

Rolwes Company
Cover feature/Addyston Place
Fine New Homes – August/September 2007
June 23, 2007

**ADDYSTON PLACE:
Rolwes Company Puts a New Spin on “Where You Want to Be”**

Ask any real estate professional. Product, price, and location are the three factors that most influence the purchase decision of virtually every homebuyer. And location – “the place you want to be” – usually tops the list.

Rolwes Company can certainly claim a superb, close-in location as one of the major assets of Addyston Place in St. Charles! Situated in a desirable residential area off Caulks Hill Road east of Highway 94, the 151-homesite multi-builder neighborhood is instantly accessible to the Page Expressway, only six minutes from Interstate 70 on the north, and an easy drive to Highway 40 on the south.

“Many of our customers have crossed the river *because* of the Page Expressway,” says sales representative Jeanne Poetz. “No matter where they work – downtown, in the Westport vicinity, or anywhere in North or South County, Page offers a direct and un-congested route to all parts of the metro region.”

But creating a neighborhood that’s “where you want to be” means a great deal more to CEO Greg Rolwes than simply offering an outstanding location.

A Superior Product at a Competitive Price

Rolwes Company’s 41 walk-out and in-grade homesites at Addyston Place average more than a third of an acre in size and are arranged around several tree-lined cul-de-sacs at the rear of the community. Extremely private, the section’s generous yards and wooded common ground provide a beautiful setting for the firm’s upscale home designs.

The community portfolio showcases nine fashionable ranch, story-&-a-half, and 2-story designs, starting from the low \$230’s. Free-flowing, open floorplans characterize the various models, which encompass 1800 to 3200 square feet of living space and include a myriad of high-quality, name-brand components.

“One of our primary goals is to ensure that our customers receive optimum value-for-investment,” said Rolwes. “Wherever we build, we’re committed to providing superior quality homes at a value that can’t be beat.”

(MORE)

Rolwes Company
Cover features/Addyston Place
June 23, 2007

ADD ONE

Achieving an attractive, varied streetscape is another of the CEO's staunch objectives. Each of the homestyles at Addyston Place is offered with a choice of three to five distinctive elevations, and no two adjacent homes are constructed with identical exterior designs or colors.

Adding still more curb appeal, homesites are fully sodded, front yards are professionally landscaped, and the builder even includes a decorative mailbox. For homeowners, this saves the considerable effort and expense of getting a lawn started and enables families to begin enjoying their new homes immediately – inside and out!

Three-car garages are an upgrade with select plans, and the latest addition to the Addyston Place portfolio is a newly-designed, 4-bedroom "Princeton" two-story that features a standard 3-car garage.

While touring the gorgeous "Kensington" story-&-a-half display model, Poetz points out a number of Rolwes Company's signature elements, which she describes as "small things that homebuyers may not even notice until they've lived in the home for a while." As examples of the meticulous craftsmanship, she calls attention to the Kensington's routed wood window sills and skirt boards that give the staircase a more finished look and protect the drywall.

One feature that no customer can overlook, however, is the valuable promotion currently in effect which offers all Rolwes Company purchasers at Addyston Place a fabulous lower level recreation room – free of charge on select models!

Redefining "Where You Want to Be"

Rolwes Company's unique approach to home selling is probably the one thing that most surprises prospective buyers. When considering a new home at Addyston Place, you won't be pressured into buying a particular home design or a multitude of expensive options.

"We want to know where you want to be!" Poetz explains. "Are you looking to build a home with a certain amount of space and specific amenities? Or are you more concerned about a down payment you can afford and monthly payments that fit your budget? We won't even suggest more home than you need, extra upgrades, or anything that exceeds your spending limits."

A no-obligation consultation quickly establishes the customer's new home priorities; illustrates preliminary financing, taxes, and closing costs; and, if desired, can match the purchaser

(MORE)

Rolwes Company
Cover features/Addyston Place
June 23, 2007

ADD TWO

with an appropriate lender.

For transferees and other buyers-in-a-hurry, two stunning market homes are now under construction at Addyston Place, and even the information center hours have been adapted to shoppers' varied schedules! – 2:00 to 7:00 on Mondays; 10:00 to 6:00, Tuesday to Friday; and 11:00 to 5:00 on weekends.

With so much focus on attentive, personalized service, it's no wonder that half of Rolwes Company's homes at Addyston Place have been purchased in just one year! It's where homebuyers want to be.

#

SIDEBAR OR BOX:

Addyston Place is served by the
Francis Howell Central School
District.

For more information: **636-939-2525**
or ***www.rolwescompany.com***

To visit: Take I-270 to the West Page
Extension (Hwy. 364), left on Harvester
Road, then left on Caulks Hill Road to
the community entrance on the right.