

Building Villa Communities

Curt Kelly started building homes when he was just 23 years old. His original intention was to build a home, live in it for a while, sell it and build another home to live in. This turned into a business opportunity and he enlisted his two brothers to join him.

Kelly Homes, LLC, originated in 1982, in Centralia, Missouri, about mid-way between Kansas City and St. Louis. It is a rural community of approximately 5,000 people within a 15-mile radius. We caught up with Curt at his home, Design Basics plan 2411 (the Canterbury), located in Country Club Estates, a neighborhood in which he has built several Design Basics' plans for both traditional single-family homes as well as 14 villas surrounding a pond and walking trail.

"The designers [Design Basics] have a great eye for detail and know how to make a home live," Kelly said, adding that the livability of the designs was so good they have made very few alterations. The success of Country Club Estates, and in particular the villa section targeted toward empty nest buyers looking for a maintenance-free lifestyle, inspired Kelly to concentrate more on this market. According to the Harvard Joint Center for Housing Studies, the number of Americans over 80 will double, from six million to 12 million, in the next two decades; and, by 2035, one out of three U.S. households will be headed by someone over the age of 65 – that's a population of 79 million!

Today, Curt Kelly's son has joined him and his brothers, as well as a small crew, building custom homes in the \$200,000 to \$400,000 range. The company has become known for providing quality housing for senior living, and word of mouth keeps them more than busy! Their keen appreciation for active senior lifestyles is evidenced in their current villa project. Kelly explained, "Seniors don't always want or need all the bells and whistles, but they do want to live in a home or neighborhood that is safe, comfortable, economical, and maintenance-free." The full-service villa community provides





#2321 Aberdeen
2276 total sq. ft.

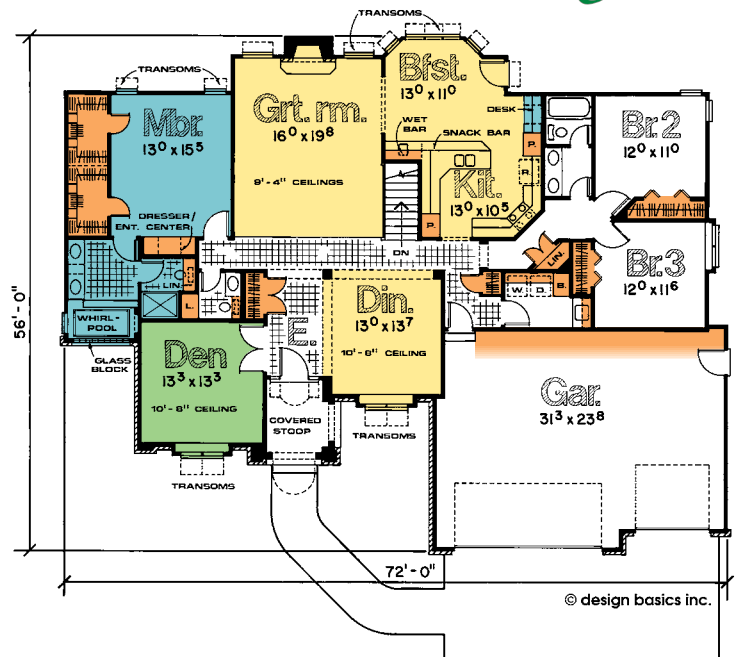
walls 2"x4"
main level 9' high
foundation basement

Kelly Homes may offer many options that differ from Design Basics' original plan.

Aberdeen

maintenance, grounds upkeep, and security. Home designs focus on livability, starting with zero-entry thresholds – entryways, showers, doorways, etc. – to aid in mobility.

In addition, Kelly recognized the need for a safe room due to their geographical location in the U.S. where tornado season is a reality. "It's not easy or safe for all seniors to use the stairs, so getting to the basement in an emergency shouldn't be the only option," Kelly suggested. Design Basics had also noted the surging interest in safe rooms, one of the many possible uses for the Signature Space® showcased in several newer plans. As a further step towards stronger, safer homes, Kelly is looking at insulated concrete form (ICF) exterior wall construction, and was excited to discover





#3006 Grayson

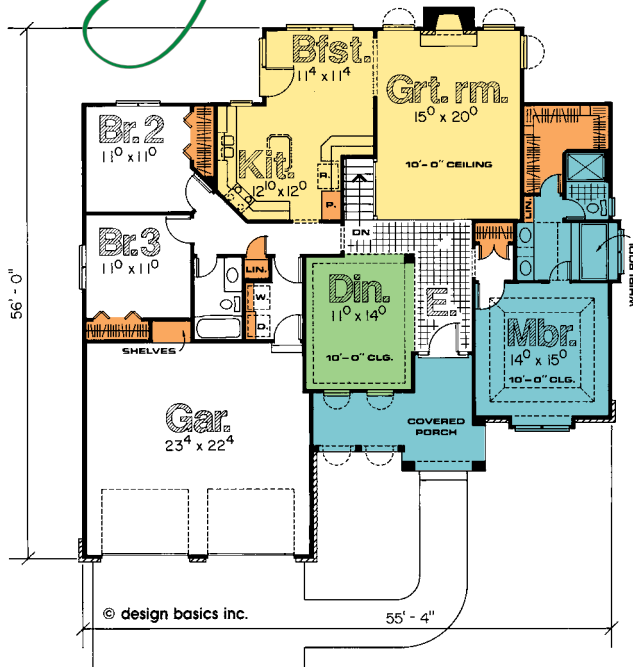
1806 total sq. ft.

walls 2"x4"
main level 8' high
foundation basement

Kelly Homes may offer many options that differ from Design Basics' original plan.



