



Building Central Texas Communities ☆ One Home at a Time.

For Immediate Release
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Master's Touch Custom Homes Leads Record Breaking 57th Annual Parade of Homes™

Austin, Texas (November 11, 2010) -- While the national housing market continues to tread water, Austin's housing market continues to see signs of life. The Home Builders Association (HBA) of Greater Austin set a new attendance record for a fall Parade of Homes™ with its just completed [57th Annual Parade of Homes™](#).

More than 14,000 visitors toured seven custom homes during the event that took place from October 16-31 at The Bluffs at [Rough Hollow](#) at Lakeway. Offering "attainable luxury by the lake", the seven homes were priced the \$750's to \$1.5 million. As of November 11, three of the seven homes in this year's event have been sold and one is under contract.

"The numbers of visitors and positive feedback received by the builders during the Parade of Homes™ was encouraging," said Harry Savio, HBA Executive Vice President. "While it is still a cautious time for the general market, Austin continues to show hopeful signs. The combination of low interest rates as well as good material and labor costs has created a real opportunity for buyers seeking value in a new home," he added.

In Rough Hollow, the Parade of Homes™ offered a diverse line-up of stunning designs from Tuscan to Hill Country contemporary constructed by [Rostrata Builders](#), [Stonewood Homes](#), [VII Custom Homes](#), [Jenkins Custom Homes](#), [Master's Touch Custom Homes](#), [Triton Custom Homes](#) and [Zbranek Custom Homes](#).

Greg Anderson of Stonewood Homes was delighted with the interest he saw during the event. "Buyers seem ready to move forward with their lives," he said. "We were pleased with the number of people who liked the diversity of trends and designs in the Parade of Homes™ and talked with us about our design, and helping them with their next home."

During the two weeks of the home tour, visitors were also asked to vote on their favorite home and Master's Touch Custom Homes won the "People's Choice Award" for the 2010 Parade of Homes™.

[The 5,900 square foot Italian inspired masterpiece at 305 Bisset Court](#) had earlier garnered [top honors](#) within the Parade of Homes™ for Best Architectural Design, Best Kitchen, Best Study, Best Media Room and the prestigious Best of Show award.

Built within a garden style setting, the home offered a massive hand-carved stone fireplace inspired by the Vanderbilt home in North Carolina. The kitchen was birthed from a French Revival theme with a large stone pizza oven set beneath a recessed wood ceiling with Italian glazed tin panels. Groin vault ceilings with Venetian stucco covering, a private courtyard and dome ceilings were just a few of the stylized features visitors loved about the home.

About the HBA

For more than 57 years, the Home Builders Association (HBA) of Greater Austin has served as the leading not-for-profit trade organization dedicated to residential construction and remodeling in Central Texas. With approximately 850 members, the HBA works with government, public, business and community organizations in five counties to protect every family's right to home ownership. The HBA and its members work to ensure that those who protect us, teach our children, and provide essential services can afford to live here. The vast majority of new homes are purchased by middle-class families – the very people at risk of being priced out of our communities by rising taxes and government fees. For more information, visit www.AustinHomeBuilders.com or [Home Builders Association of Greater Austin on Facebook.com](#).

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