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Building Economic Momentum: A Cincinnati Spotlight

Lucke Partners With *BizCourier* For Event



George M. Vredeveld

Charts, graphs and hours of pundits and analysis, it's easy to be confused by this economic climate. What does it all mean for Greater Cincinnati?

The Robert Lucke Group is offering an opportunity to get answers with a special seminar and panel discussion, "Building Economic Momentum: A

Cincinnati Spotlight."

The program will be held on Nov. 4, 2009, from 4 to 7 p.m. and will feature Dr. George M. Vredeveld, the Alpaugh Professor of Economics at the University of Cincinnati.

"Whether we're in a recovery period or not, the recession doesn't feel the same way to everybody," said Vredeveld, who also serves as the Director of the Economics Center for Education & Research at UC, which was recognized in 2007 as the top center of its kind in the U.S. Vredeveld's research focuses on the factors that affect regional economic development.

In partnership with the *Cincinnati Business Courier*, the Robert Lucke Group has invited area business and community leaders to attend and participate in the event.

(Continued on page 2)

Fall & Winter 2009



Homes



Remodeling

Presented By The
ROBERT Lucke
GROUP
HOMES | COMMERCIAL | REMODELING | LAND



(Continued from page 1) The seminar, which will be hosted at the Robert Lucke Homes Long Cove model home, the Savoy Blanc in Mason, will begin and end with networking and include a panel discussion and Q&A.

BizCourier Publisher Doug Bolton will moderate a panel that will include Jay Hyson, commercial lender at Park National Bank, and *BizCourier* Editor Rob Daumeyer. Hyson will be discussing trends in the local real estate market.

"I plan on talking about local housing trends, including housing starts and pricing. I also will be discussing residential and commercial lending issues," Hyson said.

Scott Lucke, vice president of the Robert Lucke Group, said the company shares its customers' interests in understanding what the economy means to business.

"Lucke is a different kind of builder. We believe we must be a leader in our industry, and this event is one way for us to do that," Scott said. "Looking at the health of the economy and how it is affecting not just the building industry, but Cincinnati in general, is a key part of the discussion at this event."

Andrea Lucke, who served as president of the Home Builders Association of Greater Cincinnati in 2008, said the economy is a consistent topic among homebuilders.

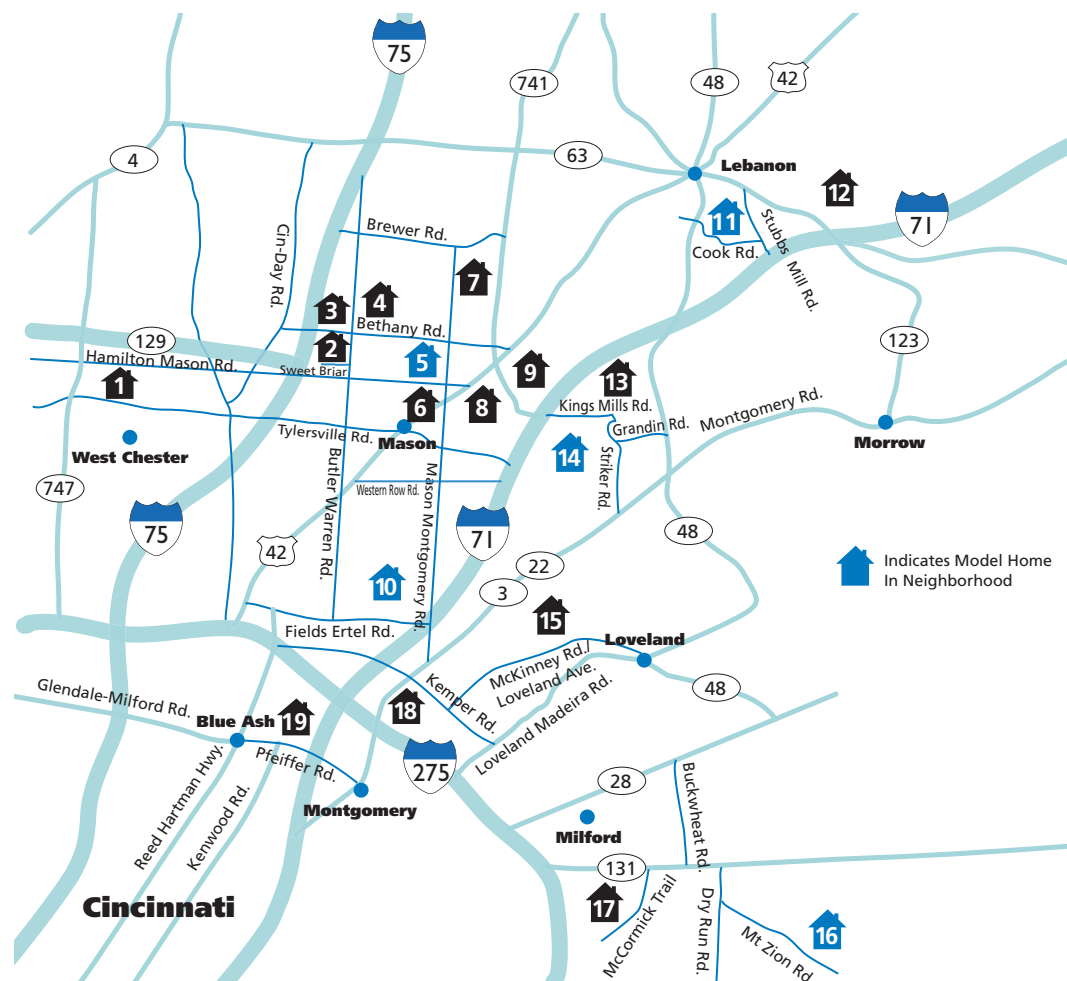
"We have a strong community of business leaders who are determined to ensure not only their own success, but the success of our region. This event will provide us with the knowledge we all need to succeed," Andrea said.