Grayson



Design Basics not only offers over 100 ICF home plans, but could also adapt any of the company's designs for ICF construction.

With about 10,000 baby boomers retiring every day (a number that will continue through 2035) senior-oriented villa communities appear to be the right product at the right time. And, for Kelly Homes, the right builder. What else does the future hold for Kelly Homes? Curt is now looking at multi-family designs that would work well for seniors to augment his portfolio of detached homes!

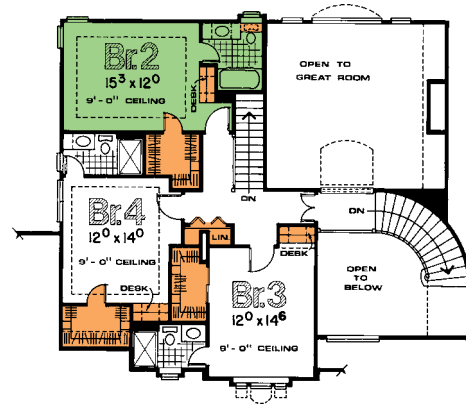
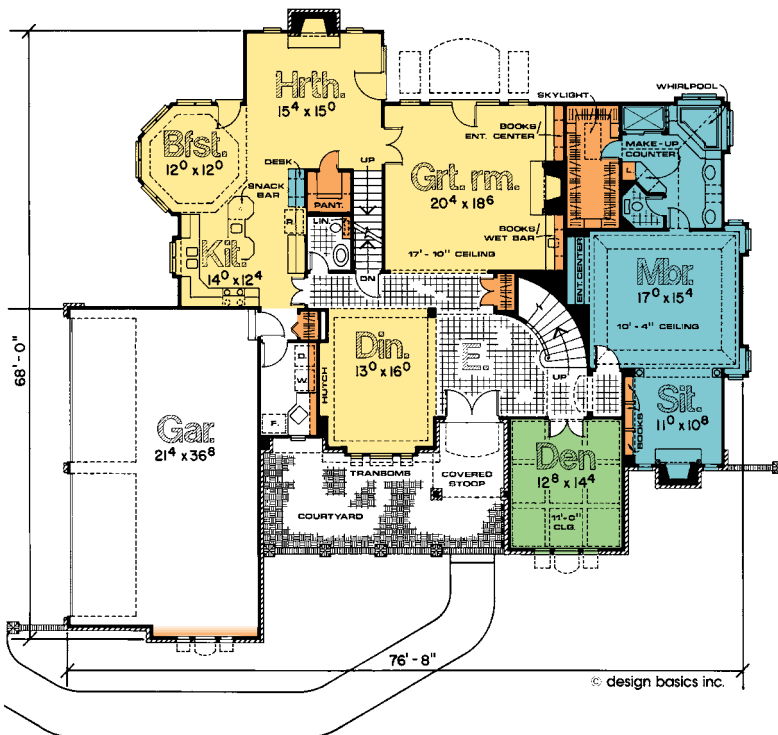


#2411 Canterbury
 2603 Main | 1020 Upper
 3623 total sq. ft.

walls 2"x4"
 main level 9' high
 foundation basement

Kelly Homes may offer many options that differ from Design Basics' original plan.

