

Finally About Me®

How your *personality* predicts purchase



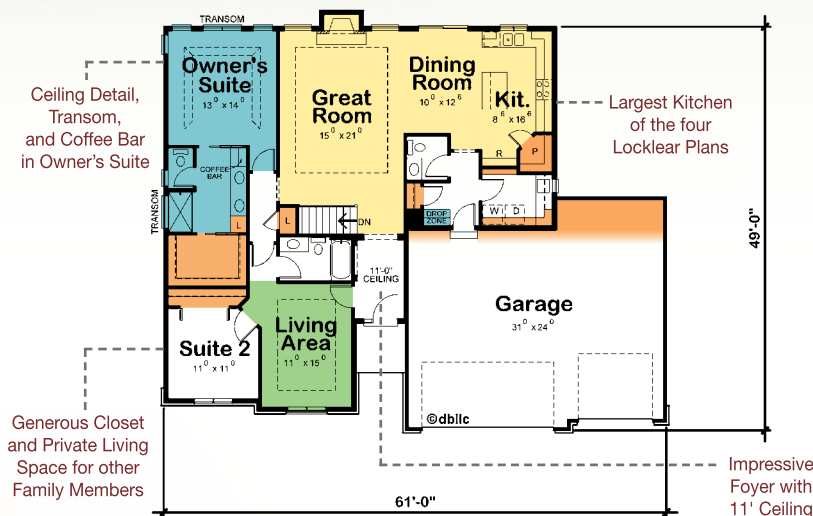
#42316 Locklear Manor

1750 total sq. ft.

You probably can't recall all of the "personality" quizzes you've taken over the years, whether they be to understand yourself, suggest a career, or identify your soulmate. Some are based on your purchases – and what they say about you. Design Basics' Finally About Me® quiz is even more intuitive, as your personality *predicts* what you're likely interested in buying, in terms of your new home's design!

While no two home buyers are the same, Design Basics' research found that women generally identify with one of four different personas, which were given the names Claire, Elise, Margo, and Maggie. Your answers to the 16 Finally About Me questions identify the persona with which you most closely align. It's uncanny how knowing that persona helps identify what you're likely looking for in your new home, saving you (and your home builder) countless hours spent on items that don't really interest you, while allowing you to focus on what's really important in your new home.

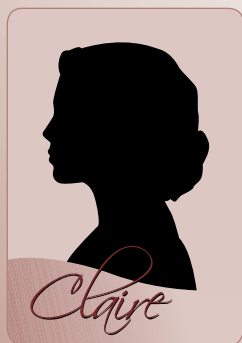
We will illustrate how Finally About Me personality preferences are reflected in the four "Locklear" personality-based home plans. One basic plan, re-envisioned for personality-specific versions with multiple exterior designs without changing the foundation. Also note that many of the floorplan changes are interchangeable.



Claire's plan, the Locklear Manor. Claire typically knows what she wants. Claires are avid researchers and planners, leaving nothing to chance. Quality-conscious and detail-oriented, Claires give 100% to their home and enjoy using their home for entertaining. While Claire buyers appear at every price point, they are keenly aware of what their purchases say about them, often looking for their home to elicit "oohs" and "ahhs" from visitors.