Registration for the event is required. The cost is \$25 and includes refreshments.

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- More than \$8 million in sales in 2009
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Fall Maintenance

Tips From Doug

Doug Ratteree, maintenance manager, offers some recommendations to keep your home in shape for winter:

- Aerate your lawn to help oxygen get to the roots and allow the soil to breathe. This makes it easier for water and fertilizer to reach and grow the root system.
- Don't overlook maintaining your concrete. Sealing your driveway, walkway or back patio will preserve it and protect it from the freeze and thaw of winter.
- To prevent pipes from freezing and cracking, always remove hoses from your frost-free hose bibb before the freezing weather sets in.



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West Chester

- 1 Reserves of Providence, \$600+
- 2 Four Bridges, \$370+
- 3 Trails of Four Bridges, \$400+

Mason

- 4 Cherry Brook, \$400+
- 5 Reserves of Bethany, \$700+
- 6 Greenland Park, \$300+
- 7 Chestnut Hill, \$550+
- 8 Weatherstone, Sold Out
- 9 Carmelle, \$450+
- 10 Long Cove, \$900+

Lebanon

- 11 Catalpa Ridge, \$350+
- 12 Timbercreek, \$400+

Kings Mills

- 13 Kingsview, \$500+

Maineville

- 14 Miami Bluffs, \$300+

Loveland

- 15 Loveland Trace, \$500+

Milford

- 16 Wittmer Estates, \$300+

- 17 Reserves of Greycliff, \$250+

Montgomery

- 18 Vintage Club, \$900+
- Lots In Other Neighborhoods, \$590+*

Blue Ash

- 19 Kenridge Estates, \$900+

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Pots And Plans

Looking for some control? Many homebuyers build so they have control over the design process. From the lot to the floor plan and the smallest detail like doorknobs, buyers of new construction enjoy tailoring their home to their specifications.

When Jack and Laurie Keane decided to build, they knew what they wanted.

"We had bought a house many years ago in Symmes Township that was a new home, but all the design choices had already been made," Laurie said. "This is the first home where we could have all the things we wanted."

Their first decision was to choose Robert Lucke Homes. They also chose Weatherstone, located off of Ohio 741 in Mason, to build the Marion ranch-style floorplan.

"It's a great open floor plan and very conducive to entertaining," Laurie said. "Jack and I love to cook and have people over. We entertain all the time."

The couple's children are grown, so their home is an entertainment destination for family and friends. Laurie is a personal chef, making the kitchen a special focus.

With guidance from Andrea Lucke, the Keanes selected dark wood cabinets that complement the bold, light-colored granite countertops.

Stainless steel appliances, a gas cooktop and an abundance of countertops provide plenty of workspace. There is also a large work island with a built-in prep sink. A pot rack above the island displays Laurie's tools of the trade.

The result is a high-end kitchen that is both impressive and very functional.

"We are very happy with the outcome," Jack Keane wrote in a letter to the Robert Lucke Group soon after the home was complete. "Every person we worked with at Lucke was respectful, competent and enthusiastic. They made us feel like we were their only customer."

