



Developers and builders around the country are always looking for the interesting selections to offer customers. Think about it—there are literally a dozen choices now in what to offer homebuyers just in a countertop material. There are also other community considerations—equestrian, parks or even greenway connections that are all popular with buyers.

Recently, Standard Pacific Homes, the builder at Brightwalk, a vibrant active community one mile from downtown Charlotte, gave homebuyers another option: Landscapes. More and more families are moving their living rooms outdoors—so why not do it in style? Homebuyers at Brightwalk now have that option just like they have options in their flooring, fixtures, countertop materials and other selections.

Four landscape plans are available by Blair Farris Design, a full-service design firm in Charlotte.

Each plan is unique in different ways—three provide outdoor seating options other than just a lawn and one has a water feature and most have focal points, even secret garden for perennials, vegetables or a play set for kids for some of the corner lots. The designs are specific to each site with trees working together to provide shade, bloom and interest. Plants are selected and can be installed or DIY.

Says Farris: "I feel that everyone can have a beautiful garden even if it's on a small budget. Beautiful gardens inspire us to go outside and enjoy a healthier lifestyle." These plans, help get the homeowner started, add continuity to the neighborhood and add style.

For more information about how to offer more choices in your selections, or give them some umph, contact The Littlejohn Group today at 704.377.2262.