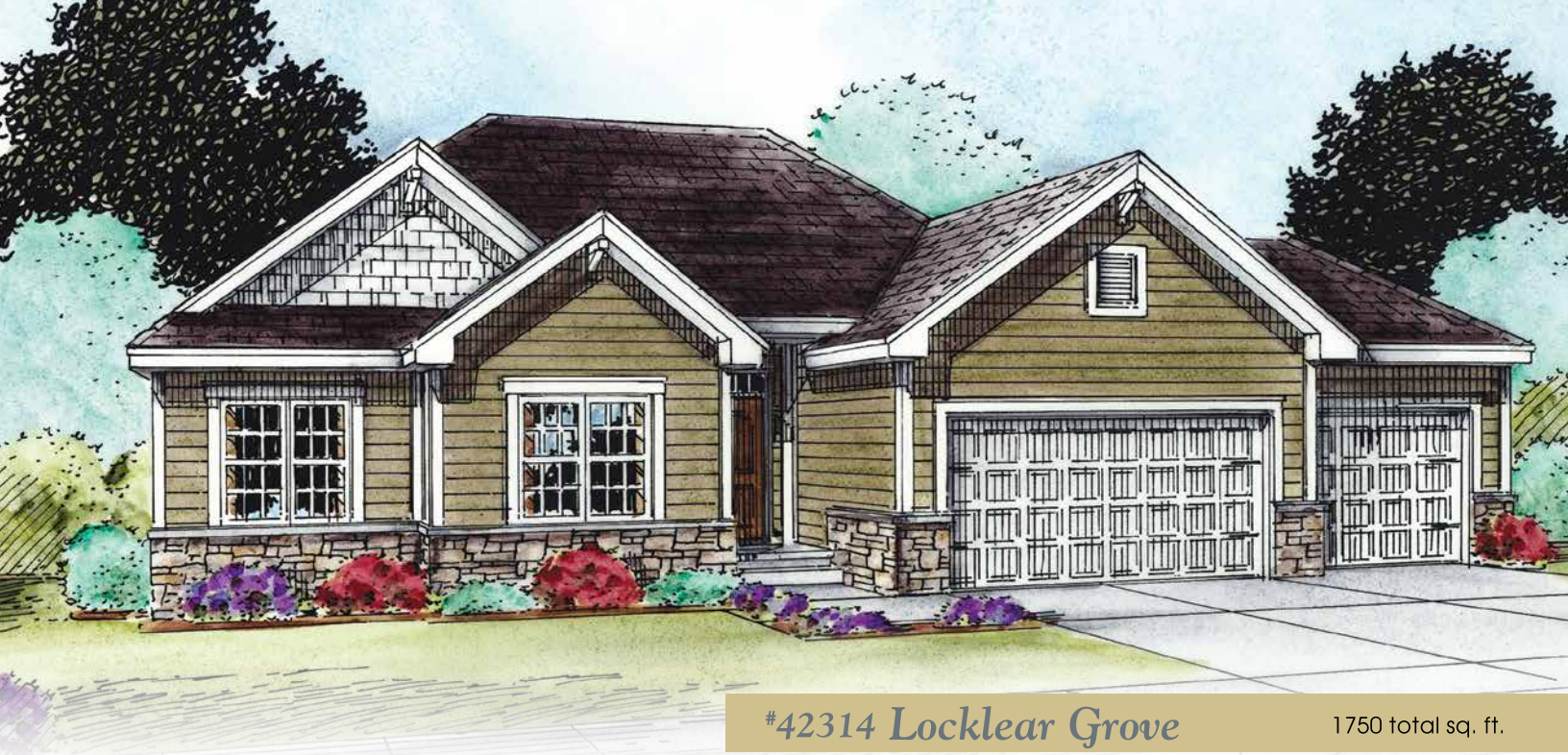
The Locklear Manor has the most impressive front entry foyer with its tall ceiling, art display niche, and cased opening to the great room. That great room presents a 10-foot high boxed ceiling and the fireplace pushed outside to maximize the useable space, open dining area, and the largest kitchen of the four Locklear personality plans. Coming in from the garage, there's a drop zone, coat closet, nicely appointed laundry room, and powder bath. To the front, a flex space may become a second entertaining area or, if the second bedroom with its generous closet is for in-laws, a private living space for the in-law suite.

The owner's suite presents sophisticated ceiling detail, dramatic transom windows in the bedroom and bathroom, a coffee bar, dual sinks, private toilet area, and oversized shower. Claire wants her home to make a statement.



Claire

formal
work/life balance
form and function
sophisticated
quality driven
detail oriented
my home makes a statement



#42314 Locklear Grove

1750 total sq. ft.

Elise's plan, the Locklear Grove.

Elise is traditional in most every sense of the word, particularly her values, beliefs, tastes, and preferences. With a focus toward the practical, and favoring function over form, Elises look to others to help with decisions. This often shows up in Elise choosing the “best-selling” or “most-popular” floor plans and selections. Elise's family orientation means she views the new home purchase through the eyes of everyone in her household, often putting others' needs, wants, and desires ahead of her own.

The Locklear Grove presents a more straightforward entry foyer with coat closet, but like Claire's Locklear Manor, there's a display niche in that hall; however, unlike Claire, Elise will likely fill that space with cherished family photos. The traditional family room presents the fireplace centered between two windows, and the entire fireplace is inside, which is less expensive. The cathedral ceiling adds some drama.



Entering from the garage, Elise's rear foyer includes a bench topped by lockers. Kids know how to use lockers, and having everything (gym clothes, jacket, backpack, lunch, and science project) there in that locker makes for a less stressful morning as the kids are heading out to school. The Locklear Grove also presents a family-size, walk-in kitchen pantry, which is an Elise “must-have,” as are the window, sink, and folding counter in her laundry room.

Two secondary bedrooms are situated to the front of the home, with nearby hall bathroom. The owner's suite shows corner windows, offering sunlight from two directions – Elise cannot have too much natural light! Her bathroom has dual sinks, private toilet area (“Sometimes, you just need your privacy!”), and large shower, plus the most spacious walk-in closet. Elise's home is her haven.



Elise

traditional
work/life balance
function over form
practical
family oriented
predictable
my home is my haven



#42317 Locklear Glen

1750 total sq. ft.

