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THE ULTIMATE HOMEARAMA® 2014 FACT SHEET

West Bloomfield, MI - August 20, 2014

WHO: The Ultimate Homearama 2014 is brought to you by the Home Builders Association of Southeastern Michigan. The presenting sponsor is Gorman's Home Furnishings & Interior Design; other key sponsors include Xfinity and the Detroit Media Partnership. A full list of sponsors may be found at UltimateHomearama.com.

WHAT: The first Homearama celebration in over a decade, the event will offer visitors the rare opportunity to take in the beauty of these one-of-a-kind custom homes built by Arteva Homes, Cranbook Custom Homes, MJC Companies and Mocerri Homes; each lavishly decorated and landscaped by some of the nation's leading designers. Homes are valued from approximately \$2.5 million up to \$3.5 million.

The exquisite homes will provide visitors with the latest concepts in luxury home living, design trends and ideas for their own ultimate dream home. Amenities showcased range from professional kitchens to spa-like master retreats; exterior and interior water features to idyllic landscapes and outdoor living; theater-quality home entertainment systems to one-of-a-kind man caves showcasing the latest technologies. No detail has been overlooked and each home has been meticulously designed to blend seamlessly into the rolling hills of one of Oakland Township's premier luxury estate home neighborhoods.

Tickets may be purchased at ultimatehomearama.com or at the event. Advance ticket prices are \$12 for individuals or \$32 for a family pack and can be purchased through August 28th. Family packs are valid for use by immediate family (i.e., parent(s) w/children under 18 living in the same household) only. After August 28th, individual tickets prices will be \$15 and family tickets will be \$40.

WHEN: The unveiling of the homes will take place at the Charity Preview from 6 p.m. until 10 p.m. on August 27, 2014. Proceeds from the charity preview event will benefit Habitat for Humanity of Oakland County & The Rainbow Connection.

Homearama will be open to the general public from August 29, 2014 (Labor Day weekend), through September 14, 2014. All six homes will be open from 11 a.m. until 9 p.m., Monday through Saturday and noon to 9 p.m. on Sunday.

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There will be a special ladies evening hosted by radio personality Shannon Murphy from 6 to 8 p.m. on Thursday, Sept. 11, 2014. Please see website for additional Homearama 2014 special events.

WHERE: The event will be hosted at the new Pinnacle luxury estate community located off the north side of Silverbell Road, east of Adams Road in Oakland Township. Parking will not be available on-site. Visitors may park free at the Oakland Christian Church located at 5100 N. Adams Rd. (Enter from Silverbell Road) and take a short complimentary shuttle ride to Pinnacle.

Other special events will be announced in the near future on UltimateHomearama.com

About Home Builders Association of Southeastern Michigan (HBA)

Headquartered in West Bloomfield, Home Builders Association of Southeastern Michigan (HBA) is a trade association representing over 750 builders, remodelers, multi-family property owners, developers and suppliers to the single family and multi-family residential construction industry. HBA is affiliated with the Home Builders Association of Michigan in Lansing and the National Association of Home Builders in Washington, D.C. Membership nationwide includes more than 175,000 individuals and companies.



For additional information, contact: Michael Stoskopf, CEO, HBA of Southeastern Michigan
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To access photos in high resolution, visit www.builders.org/2014-homearama.php



La Positano by Arteva Homes



Esperance by Cranbrook Custom Homes



Grand Versailles by MJC Companies



Greystone Manor by Mocerri



Villa Cortile by Mocerri



The Pinecrest by Mocerri

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