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**Arbor Custom Homes Opens
Oregon's Largest Design Studio**

8,900-square-foot showroom features full-scale kitchen and bath vignettes

BEAVERTON, Ore. – Fitting for its position as Oregon's largest residential homebuilder, Arbor Custom Homes has opened the state's biggest customer design showroom.

Housed within Arbor's corporate complex, the new state-of-the-art, 8,900-square-foot studio features a host of quality building products displayed in full-scale applications. For example, the studio includes four complete kitchen vignettes, six bathroom vignettes, and a working media/home theater room to give buyers an opportunity to see how products work together when installed.



Arbor Custom Homes opened its new 8,900-square-foot design center in January 2008 that features full kitchen and bathroom vignettes.

“This design studio is four times larger than our previous facility, so we are able to offer our customers many more choices and options for their homes,” said Brad Hosmar, Arbor's product development director who served as the lead architect for the new facility. “The great part is that buyers are able to stand in actual room arrangements to get a true sense of what products they like and how different color combinations will work for them.”

Other home product samples on display include: brick and stone veneer, plumbing fixtures, fireplace mantels, doors, appliances, paint colors, window coverings, flooring, heating and cooling systems, sustainable choices and lighting options.

After exploring a myriad of building product and decorating options, Arbor customers have ample room to consult with their personal studio experts at newly designed work areas where they can order their custom home choices.

Size ranks with national builders

At 8,900 square feet, Arbor's new center is easily the largest in Oregon and comparable in size with those offered by national builders such as Pennsylvania-based Toll Brothers, which operates a similar sized complex in its Michigan location.

(more)

In the Northwest, only Seattle-based Quadrant Homes, which is part of the Weyerhaeuser Real Estate Co., offers larger customer showrooms with its two 12,000-square-foot facilities in Bellevue and Lacey.

“Our consistent growth since 2002 has put Arbor in a leadership position in the Portland market and we felt we were ready for this step,” said Hosmar. “Our previous location reached its capacity for products and daily appointments, so a larger design studio was needed to accommodate our customers.”



Two years of planning

The idea for a new design studio was launched in 2005 when the company was exploring new corporate headquarter options. Sandie Hume, Arbor’s on-staff interior designer, visited numerous builder design studios across the country and consulted with experts on layouts and floor plans that appealed to buyers, as well as elements that resonated favorably with customers.

“Over the course of our research we digested all the information and then designed a studio that works best for our local clients,” said Hume. “The space is very user-friendly and welcoming. We know what our buyers expect, and they will not be disappointed when they use this fantastic space to select features for their new homes.”

Additional opportunities

To maximize the function of its new design studio, Arbor Custom Homes plans to host additional events in the facility, such as real estate agent education classes and regular open houses for the public to view its offerings.

Additional information on the new Arbor showroom can be found online at www.arborhomes.com or by calling 503-641-7342. The address is 735 SW 158th Ave., Beaverton, OR 97006.

About Arbor Custom Homes

Founded in 1988, Arbor Custom Homes has designed and built more than 6,000 residences in the Portland metro area and is the state of Oregon’s largest homebuilder. The company offers detached single-family homes, townhomes and condominiums in its innovative planned communities in Bethany, Hillsboro, Wilsonville, Bull Mountain, Tigard, Lake Oswego, Murray Hill, West Linn, Happy Valley and Beaverton. Arbor Custom Homes currently ranks as one of the country’s Top 125 builders, according to *Builder* magazine. It was selected by *Cooking Light* to build the magazine’s popular FitHouse in 2008 at the Arbor at Villebois neighborhood.