



INSIGHTS

1 *filter*
Women **filter** home plans through the lens of “how does this home live?”

2
Women **evaluate** home designs based on storage – especially closet and garage storage options – plus thoughtful kitchen, laundry and linen storage solutions.

evaluate

3 *embrace*
Women **embrace** others, so they look for spaces in homes suitable for entertaining formally, informally, indoors and outdoors.

4 *multi-task*
Women **multi-task**, looking for home designs which complement meaningful activities, such as crafts, home office/planning, gourmet cooking, gardening, exercise, home schooling, etc.

5 *care*
Women **care** about their ever-changing families, so they look for flexible floor plans to meet both current and future needs, like caring for aging parents or starting a home-based business.

6 *create*
Women **create** areas to de-stress. They look for soaking tubs, walk-in showers, porches, cozy spaces to curl up & read & low-maintenance products, so they don't become slaves to their home.

7 *insist*
Women **insist** on ways to help organize their homes: drop zones for mail, keys and recharging cell phones, a large pantry for small appliances.

8 *appreciate*
Women **appreciate** the element of surprise, so we incorporate unexpected design aspects in our plans.

9 *value*
Women **value** curb appeal. That's why you see multiple elevation choices and various exterior products.

10 *crave*
Women **crave** WOW that makes sense.