

BOOK OF SECRETS

Finding a Home You'll Love



CLASSICA
HOMES DESIGNED FOR LIVING

You should love every square foot of your new home, and be wowed with design that inspires. Most people think about new homes in terms of size – upsizing for more room, downsizing for less. But we like to think about “rightsizing” – designing homes that always feel right, regardless of size, without all the wasted space so common in older homes.

That’s why we created these secrets to making your next home remarkable. And when you’re ready to build that home that you truly love, our award-winning team is here to guide you every step of the way.

Live Inspired.



5 Things to Look for When Choosing Your Floorplan



“I’ll know it when I see it.” We’ve heard that countless times from homebuyers who can’t find a home that fits them.

The problem is, there is no “one size fits all” home. Everybody lives in different ways, has different ideas of home, and finds inspiration in different ways. So it can be hard to stumble upon “it.”

As it turns out, there is a bit of a science to finding the right home. Here are 5 things to look for:



1

People-Driven Design

Your floorplan should reflect the people in your home and the way they love to live. Do you need space for the family artist or gardener, or for working or schooling from home? The key is to craft **spaces defined by your family’s lifestyle.**

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5 Things to Look for When Choosing Your Floorplan

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2

Natural Light

Count the windows. We've never heard someone say, "This home is too bright." Windows and their placement are critical to making a floorplan feel **warm, bright, and inviting**.

Flexible Spaces

Design your home with **spaces that adapt to each moment** of your life. For example, instead of a formal dining room that gets used 2-3 times per year, craft a Celebration Dining Room that is perfect dressed up for dinner parties or dressed down for casual family dining.

3



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Rightsizing

Most people think about new homes in terms of size – upsizing for more room, downsizing for less. But we like to think about "rightsizing" – designing a home with **rooms that always feel right** based on how you actually live, regardless of size.

Functionality

Your home should make living easier. If you like to entertain, a Scullery, second dishwasher, and extra cabinet storage are a must. If you work from home, you need privacy and space for office equipment. If you travel, control your home through a smart-phone. **Your home should be crafted around the way you live.**

5



3 Essentials to Finding "Home"



Imagine living in a neighborhood you never want to leave.

We love to build these kinds of places for our customers. Where the little things and the big things have to be right. Where you walk up the street, or simply through your front door, and know that every little thing is perfect.

This is home. Here's how you find it:



A Remarkable Place

The right neighborhood starts with the right location. One that's close to great shopping, restaurants, and schools, and convenient to the places you need to be. We only build neighborhoods in the most sought-after locations in the Charlotte area: from Cornelius, Huntersville, and Concord to the North, to Fort Mill and Lancaster, just south of Charlotte.



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3 Essentials to Finding "Home"

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Authentic Neighborhoods

The best neighborhoods are designed to create an authentic community experience. Imagine beautiful street-scapes and refined homes against a backdrop of mature landscaping, quaint pocket parks, and walking trails where you can connect with neighbors. These neighborhoods inspire the best kind of living.



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Refined Homes

Your home is at the center of it all. We believe refined, timeless architecture and design is the key to a home that is beautiful, inspiring, and functional for living your best life. And our floorplans will let you live the way you've always wanted.

5 Elements of Timeless Design



Every exterior of a Classica home is designed by Todd Hallett of TK Design out of Michigan. Todd has studied authentic, timeless architecture his entire life. He's also one of the most gifted artists I've ever met. The first time I saw him pen a sketch of a redesigned Classica home, I fell in love. As the master creator behind every Classica exterior home design, Todd ensures your home is as authentic, timeless, and beautiful in 30 years as it is today.

So, what makes a Classica (or any home) design timeless?



1

Authenticity

Going back to the pattern books for proper sizing, roof pitches, and window shapes.

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5 Elements of Timeless Design

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Real Materials

Real stone, proper use of metal, and authentic siding choices and combinations (stone, stucco, siding, brick).

Details

Shutters that are proportional with shutter dogs and hinges, exterior trim details, and front door design that compliments the home's style.



Beauty

A home designed for beauty and incorporated with timeless concepts will outlast trends every time. It only happens when the best designer gives their work to a builder, and the builder honors that work, never cutting details to cut costs.

Professional

It takes a true professional to design to these exacting standards. Finding the right architect who understands is critical.



4 Keys to Buying Open Concept



As you know, **open concept home design is now the norm** – everyone is doing it!

What could be easier, right? One big open box with plenty of room for the Kitchen, Great Room, Dining Room, and Foyer. While that would be open – and believe me, it has been done – it doesn't live right simply because it's open. There's more to it than you might think.

That's because open concept home design, when done right, allows each room to flow openly to the next while still maintaining private comfort and space of its own. It's truly the best of both worlds!

It all starts with professional design.

After years of touring homes across the country, we always asked “Who designed it?” when we found an incredible floorplan. Over and over, the answer was Bassenian Lagoni Architects out of Newport Beach, CA. They are by far the country's best architectural team. Today, every Classica home's interior is designed by Dave Kosco of Bassenian Lagoni. Dave has become a great friend and is the most talented architect we've ever met.

What really defines open concept?

We think these four elements on the next page are key:

4 Keys to Buying Open Concept

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1

Right Sizes

Making each room the right size is critical in open concept planning. Dining Rooms must be able to flex for holiday celebrations yet feel comfortable for nightly family dining. Great Rooms shouldn't feel like a clubhouse, nor should they feel cramped. And Kitchens should serve as the command center of the home.

Every Room Stands On Its Own

While the rooms are open to one another, each space should still be a room of its own. You should distinctly feel you're "in" the Dining Room, the Great Room, and so on. This can be accomplished with ceiling treatments, framed openings, and wall trim details.

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Think Outside the Box

Open design doesn't simply mean a box. By using what we call "outboard dining" or "destination Great Room," we offset the Dining or Great Room from the Kitchen. This creates an L-shaped open space that simultaneously offers both connection and privacy.

Let There Be Light

Open design should always be bright, cheerful, and well lit. This can be achieved with corner or box bay windows that span more than one side of a room or by opening the Great Room into the Covered Outdoor Living room to bring the outdoors in. Or, by borrowing light from a glass front door, making your home inviting.

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Browse videos and virtual tours on our website for more inspiration

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