



# AUBUCHON HOMES

# GOLD STANDARD

WINTER 2021

## CARLETON SHINES BRIGHT



*Above: Aubuchon Homes wins eight Pinnacle Awards and Evaluations by Aubuchon wins two awards for design excellence.*

Aubuchon Homes' Carleton model has been open to the public for nearly a year, and the home continues to rack up recognition. In December, during the Lee BIA Industry Awards, the Carleton garnered ten Pinnacle Awards for residential excellence. The awards honor building and construction industry professionals who make superior contributions to the residential home building and commercial construction industry in sales, marketing, design, and outstanding achievement. Aubuchon Homes took home eight residential design awards and Evaluations by Aubuchon collected two interior design awards for the Carleton. This year's judges recognized the home for excellence in the following categories:

- Best Product Design
- Best Pool Design
- Best Landscape Design
- Best Closet Design
- Best Outdoor Living Space Design
- Best Lighting Exterior
- Best Lighting Interior
- Best Kitchen Design
- Best Interior Design
- Best Model Merchandising



# RECORD-BREAKING YEAR FOR HELPING HANDS

In its 22 year tradition, *Helping Hands for the Holidays* has contributed more than \$500,000 to three local charities.

This holiday season, thanks to your generous donations, we've added **\$37,800** to that total.

Despite the challenge of not hosting an in-person fundraiser in November, our Raving Fans, Realtors, subcontractors, employees, friends, and family all answered the call to help us surpass last year's *Helping Hands for the Holidays* donation goal.

In cooperation with the Southwest Florida Community Foundation, the Aubuchon Team of Companies proudly presented checks in the amount of \$12,600 each to representatives from Make-a-Wish Southern Florida, Ronald McDonald House Charities Southwest Florida, and Builders Care.

On behalf of these organizations and everyone at the Aubuchon Team of Companies -

*thank you*



# AUBUCHON HOMES CUSTOM BUILD FEATURED IN GRANDEUR MAGAZINE

***"THIS DREAM HOME IS NOT ONLY LUXURIOUS, BUT INCREDIBLY CREATIVE AND UNIQUE."***

Read all about our clients' build and design journey in the December 2020 issue of Grandeur Magazine ([www.grandeurmagazine.com](http://www.grandeurmagazine.com)).



Are you an Aubuchon Homes Raving Fan?

We're offering our homeowners a \$100 restaurant gift card for a 5 Star Review on Yelp (one per household).

It's our way of supporting our local businesses while showing our appreciation to you!

Click [HERE](#) to leave your review!

# PANDEMIC INCREASED BUYERS' INTEREST IN SMART HOMES

BY KERRY SMITH

Interest in smart home technology increased during the pandemic, according to a survey from realtor.com and YouGov.

One in four Americans (25%) said they're more interested in smart home technology now that they're spending more time at home, and 41% of smart-home technology owners bought at least one device or feature since the pandemic began.

The numbers are even higher for 18-34-year-olds: 37% showed increased interest and 48% of current owners purchased at least one new device or feature since the pandemic started.

The survey, conducted Dec. 3-7, found that 57% of all Americans and 61% of younger Americans (18-34-year-olds) already own some smart-home technology.

The most commonly owned products are smart TVs (36%), smart home speakers (22%), smart doorbells (12%), robot vacuums (10%) and connected climate control systems/smart thermostats (10%).

"The survey results show that many Americans, and especially younger people, are leveraging smart home technologies to enhance their quality of life, even more so now that most of us re-shaped our homes into live, work, learn and play spaces," says realtor.com Senior Economist George Ratiu.

"In a year defined by a global pandemic and fraught with civil unrest and economic volatility, it's not surprising that people are prioritizing the safety and security of their home, their finances, and having a comfortable place to relax and unwind."

Top smart-home priorities: Security

- When asked to select just one smart home feature to add to their home, a high-tech security system ranked first (21%)

- When choosing a smart home feature that would make a new home most desirable, two of the most popular responses were a smart doorbell with camera (36%) and high-tech security system (34%)
- A larger share of respondents was willing to pay more for a home with a high-tech security system (21%) and a smart doorbell with a camera (21%)
- When asked to describe a futuristic home, 22% selected a "fortress of safety" that can protect against climate-related challenges

Top smart-home priorities: Features

- When describing a futuristic home with smart features, the most popular selection (35%) was a green, energy-efficient home
- When asked which feature would make a new home more desirable, the top responses include solar roof tiles (37%), a home battery pack to store solar energy (32%) and standalone solar panels (24%)
- Many consumers are willing to pay more for these green features that could have a return on investment – including solar roof tiles (24%), a home battery pack (20%) and standalone solar panels (17%)
- When asked to pick just one smart home feature that would improve their current living space, a connected climate control system/smart thermostat (17%) was the second most popular choice

Top smart-home priorities: Entertainment and Relaxation

- When asked which features would make a new home more desirable, 26% said a high-tech home theater, and 18% want TVs that pop up out of dressers or drop down from the ceiling
- 18% wanted a sleep sanctuary with ambient sound, soothing music and a bed that automatically adjusts for the perfect night's sleep
- 15% selected a high-tech massage chair
- 6% like the idea of an automatic cocktail maker

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# EVALUTIONS BY AUBUCHON CELEBRATES 20 YEARS



On January 5th, 2021 the team at Evaluations by Aubuchon a Design Group celebrated 20 years in business in Southwest Florida. The interior design team prides itself on drawing on a wealth of experience and resources to approach each project and each homeowner in a very personal way. See their designs at [www.evaluations.com](http://www.evaluations.com).



*In December, the Aubuchon Team of Companies took time to celebrate the holidays and our team members who have been with us for 5, 10, 15, 20, and 25 years! We hope you had a safe and happy holiday season. Happy New Year!*



**CCCIA Showcase of Homes**  
 January 22-24 | 29-31 | February 5-7

**Lee BIA Parade of Homes**  
 February 20-21 | 27-28 | March 6-7

Tour the Carleton 10am-5pm Friday's and Saturday's  
 and 12pm-5pm on Sunday's  
 1419 Carleton Palm Court | Fort Myers, FL

