



## Blueprint for Success

*Chris Jones founded C.A. Jones Inc., in 1995,* building new homes in the St. Louis metro east area, primarily in Madison, Monroe, and St. Clair counties on the Illinois side. Through a combination of hard work, customer focus, and superb value, C.A. Jones grew to building 80 homes a year; then, the housing recession hit.

Estimates vary, but perhaps one-third of home builders nationally closed during the housing recession, leaving their new homeowners to fend for themselves. Not Chris Jones – Jones would stand behind the homes that they built and be there for their customers. It wasn't easy. In fact, Chris didn't pay himself for more than two years. But Chris had given his word to his customers, vendors, and bankers, and he wasn't about to give up.

That perseverance paid off. Market conditions improved and Jones built over 50 homes in the last 12 months. The company employs a staff of 16, plus three part-time individuals. Jones' largest neighborhood, Country Club Hills (Waterloo, IL), opened in 2006 and still had 72 of the 92 home sites available when the recession hit. Today, all of those lots are sold as are a few of the 25 homes in phase two.

Jones' model home at Country Club Hills is Design Basics' Saffron plan. Jones modified the rear foyer – opting for a bench with coat hooks in lieu of the original design's coat closet – a change that has been very well received by customers. “We've had great response to this plan!” Jones said. Granite countertops grace the kitchen and the deep pantry has been a big hit with buyers. The dining and family rooms come alive with lots of natural light. There are also abundant windows in the owner's suite and a VELUX® Sun Tunnel bathes the bathroom in daylight. Rather than hinged doors, pocket doors ease access between the owner's bedroom, bathroom, and walk-in closet.

The model's finished lower level is home to the C.A. Jones Selections Center, where Megan works with buyers to choose finishes for their new home. On the exterior, they may start with the brick selection, then build a complimentary color palette around that brick. Inside the home the process is similar, often starting with the flooring or perhaps cabinetry or countertops in the kitchen. Jones further explained,



Saffron  
#42035

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

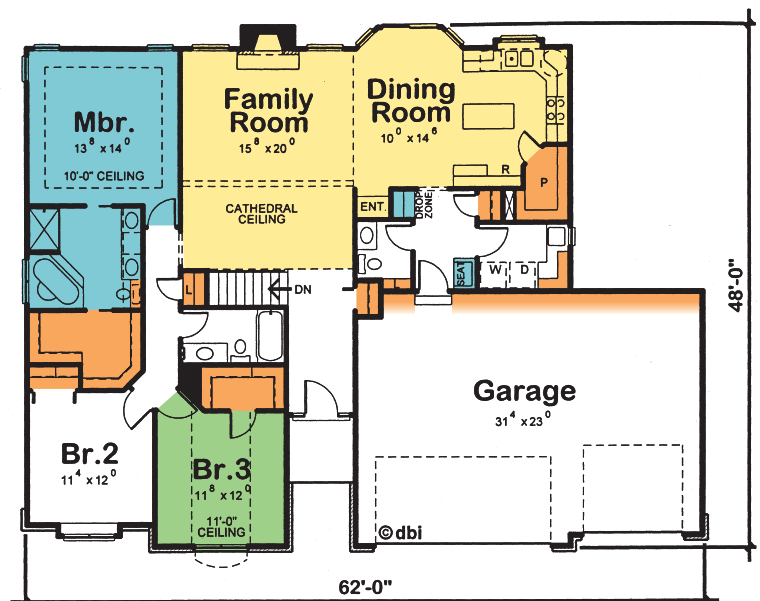
1763 total sq. ft.

*C.A. Jones may offer many options that differ from Design Basics' original plan.*

“Working with Megan in our Selections Center, our customers don’t have to spend a dime more than the price they have been quoted, and they appreciate that.”

Jones has built several homes from Design Basics in Country Club Hills, including the Bloom, Herndon, Manchester, and Sunflower. Such variety helps Jones address the needs, wants, and desires of his first-, second-, and third-time new home buyers. Jones is currently building a fourth new home for one particular customer, attesting to the value of treating customers well. Jones recently acquired Schreiber Farms, a dormant 84-lot subdivision in Madison County where only eight homes had been built. According to Jones, “The similarities between Schreiber Farms and Country Club Hills are striking. We will be offering the same portfolio of homes in both neighborhoods.”

*Saffron*





Warm ambience: Dining and family room bathed in natural light

If prospective customers don't see what they're looking for from Jones' home plan offering, they are directed to Design Basics' website to search for plans. "We've discovered some excellent plans this way," Jones said, adding, "During construction, if we get good reviews from our trade partners and other prospective buyers, we add the plan to our design portfolio."