Finishing Touches

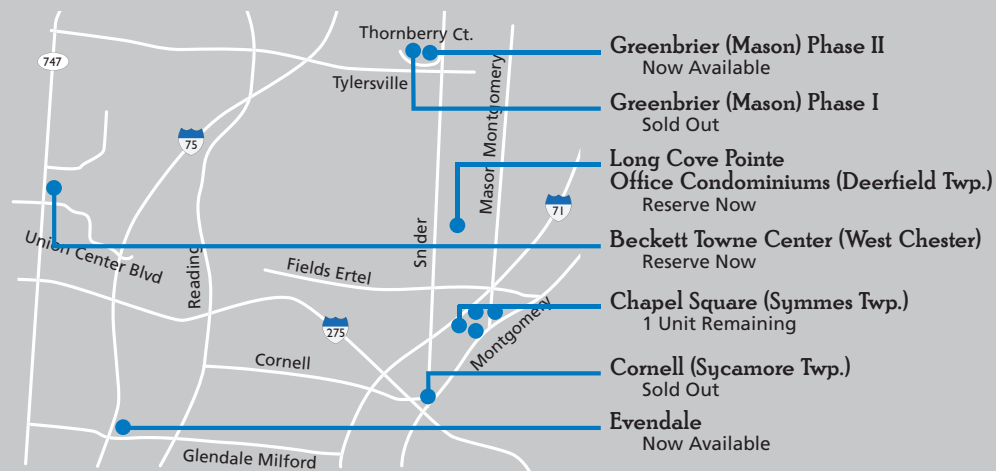
Everything Old Is New Again

Incorporating recycled materials is among the newest trends in construction and remodeling. "It's popular right now to use reclaimed lumber," said Carole Kemper, interior designer. Robert Lucke offers complimentary design consultations at (513) 683-3300.



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Realtor Spotlight

Brady Wolfer, ReMax Unlimited

Brady Wolfer is a full-time agent and director of recruiting for Re/Max Unlimited. Brady helps many of his clients sell their homes so they can move into a Robert Lucke Home.

"They often buy new construction, and I offer them an up-front analysis and sales expertise for their current home," Brady said.

He likes Robert Lucke Homes because they are well-established, family-owned and passionate about customer service.

For information, call (513) 766-0773.



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The Wilshire

Lucke's Newest Ranch Plan

Today's boomers have been asking for lifestyle features, such as dual master bedrooms; the Wilshire has them. Industry groups predict 60% of custom homes will have two master bedrooms by 2015.

- 2575 sq. ft.
- Open plan with high ceilings
- Larger great room and kitchen for entertaining
- Back patio and optional covered porch for backyard functions
- Split floorplan offers privacy to guests
- Workshop option

Our new two-story (3800 sq. ft.) Taft model offers some of these boomer favorites, including a bonus room and a porch/veranda off a mother-in-law suite.



Love The Neighbors? Remodel

Karen Dyehouse of Montgomery loves her neighborhood.

"I never thought about moving," she said. "My mom lives on the next street, and the neighborhood is full of friends. It's exactly what I want."

But Karen calls her 1960s two-story home "a shoebox on bricks."

"I've been planning this remodel a long time and recently have been able to afford it," she said.

Once Karen decided to remodel, her first decision was to find a contractor.

"I looked at four or five builders, but nobody had the vision like Robert Lucke Remodeling," Karen said. "I heard about them through a personal referral."

More than just a face-lift, the extensive renovation starts with a totally new façade and entrance. The biggest change is a three-story addition on the back. The first floor will have an extended kitchen and an even greater great room with a deck. The second floor will have a new master suite, master bathroom and a walk-in closet.

"The walk-in closet is what I'm looking forward to the most," Karen said.

The renovation begins in October and is expected to take six months.

"I'm working with Scott Lucke and architect Joe Brown. They are awesome to work with, and I am totally impressed," she said.

Remodeling projects include:

- Whole-house renovations
- Second-floor additions
- Finished basements
- Gourmet kitchens
- Outdoor living spaces

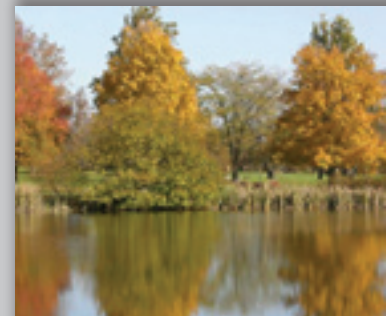
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Branch Out

Whether it's traversing the New England countryside or roaming the Appalachian Trail, foliage-philes everywhere soon will be enjoying nature at its most colorful.

On a clear day, consider visiting one of the area's state parks or follow the Little Miami River's East Fork.

Try this route: begin your trek in Wilmington. Go south on Route 134 through Lynchburg and turn west on Route 50 at Allensburg. Just before Monterey, turn south on route 133 and head to East Fork State Park, home to 85 miles of hiking trails amidst a rainbow of color.



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Group News And Notes

We'd like to introduce a few of our team members of the Robert Lucke Group.

Rick Tracy is our Commercial Supervisor. He has been with us for four years and is responsible for commercial projects, from the planning phase through closing.

"I am happy to work with a professional team," said Rick. "They have a great process for completing projects in a timely fashion."

Randy Lamar is a sales consultant for Robert Lucke Homes. Along with courting prospective clients, Randy works with Andrea on marketing and home design.

"I joined the company about a year ago because their drive and commitment to the customer falls in line with my work philosophy," Randy said.

We are also pleased to announce our exciting program on Nov. 4, 2009 about the economic climate in Greater Cincinnati. For more information, please see cover story.



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