Canterbury



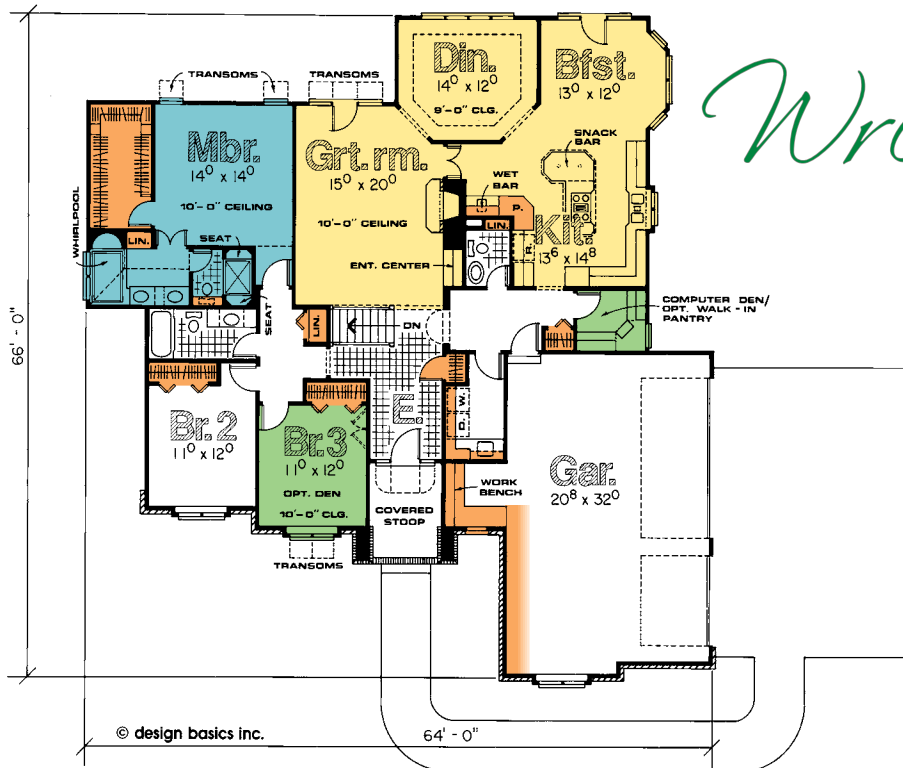


#3005 Wrenwood

2186 total sq. ft.

walls 2"x4"
main level 8' high
foundation basement

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Wrenwood

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#29056 Singletary

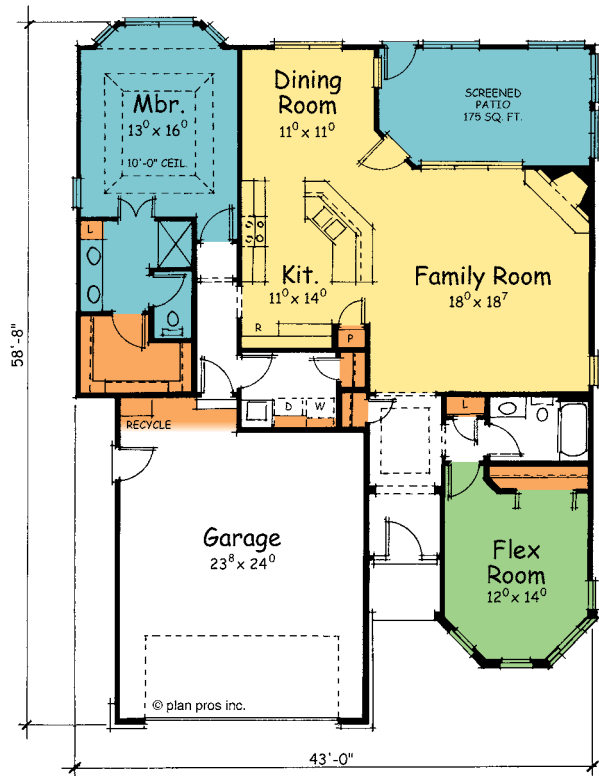
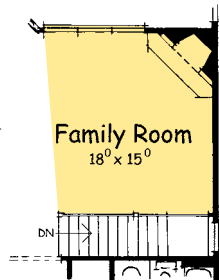
1492 total sq. ft.

walls 2"x4"
main level 9' high
foundation slab

Kelly Homes may offer many options that differ from Design Basics' original plan.

Singletary

Optional Basement
Stair Location



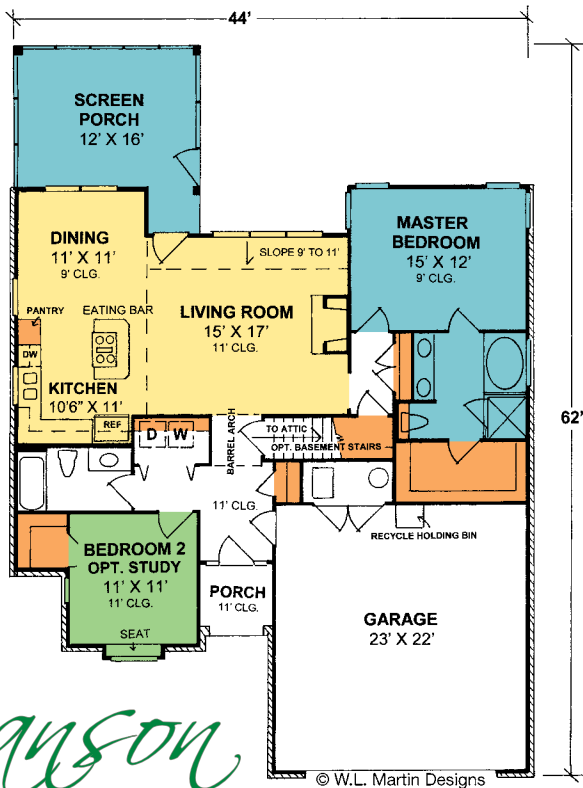


#24172 Swanson

1274 total sq. ft.

walls 2"x4"
main level 9' high
foundation slab

Kelly Homes may offer many options that differ from Design Basics' original plan.



Swanson

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Kelly Homes Crew (left to right)
Curt Kelly, Tim Needles, Ryan Kelly,
Tony Trujillo, Jeff Kelly

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