

New Sunroom Style Takes On Homeowner Associations

TEMO Sunrooms Rolls Out New Upscale Design and First Thermal Sunroom Hip Roof

Clinton Township, MI – February 20, 2004 – Homeowners hitting the home improvement show circuit looking for fresh ideas – but who require approval from their homeowner association before making exterior changes to their home – have a new sunroom option designed specifically to tackle this growing trend in home improvement.

National sunroom manufacturer, TEMO Sunrooms, Inc., unveiled its Nino Vitale Signature Collection sunroom to its nationwide dealer network at the TEMO Annual National Convention in Ft. Lauderdale, Florida in mid January.

“The best just got better,” declared Gary Shuman, co-owner of Paradise Rooms in Northbrook, Illinois, TEMO’s largest dealer. “The Signature Collection is going to be very attractive to homeowners, especially those who have homeowner associations that have strict architectural requirements for home improvements.”

TEMO designs and manufactures a full line of sunroom styles, with the Signature Collection positioned toward new, upscale and luxury homes – the market segments most likely to struggle with the demands of homeowner’s associations.

“An estimated 50 million Americans live in association-governed communities,” reports the Community Associations Institute, a national advocate for responsible community associations, in Virginia. And the number is rising. In 1998 CAI estimated community associations at 205,000 compared to 249,000 in 2003.

CAI also reports that “...more than four in five housing starts during the past 5-8 years have been built as part of an association-governed community” with up to 8,000 new community associations formed every year.

Associations are organized largely to protect home values. As self-governing bodies, homeowner associations maintain varying levels of authority over numerous aspects of living within the community, including the right to approve changes to the home, often even the color of a new coat of paint.

“We’ve watched the trend developing among homeowners and their associations who like the idea of the sunroom, but want it to look more like a part of the home’s original construction,” says Nino Vitale, founder and CEO of TEMO Sunrooms. “We’ve designed the Signature Collection specifically to meet that need.”

A major departure from current sunroom styles and building techniques, TEMO’s Signature Collection sunroom focuses on integrating the home’s exterior features into the sunroom for a more uniform, natural appearance.

Available with multiple roof style options, the Signature Collection includes the option of TEMO's new sunroom hip roof design, also rolled out at the January Convention. It is designed to complement the popular roof style found on many newer and upscale homes.

The Signature Collection's roof, overhang and roofing materials are built to match and blend into the home's architecture. An option to build on a knee wall featuring the same brick or exterior siding material on the home enhances the sunroom's integrated look.

"The Signature Collection achieves a more traditional room addition appearance, with the benefit of building at less cost and installation time," says Vitale. Standard room additions can ring up at \$80,000 or more and take months to build. The average TEMO sunroom can cost approximately 10-15% of a home's value. TEMO's pre-manufactured panel system enables installation on an approved foundation in one to two days.

Even with the quick-construction design, TEMO sunrooms meet rigorous building code requirements, comparable to those required for the residence itself. TEMO Registered Engineer, Bob Walz, who led the team that developed the Signature Collection and new hip roof, says that the Signature Collection is "...engineered to meet the same snow and wind load requirements as standard home construction."

The Signature Collection boasts a fresh exterior look, but Vitale says that, "Inside, it's all sunroom, with the wall-to-wall windows that homeowners want." The interior has also received its share of upgrades with a "great room" feel produced by overhead wood beams, crown molding and an elevated ceiling, with the hip roof option.

To test consumer reaction, the Signature Collection was launched last fall in southeastern Michigan through TEMO's local retail outlets, Tony V's Sunrooms and Spas. Response to the initial TV and print campaign that began October 16 was "Very encouraging," according to Randy Dumouchel, TEMO's National Director of Marketing. "We've already taken early orders for spring."

Homeowners will start seeing the Signature Collection sunroom making its national retail debut as TEMO dealers unveil it in local home improvement shows, starting in February and throughout the spring home show season.

The new sunroom style is TEMO's latest offering in innovative sunroom products. TEMO is responsible for more than 30 years of groundbreaking development in the industry, including the first thermal roof and wall application in sunrooms.

Homeowners interested in learning more about the Signature Collection sunroom or who want to locate their local TEMO dealer, can call 800-344-8366 (TEMO) or visit TEMO's Web site at temosunrooms.com.

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