



## **AURORA CUSTOM HOMES REVEALS TRENDS IN BUILDING CUSTOM HOMES FOR CORPORATE CLIENTS**

PONTE VEDRA BEACH, Fla. (April 26, 2010) – Many remember the TV program titled “Lifestyles of the Rich and Famous,” where viewers were given a peek into the private enclaves of those who lived in astonishing luxury. Once reserved for only the very wealthy, high-end custom homes are becoming mainstream for today’s successful business executives, according to Aurora Custom Homes President Michael Lenahen. He says that building custom homes for high-level executives often requires creating large spaces to host corporate functions, designing unique entertainment features, and providing luxury accommodations for out-of-town guests.

“Building custom homes for corporate clients requires designing a home that accommodates their lifestyle, both professionally and personally,” Lenahen said. “We look at five main components when designing homes for such clients. We refer to them as the PERKS – prestige, entertainment, rewards, key opportunities and satisfaction.”

The prestige of a high-end custom home is often defined by its dramatic curb appeal and architectural design. Lenahen recommends corporate clients select an estate-sized property that can accommodate several stately factors, such as entry gates, a long driveway, motor court for additional parking, and guest houses with multiple garages. The home itself should include an elaborate entryway, a raised welcoming front porch, and balconies to capture views of the surrounding ocean, river, lake or golf course. The final exterior element that must be considered is landscaping. Lenahen said many clients choose ornamental trees, fountains, statues and night lighting to enhance the home’s elegant facade.

The second most important element of creating homes for high-level executives is the entertainment factor as they often host large parties and corporate functions. An open, flowing floor plan is needed to accommodate large crowds and allow guests to move freely among the living room, kitchen, family room, covered lanai, summer kitchen and pool area. A large kitchen should be designed with work stations, serving counters and professional grade appliances such as separate refrigerator and freezer units, dual dishwashers, a warming drawer, built-in coffee or espresso makers, and multiple ovens. An adjacent and convenient butler pantry should include a staging area for multi-course meals with serving stations, a wine cooler, ice maker, dishwasher and china display.

When it comes to social entertainment, Lenahen's corporate clients often request designated spaces such as a game room with areas for a pool table, dartboard, card table and beverage station, and theaters with high-tech surround sound speakers, large video screens and plush seating. Additional spaces can include outdoor summer kitchens with gas grills, a deep fryer, pizza ovens, TVs, full wet bars, and plenty of deck space to accommodate an elaborate pool, spa, waterfalls, fire pit and areas for sunning, eating and socializing.

The rewards portion of Aurora Custom Homes' design process is centered on the client's hobbies and personal preferences. For instance, several executives have requested an air-conditioned garage for their vintage automobiles, a library with full-height bookshelves and ladder, memorabilia rooms for collectables, a fully equipped exercise room with sauna, and a complete home automation system with all devices programmed via remote control.

Key opportunities are explored when Lenahen assists in the design of custom homes, including building the home for energy efficiency and better indoor air and water quality, suggesting low-maintenance building materials, installing a back-up gas generator for storm seasons, creating a more accessible home for aging residents and guests, and providing adequate space for out-of-town guests.

"Satisfaction is attained when our clients move into a comfortable, private enclave where they can leave the working world behind them," Lenahen said. "Our clients should enjoy the rewards of a successful career and have a custom home designed specifically for their lifestyle and their future years of retirement and leisure."

For more information about Aurora Custom Homes' corporate home designs, call (904) 246-5400 or visit [www.AuroraBuilders.com](http://www.AuroraBuilders.com).