

# Model meets the market

**B**LUEWOOD Homes (BSA 111 8245) asked homebuyers what they looked for in a house and have responded with a business model that includes top attributes.

Owner of the innovative building company Kim Linington said the business was continually doing market research looking for points that potential clients expected from the competitive industry.

"Some of these attributes we now encompass within our business model as standard," he said.

"These include reduced multi-tier communication, guaranteed 14-week build time (conditions apply so be sure to inquire), immediate starts, 25-year warranty against termite attack on blue-pine house frames and an extended 44-year,

limited structural warranty.

"To add further value we offer a free upgrade to our 'true blue' inclusions specification as standard and also offer a 'tick all the blue boxes' inclusions specification, which includes items such as stone benchtops, glass splashbacks, semi-frameless shower screens, 900mm freestanding stainless-steel oven and 1200mm stain-grade pivot front entry door, just to name a few."

Mr Linington said the company aimed to think in four dimensions.

"We realised that building perfect homes through well-thought-out systems and processes was not good enough any more and that we needed to extend our services by giving back to the environment around us," he said.

"For that reason we are motivated and proud campaigners for the Save the

Koala Foundation. Potential customers become a foster parent of a koala and receive a mounted photograph of their koala, details of its location and personality, a certificate and membership to the Australian Koala Foundation."

Bluewood Homes' latest showcase home is the the Blue Berry, which comprises two living areas, four bedrooms, under-roof alfresco area, two bathrooms, a double garage and a designer kitchen.

The 268.53sqm design is available in either contemporary or traditional facades and is suited to allotments 16.1m wide.

The builder has two display homes available for viewing by appointment only.

For more information call 1300 294 663 or go to [www.bluewoodhomes.com.au](http://www.bluewoodhomes.com.au)



• Artist's impressions

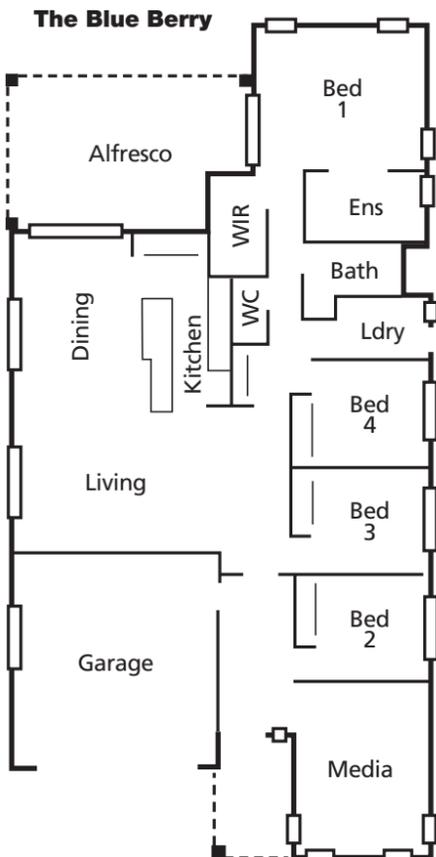
Modern lines give the Blue Berry its street appeal



The kitchen has a galley-style design



Living areas are open plan



**design**

The Blue Berry

**builder**

Bluewood Homes

**features**

Layout of 268.53sqm, two living areas, four bedrooms, under-roof alfresco space, two bathrooms, double garage and designer kitchen