

REAL ESTATE

# Meet Ty Pennington from 'Extreme Makeover'

On Saturday, Sept. 16, with the help of reality TV star, author and designer Ty Pennington, the host of the Emmy-award winning series, "Extreme Makeover: Home Edition," Rotelle Development Company will be celebrating the official grand opening of its unique and inspiring Studio(e).

Conceptualized in 2011 as an open "sandbox" where clients could express themselves and imagine every minute detail of their homes, this education and design studio has been refined down to a science, based on buyer input. The finished product now features an in-house architect, interior designers and lot specialists all under one roof who guide home buyers every step of the way: from choosing the ideal location, to selecting the perfect house plan and custom design features, to providing them with financing.

Studio(e) is making the custom home buying pro-



Teeming with inspiration, Studio(e) helps buyers think differently, express themselves and build a home that's all about their lifestyle and preferences.

cess simpler, and a lot more fun, and the dream of owning a custom home, attractive, accessible and attainable.

It's an innovative concept 30 years in the making. Rotelle Development Company CEO Peter Ro-

telle and his custom home building team have been continually exploring what motivates the custom home buyer and how they could fashion an experience for them that would be informative, creative and enjoyable.

### Exploring the Possibilities

Using a combination of equal parts market research and personal observation, the company discovered that despite the fact that people love the idea of building a dream home, they view the experience of doing so as too expensive and time consuming. So the Rotelle team created a different approach: a one-of-a-kind design studio in South Coventry, where buyers are exposed to a process that educates them on all the possibilities within their price range.

"Our in-house team shares the buyer's journey, helping them to create their dream home in an inspirational studio environment designed to help them think differently, express themselves and build a home that's all about their lifestyle and preferences," said Rotelle.

The entire process — from initial conversation to finished home deliv-

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## Register now to meet Ty Pennington

The Studio(e) official grand opening celebration will be held on Sept. 16 from 1 to 4 p.m. at 1011 Ridge Road in South Coventry, Pa.

Special guest, Ty Pennington will join attendees for a barbecue, refreshments (including a food truck), mini-design and architecture workshops and a studio tour full of inspiration.

All guests will leave with a commemorative gift and be invited to spin a Wheel of Fortune to win more than \$100,000 worth of custom home building incentives and prizes, redeemable for custom

home contracts signed by the day of the event, including up to \$20,000 in free options and specific home upgrades such as a three-car garage, finished basement and more. Bonus gift cards worth \$500 will be raffled off to attending real estate agents, who will also receive a contract bonus if they sign an agreement of sale by year end.

Tickets are free; however, advance registration is required to attend (limit two per adult; kids welcome).

To register for tickets, go online at [www.rotelle.com/register](http://www.rotelle.com/register).

ery — includes a guarantee that the custom home will be delivered on-time and on-budget.

The Studio(e) experience begins with site selection. In some cases, clients already have their own property or are interested in a teardown and rebuild. But if they are looking for property in a specific area, Studio(e) can tap into thousands of Rotelle Development's off-market land resources to identify other available lots.

And Studio(e) ensures that there are no unwelcome surprises, with its all-inclusive pricing structure. Using a proprietary algorithm called Lot Scrub, the company calculates the cost of the land, infrastructure improvements and any additional state and local fees re-

lated to the building project. It will also pursue all the proper building and environmental permits once the ground is purchased.

"My philosophy is, why buy a used home when Rotelle can build you a custom one-of-a-kind home for the same price that's distinctive, personalized and designed to fit your lifestyle," Rotelle said.

### Rotelle Studio(e) Official Grand Opening

With Special Guest Ty Pennington  
Saturday, Sept. 16, from 1 to 4 p.m.

1011 Ridge Road  
South Coventry, PA 19465

[www.rotelle.com](http://www.rotelle.com)  
610-572-2013



Rotelle's innovative custom home building Studio(e) makes the dream of owning a custom home, attractive, accessible and attainable.

## Hurry, Lots going FAST!

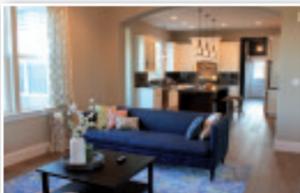
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- Boyertown School District • 44 Large, 1/2 Acre+ Lots
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- Open Floor Plans with Master Suites

## Professionally decorated model home now open.



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Call Cyndi Yaeckel at 215-272-4122 or [cyaeckel@rotelle.com](mailto:cyaeckel@rotelle.com)

Open: Fri - Sat - Sun, 11-5 pm

GPS: Gehring Road & Joy Circle, Barto, Pa 19504

**Rotelle Studio(e) Official Grand Opening**  
Sept. 16th, 1-4 PM  
Register at [rotelle.com](http://rotelle.com)  
Guest Appearance by Ty Pennington

## Custom Homes Made Simple!

### Our goal at Rotelle Studio(e)

To educate, inspire, and fulfill the dream of building a custom home.

### Are you ready to start designing your dream home?

We'll help you find that perfect lot anywhere in Eastern Pa - including a house plan, and financing -all at Studio(e).



[rotelle.com](http://rotelle.com)

Come on in, grab a cup of coffee - we have everything you'll need to start creating a home that fits your (e)verything!

Open Every Day of the Week from 10-5 pm

1011 Ridge Road, South Coventry, Pa

email: [salesinfo@rotelle.com](mailto:salesinfo@rotelle.com)

610-422-1000

### Rotelle Studio(e) Official Grand Opening

Sept. 16th, 1-4 PM

Register at [rotelle.com](http://rotelle.com)

Guest Appearance by

Ty Pennington



Rotelle Studio(e)  
a home that fits your everything



[www.rotelle.com](http://www.rotelle.com)

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