



INSIGHTS

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

appreciate

2 *evaluate*

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

care **3**

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.

4 *create*

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

5 *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.

8

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

9 *insist*

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

6 *filter*

Women **filter** home plans through the lens of "how does this home live?"

7

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

value

10 *crave*

Women **crave** WOW that makes sense.