*“For more than half of my career, Design Basics has been my design firm.”*

Jones' Cobblestone Park neighborhood in St. Clair County is the company's first gated, maintenance-free community for 55+ homeowners. "Zero lot line homes were a new concept for the area and started out a bit slow, but the community is now selling well," Jones said. With its private streets, fenced perimeter, and security cameras, buyers have peace-of-mind. Similarly, with exterior maintenance, snow removal, and lawn mowing provided, residents enjoy easy-living ownership.



Cooking delight: A deep pantry and granite countertops grace this kitchen



Natural illumination: VELUX® sun tunnel in the owner's suite bathroom



Stylish and functional: Rear entry drop zone is so convenient



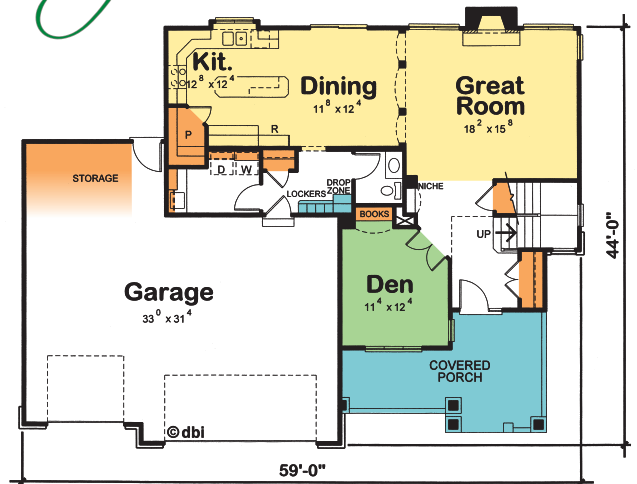
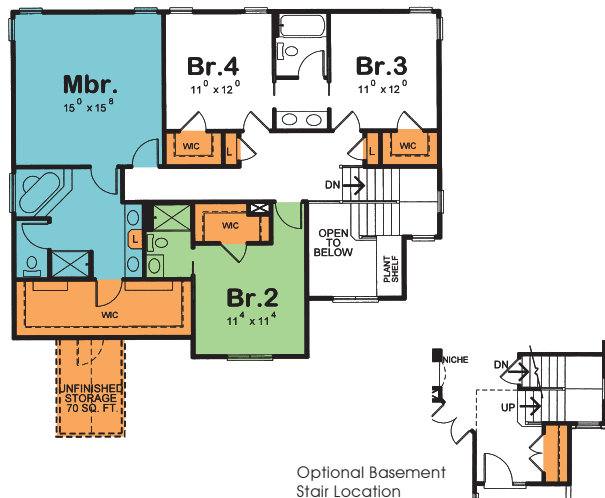
Sunflower  
#42040

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

1161 Main | 1291 Upper  
2452 total sq. ft.

*C.A. Jones may offer many options that differ from Design Basics' original plan.*

# Sunflower





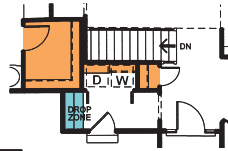
Bloom  
#29303

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

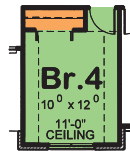
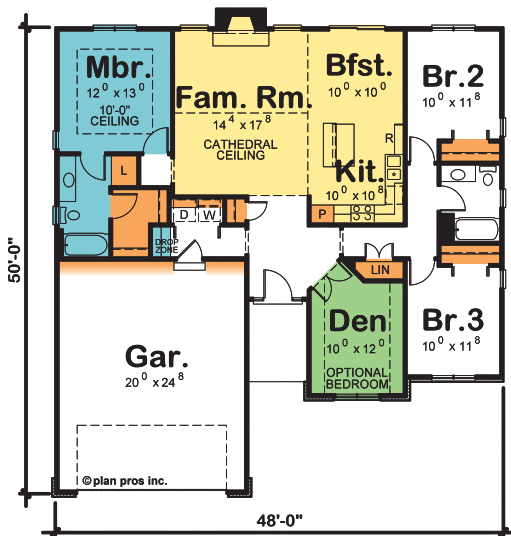
1516 total sq. ft.

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*Bloom*



Optional Basement Stair  
Location adds 45 Sq. Ft.



Optional  
Bedroom #4

Energy efficiency has also become a hallmark of Jones' new homes. "We're building to the 2015 energy codes," Chris explained. First the plans are modeled on the computer for energy consumption. During construction, each house is inspected and any issues are addressed immediately. The ductwork is sealed, the basement insulated, and high efficiency HVAC units installed. Then every home has a blower door test and rated by an independent third-party. "It's critical to have everyone on board when the goal is highly energy-efficient homes, and our team approach works," Jones said with pride.

Today's most-wanted designs and amenities...the convenience of one-stop selections...quality construction...energy efficiency... and a commitment to every customer – that's the C.A. Jones Inc., blueprint for success!

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