



5 Reasons Why Buyers Are Turning To Urban Town homes For A More Vibrant and Green Lifestyle

We have been interested in urban in fill and town home living for many years. Recently we have seen a boom in Denver for this type of living. We believe there are many market forces contributing to this including Denver's rapid population growth, interest rates, and pent up demand. But we also believe there is an underlying mind shift in today consumers that are looking for a higher quality, more centralized, vibrant and green lifestyle. Below is our list of 5 reasons why more buyers are turning to urban in fill and town home living.

1. **Urban Town homes are built in developed neighborhoods** near cafe's, shops, and vibrant city living. Activities, work and urban living are at the ease of your fingertip through short commutes, bike rides and public transit. This not only gives buyers more time to spend doing what they love but, also decreases the carbon footprint with less commuting and less fossil fuels being burned.
2. **Urban town homes are built over time** in a selective manner. Urban in fill development occurs on empty urban lots or replaces older decaying homes. This process helps to keep a neighborhoods value up and the overall neighborhood quality tends to improve and follow suit in areas with new development occurring. Neighborhoods with urban in fill occurring tends to happen over time. This creates rich character and reflects different architectural styles of various time periods and builders. This is a sharp contrast to greenfield development in suburban neighborhoods where large tracks of land and homes are developed and built in a relatively short time

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March "On the Board"
Featured Project
4519 Vrain St Duplex



period by a small number of designers and builders. Developments in these areas can often use up large tracks of open space, and wildlife habitat. This can also increase the demand on new infrastructure and natural resources. The repetitive architectural style often ends up feeling bland and uninspired.

3. The energy efficiency and quality of new construction of urban in fill town homes is far superior to the older homes being replaced. The new construction is built with much higher insulation values and with a much tighter air and moisture penetration envelope. Modern construction can achieve better daylight with higher insulated windows and carefully designed shading devices. The technological control systems being used in today's homes continue to improve our lives and energy efficiency in every area from remote HVAC system controls, to sensor lights, iPad controlled surround sound, lighting, shades, and security systems.

4. Urban Town homes require less maintenance, water use and electrical use per sf than older homes. Not to mention they can be beautiful, comfortable and filled with light. Town homes tend to have smaller yards for less maintenance but, bigger decks and views for more outdoor living and time to enjoy your life and home.

5. Urban town homes represent a lifestyle change where the quality of space is rated above the quantity of space. The money that is often poured into bigger square footage is being put into better design, thoughtful storage, better building quality and finishes, state of the art building controls and more central locations. We are achieving better functionality, higher quality of living and most importantly improving people's lives. Let us know if we can help you design, build or buy your next urban townhome.



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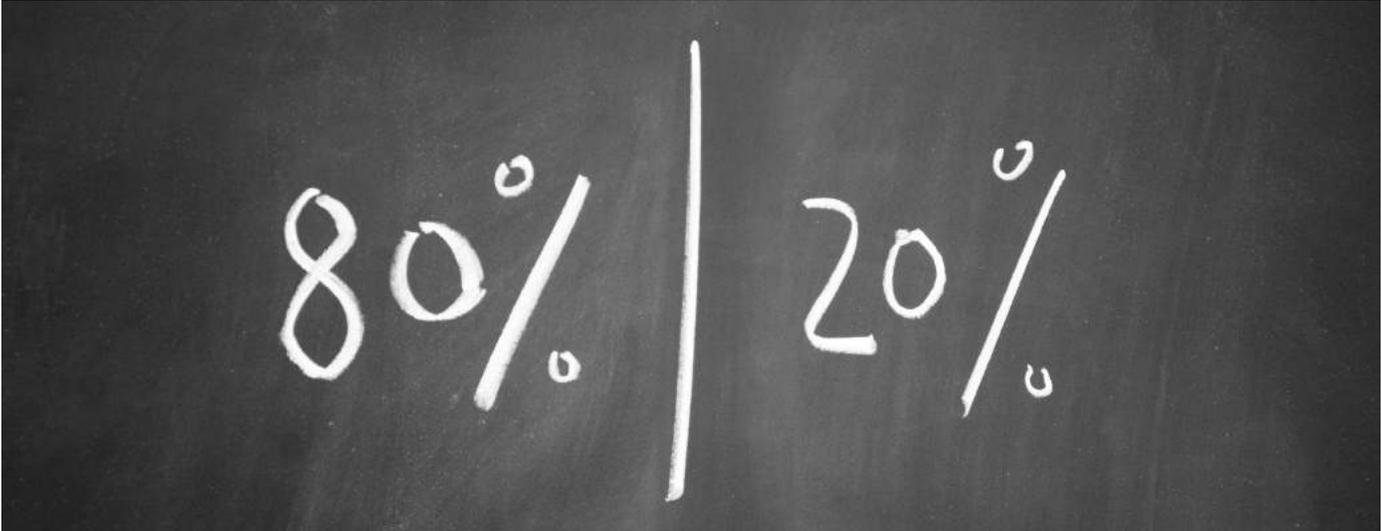
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80% | 20%

HOW TO GET EXTRAORDINARY RESULTS WITHOUT EXTRAORDINARY EFFORT

Most of what you do has little impact on your results.

A vital few things you do create nearly all your results.

If you improve the vital few, you can easily achieve your target.

The Birth Of 80/20

In 1906, Italian economist Vilfredo Pareto created a mathematical formula to describe the unequal distribution of wealth in England, observing that 20% of the people owned 80% of the land. Feeling that England had become an economically unfair place, he was stunned when he applied it across European country borders. Again, 80% of the land was owned by only 20% of the population.

Then when he applied the same calculations back through time, he found the same thing: the top 20% controlled 80% of the wealth.

The Vital Few Versus The Trivial Many

After Pareto made his observation and created his formula, Dr. Joseph Juran, working in the US in the 1930s and 40s, recognized a universal principle he called the 'vital few and trivial

many'.

As a result, Dr. Juran discovered that 20% of the defects on a production line were causing 80% of the problems.

The top 20% of authors sell 80% of the books.

The top 20% of criminals commit 80% of crime.

The 80-20 principle is everywhere.

Consider these 80-20 assumptions

Do 20% of your clothes get worn 80% of the time?

Do 20% of the people you know contribute to 80% of your happiness?

Do 20% of your projects, clients or customers account for 80% of your work (or your profits)?

Am I right?

An exercise

What are the right things to be doing - the Vital Few?

Spend more time on these.

What are the wrong things to be doing - the Trivial Many?

Write a 'not to do' list.

What are the have to do things - 80% Activities?

Reduce your time on these.



Congratulations!! Amy Freeman is now a Colorado Licensed Real Estate Agent with Alaris Properties!!

Root has had an extended relationship with Alaris Properties. We have found them to be an outstanding Real Estate firm in the front range and they have a strong alignment with Root's core values. That is why Amy Freeman, my wife and Partner with Root, has chosen to hang her license with Alaris Properties and will now be able to extend our Architecture and Construction service to include Real Estate Acquisition and sales to our new and existing clients. **Contact Amy If you would like help finding your dream home or to get the inside scoop on any of Root's upcoming homes!**

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“The most difficult thing
is the decision to act,
the rest is merely
tenacity.”

- Amelia Earhart