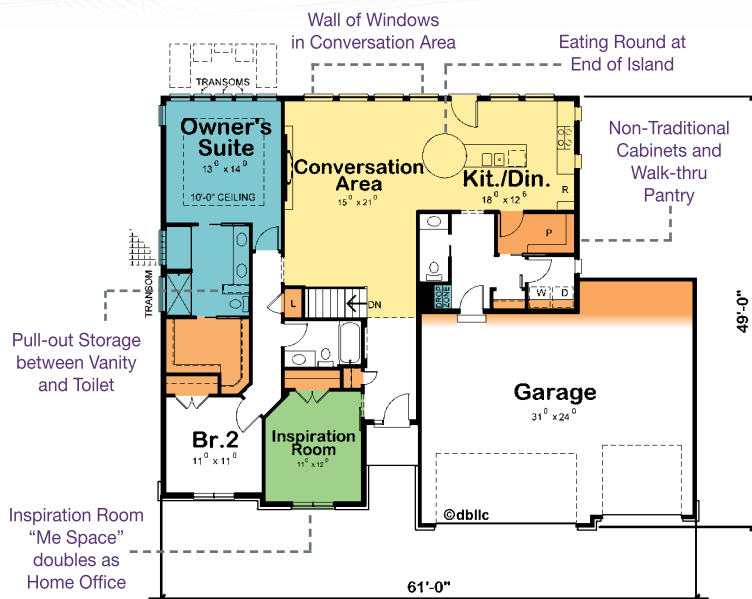
Margo's plan, the Locklear Glen.

Margo tends to be the most contemporary of the four personas, with preference for modern, clean lines, angles, and geometric shapes. Edgy and individualistic, Margos are inspired by "new" and "different," shying away from best-selling/most popular because everyone else has that. While her style can be polarizing, Margo is less concerned what others will think of her choices. She's had to conform to others' expectations all her life – now, in her home, she can finally be her true self!

The Locklear Glen's long entry view is an uninterrupted wall of windows at the back of her entertaining area. Even the name of that space, "Conversation Area," is different from the expected. Up front, her "inspiration room" is the perfect "me" space, and because Margo is often energized by work and an avid learner, this will double as a home office, complete with ergonomic seating at a work area and comfortable, casual seating to facilitate idea generation.

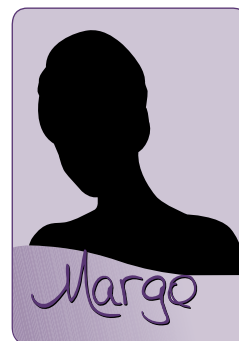
Margo's contemporary, in-wall fireplace will be one of her favorite amenities in this home. Directly opposite is the eating round at the end of the kitchen island. Not surprisingly, Margo kitchens don't look like most other kitchens, and don't expect to see traditional wood cabinets. This home's rear foyer presents a drop zone, powder bath, coat closet, modest laundry room, and...Margo's walk-thru pantry!

Margo's bedroom showcases its own artful window wall to the back, which just might make her smile every time she enters the bedroom. Specialty windows adorn her bathroom as well, which features both a soaking tub and separate shower. There's a thick wall with pull-out storage separating the toilet from the vanities and her large walk-in closet. In sum, Margo's home is unique.



Margo

contemporary
work/life balance
form over function
edgy
goal oriented
individualistic
my home is unique





#42315 Locklear Cottage

1750 total sq. ft.

Maggie's plan, the Locklear Cottage.

Maggie is the most casual of the four personas, and also the most fun! She's often over-committed, activity-driven, with her home sometimes becoming more of a "rest stop." Maggies are energized by being around people, and 'Friday night at Maggie's house' likely means a movie or game night. Maggie has a bent towards practicality like Elise, but Maggie doesn't want to be tied down to her home, so low-/no-maintenance is a priority. So is storage, but it's often specialized storage for her hobbies and activities, such as skiing, camping, scrapbooking, photography...

The Locklear Cottage reflects Maggie's need for a home that can adapt with her active and changing life, starting with the flex room at the front. Don't be surprised if that room is either dual purpose or serves different purposes throughout the year. Maggie's family room positions the fireplace in the corner, facilitating furniture arrangements for casual entertaining. That family room flows effortlessly into the eating area and island kitchen with big pantry.

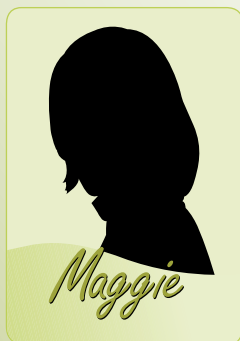


Maggies don't tend to stress over neat/tidy/orderly, but controlling clutter and chaos are important; therefore, there's a drop zone in the rear foyer entry from the garage along with a bench and lockers for the kids, plus a very generous walk-in storage closet for coats and "other stuff." Maggies also like a large laundry room as the dirty laundry piles up and washing clothes is a necessary evil to be addressed only once a week, if she can get away with it.

Because there's no powder bath in Maggie's Locklear Cottage, the hall bathroom is a compartmented design that could be used by two children at the same time. Maggie's owner's suite presents a simple, straightforward bedroom; private toilet area, oversized shower, and a linen closet separating twin vanities. Of course, she needs the largest closet she can get in her suite. Maggie's home is carefree.

Yes, your home can finally be about you!

Visit www.designbasics.com/finally-about-me.asp to take the quiz and discover your new home personality.



Maggie

casual
work/life balance
function over form
spontaneous
project/activity driven
free spirited
my home is carefree