



Bay to Beach Builders "Idea Home"

*featured builder:*  
**Bay To Beach  
Builders**

[www.baytobeachbuilders.com](http://www.baytobeachbuilders.com)

*Deric Parker, 2nd row from top middle  
Carla Parker, 3rd row middle  
Office Staff and Kids*



Company:  
Bay To Beach Builders  
Owners:  
Deric & Carla Parker  
Started: 2003  
Location:  
Southern Delaware

Price Range:  
\$150,000 - \$500,000  
(+ home site)  
Market: Retirees and  
Move-up Buyers  
Sales Center: Yes  
Broker Co-op: Yes

Spec Homes: 1 in 2015  
Homes Built: 26 in 2014  
Model Homes: Yes

## Not Your Typical Model Home

Deric and Carla Parker owned a small piece of ground across the street from their Bay to Beach Builders' offices. Half-joking, Carla one day asked, "What if we built a model home there?" An unconventional thought, as this was zoned highway residential/commercial. Still, the location was excellent, offering high traffic numbers and great visibility.

Bay to Beach Builders builds homes in the Southern Delaware/Maryland area between the Chesapeake Bay and the Atlantic Ocean. They had become well known for their Amish craftsmanship and high levels of personal attention. Bay to Beach Builders had used model homes and traditional media to support their in-house sales team. Clients were mostly of out-of-state retirees and local move-up home buyers.



**Fine craftsmanship and beachy colors contribute to the Idea Home's distinctive character**

As part of a strategic plan to grow their 10 year old company, in 2013 Bay to Beach Builders signed on to Design Basics' Woman-Centric Matters!® program, finding the home designs and marketing advantages appealing. In addition to adding new home plans to the company's offerings, Bay to Beach Builders worked with Design Basics to enhance the livability and marketability of some of the company's existing designs by overlaying Woman-Centric design concepts. The Woman-Centric designs were well received in their market and Bay to Beach Builders looked forward to constructing a Woman-Centric model home.

