

Sherwood Homes & Lane Building Corporation



A Better Way

Who's the best home builder?

Actually, that's answered one home buyer at a time. And, in the Omaha, Nebraska, area, Sherwood Homes and Lane Building Corporation are raising the bar regarding what it means to be best. Part of that solution has been embracing Design Basics' Woman-Centric Matters!® approach, which helps home builders focus on design, products for the home, and customer experiences from women's viewpoints.

Though separate companies, Sherwood Homes and Lane Building Corporation build the same home designs, with the same tradespeople, using the same products; however, having two entities allows them to build in a wider variety of neighborhoods. Currently, the companies are building in 20 different subdivisions. Jerry Standerford explained, "Having building lots throughout the Omaha metro, buyers can get the neighborhood and school district they want. Or, we'll help our clients find and secure a home site in one of Omaha's other quality neighborhoods."

A Better Experience

It is impossible to build a quality home without providing a quality new home experience. At Sherwood/Lane, that begins with a user-friendly website. But the customer experience gets into full swing when one of Sherwood/Lane's three agents get involved. "Our agents are really new

home specialists and are very knowledgeable about home building," Standerford said. "But even more important, our agents care. They're focused on the buyer's interests and helping each of our clients get the best home for their household."

Pre-construction, the agents assist with home plan and building lot selections, product decisions and finishes, and pricing. Communication is key, and with that, education. Home buyers don't know what they don't know.

Our caring team of agents are here to help!



John Gell



Mary Chapman



Tasha Moss

See inside back cover for contact information.



Better Decisions

Sherwood/Lane offers dozens of different home plans, which, within reason, can be modified according to buyer preferences. The agents work out of furnished model homes that allow prospective buyers the opportunity to see the construction quality firsthand and experience the livability of the homes. Because it's sometimes hard to visualize a home's flow or perhaps a certain room size, being able to walk through the model home eliminates guesswork and avoids future remorse. Actually experiencing a dining area helps buyers know if it might need to be enlarged, for example.

Offering multiple move-in ready homes, Sherwood/Lane is also a market leader when it comes to buyers who are relocating to Omaha. Not surprisingly, many of those buyers are families with children who prefer traditional two-story homes. The company is seeing a higher number of multi-generational household clients and offers several popular two-story homes to incorporate a first-floor in-law suite. According to Standerford, "We're also seeing the influence of websites such as Pinterest and Houzz among our clientele, which is helping them identify and prioritize what they want in a home."

Sherwood/Lane opened their Personalization Studio in 2006 and it's been very popular with their personalized clients. Akin to a "university environment," prospective home buyers meet there with their agent to further appreciate the included features and learn about available options.

"Custom cabinets are standard in all of our homes, and buyers come to our Personalization Studio expecting to see various woods, styles, and finishes. But they may not know quiet garbage disposals are available nor have considered the importance of a quiet dishwasher when the sink and dishwasher are located in an island without a solid wall to help muffle the noise. Again, the importance of knowledgeable agents who take the time to help buyers understand available amenities cannot be overstated." To make the selection process even easier, complimentary items have been bundled into themed packages, such as their "Serenity" package in which those items are found.



Sherwood Homes' Corvallis plan is featured on the back cover.

Corvallis

"This really puts the buyer in control," Standerford added. "Everything goes into the contract before the buyer signs it—the home plan, home site, and product decisions. Within the budget they have established for themselves, we've empowered buyers to make the best decisions and get the best value for their new home investment. And there's no 'surprises,' the contract price is firm unless our client initializes and approves changes after the contract."



Spacious entry: Large inviting area to welcome your guests



Open concept with natural light: A cozy environment for family or friends



Workaround kitchen: Spacious kitchen allows for more than one chef

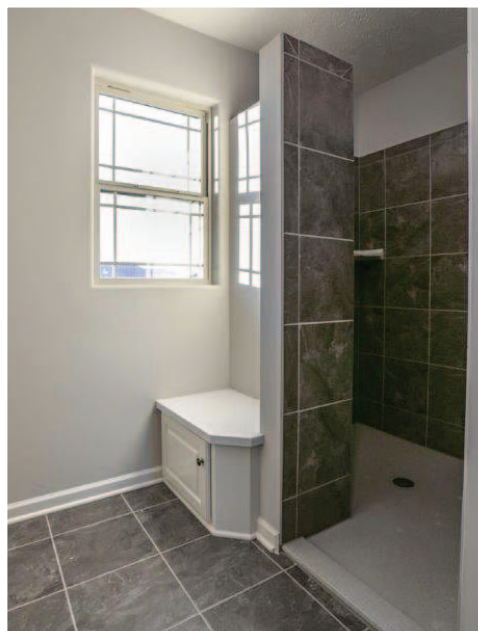
A Better Builder

Experience is a great teacher, and Sherwood/Lane has been building homes in the Omaha metro area for 50 years. It takes time to design and refine policies and procedures that take the home buyer's stress out of building and buying a new home. Sherwood/Lane does not require their clients to take out the construction financing, which can play havoc with family finances. And once the basement has been dug, Sherwood/Lane provides a firm move-in date, which is uncommon in the market—homes delivered on-time and on-budget!

Five decades in building peace of mind for Sherwood/Lane home buyers. When a home builder fails, it leaves new home buyers to fend for themselves, particularly when it comes to warranty issues. According to Standerford, "We're the only builder in the area that provides both a 10-year structural warranty and an independent, third party new home warranty through Pro-Home. As members of the Metropolitan Omaha Builders Association, Sherwood/Lane stays at the forefront of evolving building codes and other construction issues. Standerford was also the first builder in Omaha to receive the NAHB's Graduate Master Builder honors.

A better way?

Sherwood/Lane clients agree that better designs, better choices, and better customer experiences truly do make Sherwood Homes and Lane Building Corporation the best builder!



Large bath suites: Dual sinks, spacious vanity cabinet and large walk-in tiled shower are just a few of our amenities



Sherwood Homes & Lane Building Corporation
www.sherwoodhomesomaha.com



Drop Zone: Convenient storage/bench for families on the go!