



**AUBUCHON
HOMES**

GOLD STANDARD

SPRING 2021

DEMAND SKYROCKETING



Above: Aubuchon Homes' recently completed this 3,000+ square foot custom Island residence on Fort Myers Beach.

Drive down any street in Southwest Florida and you may notice the landscape is changing. New homes are going up across the area at a rate not seen since the boom of 2004.

Low mortgage rates and a shortage of available resale homes are the driving force behind this increased demand for new homes. So far in 2021, single family home builders have pulled more than 821 construction permits in Cape Coral alone.

The demand for new housing also comes with concerns about the industry's ability to keep up with the increasing demand for materials and labor. As a custom home builder, Aubuchon Homes works closely with clients to communicate any anticipated delays.

Recently, the Director of Operations, Justin Einstein, reached out to every client currently under contract with Aubuchon Homes. He assured them that efforts are underway to ensure homes are finished within the estimated construction timeframe, including ordering materials earlier and scheduling subcontractors as far in advance as possible.

"Aubuchon Homes will continue to make every effort to keep your home on schedule without compromising our standards of quality and excellence in every home that we build," states Einstein.

Aubuchon Homes also uses a cutting-edge construction management website and app with a client portal to encourage good

Continued on Page 2

communication between everyone involved with each home.

If you're considering building a new home and looking for inspiration, then visit the Aubuchon Homes' Mandolin and Carleton models.

The Carleton, located at 1419 Carleton Palm Court in Fort Myers, has won more than 20 national, regional, and local design awards.

The Mandolin, located at 1811 Cape Coral Pkwy. E. sits at the foot of the Cape Coral Bridge overlooking the Caloosahatchee River.

For more inspiration and directions to our models visit the Aubuchon Homes website at AubuchonHomes.com.



ABOVE: A two-story Aubuchon built home on Fort Myers Beach (Architectural design by Max Nykerk, RA and interior design by Stephanie McLaughlin, ASID).

RIGHT: A three-story Bonita Beach home built by Aubuchon Homes overlooking Estero Bay.

ISLAND HOMES BUILDING IN PARADISE

Sun, sand and surf await the owners of these tranquil Island Homes built by Aubuchon Homes.

Nestled on Fort Myers Beach and Bonita Beach both homes feature more than 3,000 square feet of living space, three bedrooms, an open concept living space, gourmet kitchen, and two single-car garages.

If you're considering building your dream home on one of Southwest Florida's exquisite islands, then contact Aubuchon Homes today.

We are experts in designing and building homes for these unique destinations.

See more photos of these Island Homes at AubuchonHomes.com/Gallery.



RETHINK YOUR LIVING SPACE

“THE CURRENT TRENDS OFFER A MODERN TAKE ON COZINESS, PROVIDE ORGANIC INFLUENCES AND ALLOW FOR INTELLIGENT MULTIFUNCTION SPACES.”

As people continue to spend more time at home, the interior designers at Evaluations by Aubuchon have seen a dramatic rise in those willing to invest in upgrading their surroundings.

Whether it's new construction or an existing home, one common trend is the desire to feel a greater connection to the outdoors. This is translated through the incorporation of natural materials such as rattan, light and bright fabrics, and soft organic color palettes.

There is an extensive range of new finishes on the market, and Evaluations by Aubuchon designers are using them all. Mixing metals and natural materials like glass, wood, live greenery and jute are increasingly becoming popular.

The designers have more requests for large format porcelain tiles, and slab materials such as marble and quartz on alternative surfaces of the home like backsplashes and interior walls.

“There are no rules,” explains Senior Interior Design Mallory Huether. “It's all about what makes people feel good. Clients are finding the value in the "bones" of the home and placing more focus on how to make their spaces multifunctional and beautiful.”

Smart homes are getting smarter and everyone wants some form of home automation. Faucets are touchless, thermostats are voice-controlled and window coverings operate on set schedules.

The current trends offer a modern take on coziness, provide organic influences and allow for intelligent multifunctional spaces.

Evaluations by Aubuchon designers turn simple floor plans into exceptional spaces. Their interior design services include home furnishings, architectural detailing, interior finishes, window treatments, space planning, and outdoor living.

For more information and interior design inspiration visit www.evaluations.com.



The Evaluations by Aubuchon interior design team unveiled their newly remodeled showroom during their recent 20th anniversary celebration. They created a foundation of neutral earthy hues and added a faux finish feature wall in a textural metallic combination of colors. The new large format porcelain tile is becoming the norm in both commercial and residential spaces, so it's a great resource for new construction clients. In the entry, a sprawling semi-flush light fixture adds a little quirkiness for interest.



FLORIDA INSURANCE RATES ON THE RISE

Are you feeling overwhelmed by the cost of your insurance? You are not alone! The state of Florida property insurance market is increasing rates across the entire state. Where are these increases coming from? Florida has experienced an increase in claim litigations. Did you know that in 2019, Florida suffered over \$700 million in losses? The frequency and severity of lawsuits filed by consumers has increased drastically over the past several years.

At the Colodny Fass/Aon event, president and CEO of Florida's Citizens Property Insurance Corp, Barry Gilway, stated, "Litigation is out of control in the state and until we do something about the overall litigation issues and the firms drumming up litigation, then rates are not going to stabilize."

Insurance carriers are tightening underwriting guidelines and filing for rate increases due to their significant losses. To help keep your insurance costs down, have a recent 4-point inspection and wind mitigation completed on your home. These two things will help us apply credits to your insurance!

Omni One Insurance Agency is here to help! They have several great markets available and will consistently shop your rates through their carriers at each renewal.



Contact them at 239-541-3777 to review your policies and shop their markets.



Gary Aubuchon, President of Aubuchon Homes stands in the kitchen at The Carleton inspiration home. The Carleton is the most awarded home in the 29 year history of Aubuchon Homes. The home has received national, regional, and local recognition for excellence in design and craftsmanship.

WELCOME TO THE TEAM!



*Taylor Dorsey
Design Center Asst.*



*Jessica Gabric
Design Ctr. Consultant*



*Marie Lockwood
Customer Conceirge*



*Mariela Mueller
Controller*

Meet our entire team at [AubuchonHomes.com/About](https://www.AubuchonHomes.com/About)