

USE THIS! DESIGN TRENDS



(Left) Have a seat at one of Saddlebrook's many work stations and begin designing your very own home in a matter of minutes. (Above) The author's own home design in progress via the computer. (Below) A finished Saddlebrook home created with the new software.



Be your own architect

By LAURA ROBERSON

OVER THE PAST SEVERAL DECADES, Knoxville builders have cranked out row after row of identical "Knox Boxes," forcing local home buyers to sacrifice personal style for affordability. But, as custom homes become less of a luxury and more of a home-buying must have, cookie cutter construction simply won't cut it. With the advent of state-of-the-art home design programs, custom homes are no longer a financial impossibility for the average buyer.

Saddlebrook Homes teamed up with renowned Atlanta architectural firm BSB Design to bring the latest homebuilding technology to Knoxville. They created HomeWorks, an exclusive computer program mimicking software used by big-

city firms that allows buyers to personalize one of Saddlebrook's 13 floor plans. And all it takes is a few clicks of the mouse.

After choosing a neighborhood and a basic home model, buyers are guided through the hour-long design process with over 300 customization options, like adding a butler's pantry or converting a porch into an extra bedroom. The floor plans range from 1500 square feet to over 4000 square feet, each available in French, Traditional or Craftsman styles.

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Saddlebrook’s home design brain child is more than just flexible. It’s affordable.

While an architect-designed custom home generally requires deep-pockets, HomeWorks caters to the average buyer. All upgrades built into the program are pre-priced to help buyers stick to their budget, and with four levels of finishing, clients can choose design features best suited for their lifestyles and their bank accounts. Saddlebrook even offers a complimentary interior decorator and full-

scale design center to help buyers add the finishing touches to make their house a home.

“The key to this is to get a home that lives the way you want to live,” Mohney says. “You can’t just keep building the same house and changing the square footage on it. Lifestyles are changing.”

For Knoxville, changing lifestyles means embracing big-city style without forfeiting the comfort of life in the southland. And with the help of HomeWorks, local buyers can enjoy the best of both worlds. 