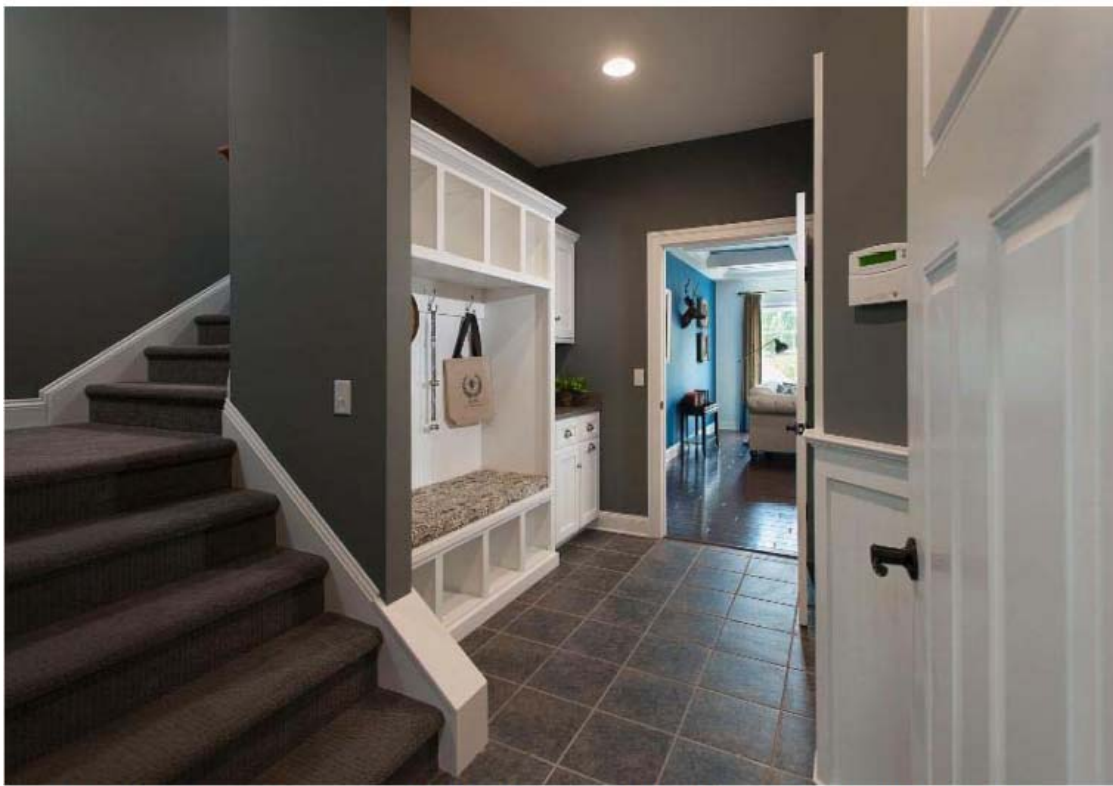




**The oversize, doorless spa-shower was another "hit" with visitors**

The thought of building their new model home across the street from their offices took root when discussions turned to building this as their "Idea Home." The Idea Home would showcase a plethora of Woman-Centric concepts and products, utilize the garage as a Welcome/Sales center and feature a professionally-designed selections center in the lower (basement) level.

The Grand Opening of Bay to Beach Builders' Idea Home was scheduled for August 9-10, 2014. A ribbon cutting ceremony with local dignitaries and media was held two days prior. Signage and large banners were placed out front, emails were sent, and print ads placed. A countdown to the Grand Opening ran on the company's Facebook page. The Grand Opening was a huge success, with more than 1,000 people visiting the Idea Home during the first week. At least three new home sales were attributed to the Grand Opening events.



**Coming in from the garage, the Rear Foyer with bench and hooks plus Drop Zone**

Bay to Beach Builders has experienced a "dramatic" increase in model home traffic to the Idea Home, compared to their former model home. Visitors linger in the (garage) Welcome Center, with its strong imagery and educational messaging. Then they enter into the home's rear foyer with drop zone, where comments such as "Oh, I've got to have that in my home!" are common. According to New Home Specialist Julleanna Seely, "The pet center has been a huge hit. It's memorable and I so often hear 'I've never seen it before!' The kitchen is a real 'Wow!' area. Visitors really like the color scheme, the glass front cabinets that reach to the ceiling and all of the surprises they see behind the cabinet doors!"



**Stuffed animals make the Pet Center even more memorable**

Also in 2013, Deric Parker heard Jane Meagher with Success Strategies speak on selections center design at the International Builders Show. The convenience of having everything under one roof, including selections, was intriguing. Meagher designed a fabulous lower level for the Idea Home. "It's unexpected," said Parker. "People don't realize there's a basement at all. As they come down the steps, you literally see jaws drop. In this environment, people mentally move into the 'buying' mindset, realizing a sense of ownership with items they can see and touch. It's rewarding, hearing comments like 'This is where I want to pick out my home,' and 'You really have thought of everything, haven't you?'"



**Surprising Lower Level    Selections Center**

Not surprisingly, the Idea Home has become Bay to Beach Builders' best-selling plan. What did come as a surprise was the Idea Home's effect on buyer confidence. According to Parker, "We're contracting significantly larger, more expensive homes since opening our Idea Home, even though the Idea Home is less than 2,500 square feet. Buyers see what we can do - the quality, design and innovations - and they want us to build their home."

Bay to Beach Builders closed 26 homes in 2014. Projecting aggressive growth for 2015 with the Idea Home, the company planned for 36 homes in 2015, a 38% increase. In November of last year, Bay to Beach Builders sold 7 homes, a single month record. They followed up in December with 11 new home sales! But Parker is not willing to sacrifice the company's way of doing business for exponential growth. He is limiting the number of homes the company will build in 2015 to 40 and will implement a waiting list for 2016 builds.

The Idea Home. Not your typical model home. Bay to Beach Builders. Not your typical home builder!



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