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Builder's Success Story



featured builder:
h.a. Fisher Homes

www.hafisherhomes.com

*Sarah Fisher
Hugh Fisher
Vera Fisher*



Company:
h.a. Fisher Homes
Owner: Hugh Fisher
Started: 1976
Location:
Warwick, RI

Price Range:
\$200,000 - \$500,000
Market:
Single Family/
First Time Buyers/
Move-up

Sales Center: Yes
Broker Co-op: Yes
Homes Built: 50+/yr
Model Homes: Yes

A Visionary Builder. A Visionary Community.

What would be one of Rhode Island's largest residential developments in the last 50 years lay undisturbed as the housing recession persisted and Rhode Island's unemployment figures ranked second worst in the country. The October 22, 2011, newspaper headline read "Economic freefall killing Exeter (RI) development projects." The article went on to state, "If you are a developer planning to create a subdivision of big houses on big lots, now is not the time to start ... Except for the odd exception - Deer Brook off Mail Road comes to mind - development in Exeter has ground to a halt." The caption below a photo of Hugh Fisher's homes in Deer Brook read, "Deer Brook, off Mail Road, is the exception to Exeter's development woes. Sales of the mixture of housing units continues to flourish."

The same day that article appeared, builder Hugh Fisher's phone rang. Shortly thereafter, h.a. Fisher Homes was chosen to be the developer and exclusive builder for Reynolds Farm. Fisher is also a licensed real estate agent with Coldwell Banker Residential Brokerage, and their team, The Stone Alliance, are the exclusive listing agents for the 242 homes to be built in Reynolds Farm.

Hugh, his wife Vera who oversees Interior Design and daughter Sarah, VP of Marketing and Design, participated in Design Basics' presentation of the Woman-Centric Matters!® approach for home builders. It would revolutionize their business. Within a year of becoming Rhode Island's only Woman-Centric home builder, sales were up as the housing market dived. "I'm not sure we would have survived building homes without embracing the Woman-Centric approach. While the market tanked, we quadrupled our business!"



Welcome Center in one of the Model Homes at Reynolds Farm

Fisher had introduced Woman-Centric home design in his Deer Brook development and the concept was an instant hit. Armed with a new appreciation for included features as well as options and upgrades, the homes offered in Deer Brook connected with buyers. His Coldwell Banker team re-envisioned how homes were marketed and presented based on women's preferences and they developed an exhaustive customer care program. Several other, smaller developments were built out utilizing the Woman-Centric advantage. Says Fisher, "I'll never build another home that's not Woman-Centric. Period."



Casitas are ideal for multi-generational homes



Casita Living Room area



Casita Bedroom

Design Basics custom designed new plans for North Kingstown, Rhode Island's Reynolds Farm, including single family homes, single level condominiums and live-work/townhomes. The single family homes were designed to accommodate optional independent casitas, ideal for multi-generational households. Design Basics also created the welcome center graphics featured in model home #1. "Reynolds Farm is the most visionary community I've seen in my 25 years in the housing industry," said Paul Foresman, Vice President of Design Basics.

Energy efficiency is paramount for the homes at Reynolds Farm. Blower door tests are yielding HERS scores in the low 50's, more than 40% more energy efficient than code-built homes. Furthermore, Reynolds Farm became the first community in the state of Rhode Island to feature DOW Powerhouse Solar roof shingles. As opposed to solar roof panels added atop traditional roof shingles, DOW's Powerhouse Solar roofing is the roof shingle. According to Fisher, "We ran the numbers. Our buyers will save enough on their electric bill that they'll be dollars ahead from the day they move in, when opting for these shingles."



Reynolds Farm is the first community in Rhode Island to feature DOW Powerhouse Solar roof shingles

With an appreciation for the importance of natural light, Fisher called for transom windows in areas that would potentially be dark, such as stairwells and hall bathrooms. Velux USA Skylights were used to light up the models. "Velux has these great Solar-powered Skylights for remote opening and closing without the need for running electric wiring. Their Sun Tunnel tubular Skylight adds an amazing amount of daylight even on overcast days. And their 'No Leak' guarantee closes the deal."



Bonus Room features Velux Solar-powered Skylights and transom windows for natural light



Bonus Rm w/Velux Solar-powered Skylights



Stairs with windows allow more natural light

"Cardi's, our area's premier furniture retailer, found out about Reynolds Farm and approached us about furnishing our three model homes. They were fabulous to work with, and the models are beautiful," Fisher said.

Reynolds Farm opens to the public on Saturday, April 8th. A ribbon-cutting event was held on April 8th, including Fisher's local Congressman, an estimated 150 invited guests, media representatives and in keeping with his priorities, Fisher's Pastor who gave the invocation. Congratulations to h.a. Fisher Homes on the vision and courage to create something remarkable - Reynolds Farm!

h.a.
FISHER HOMES
Woman-Centric Home Builders

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