-year Residential Warranty Company structural warranty for further peace-of-mind ownership.



Monterey

“Just the Facts, Ma’am.”

“Our Woman-Centric approach influenced every area of our company,” Bittner said. “For example, we looked at our specifications sheet and realized while it was perfectly clear to us, it was merely a factual list of how we build, with no explanation of why. We revamped our specifications sheet to help buyers more fully appreciate the benefits of owning a Fine Line home. The included features found in our homes were also re-evaluated based on women’s preferences and expectations.” The convenient, one-stop Design Centers were refurbished in each region. Additionally, sales and construction personnel embraced the “consultant” role, effectively becoming customer advocates because buyers don’t know what buyers don’t know.

Fine Line Homes’ staff and their customers have also found that Design Basics’ Finally About Me® personality appreciation system has played a key role in understanding what buyers want. While no two customers are the same, Design Basics’ research had identified four major home buyer “personas,” which were highly predictive of needs, wants, and desires in the home. Friends might walk into a model home together and one stops in the entry foyer, almost speechless except for “Wow!” Her friend looks at the same impressive view, but wonders, “How do you clean those tall windows?” “Understanding the buyer’s persona helps us quickly zero in on what’s likely important for each buyer, and avoids wasting the buyer’s time on amenities they’re probably not interested in,” Bittner said.

“Family” not only describes the high percentage of households buying a Fine Line home, it’s also an apt description of the working environment within the company. As with the Housing Consultants, most of the 65 people who comprise the Fine Line Homes’ team have been with the company for a decade or longer, and new hires are “welcomed to the family.” The comradery is evident, extending



Included features: Many selections to choose from to fit your personality



Open and Inviting: Great for entertaining family and friends



George Parmer
Founder & Owner



Mark Bittner
Director of Sales & Marketing

to their customers. Said Barb Scheifley, “They [Fine Line Homes] have excellent quality and they are easy to work with. Anything you have in mind they try to incorporate it.”