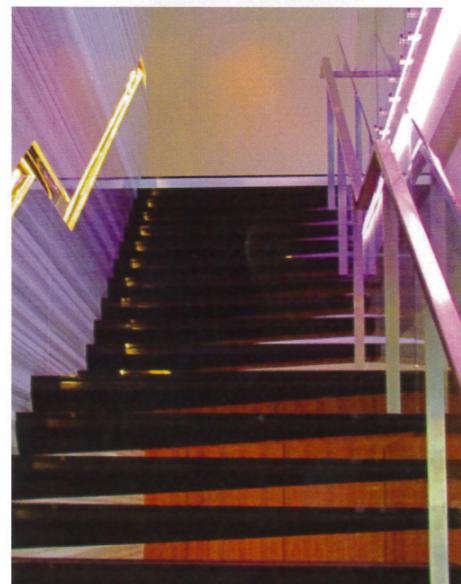


GOLD COAST Master Builders Awards 2011



Palladio Homes: Housing for Sloping Sites up to \$400,000

No mountain high enough

Palladio Homes director Brad Fullin takes pride on being able to customise his company's standard models to suit the exact specifications of his clients.



IT'S Fullin's dynamic attitude to building design that's seen him pick up the Master Builders' Housing for Sloping Sites up to \$400,000 award for Palladio's Major Mitchell Drive home.

The house is a variant of Palladio's popular Drayton 37 display home, but Fullin says they are rarely duplicated exactly.

"We analyse every block on a case by case basis, with each sale coming across my desk for final approval," he says.

"We're proud of every home we build, but the special thing about this particular house is how we've made the best use of the sloping block. On this site, a lot of project builders would cut the slab in and build big retaining walls, severely reducing the usable land.

"We fully customised this design on a split concrete slab so the client can walk

straight out of the alfresco area into a nice, large backyard. They came to us and said 'we love this display home, if you can make it work on our block, you've got the job'.

"After meeting them at their block, we visited another home Palladio was building on a similar site and they were very impressed."

The house features the full list of Palladio's highest-spec standard inclusions including stone benchtops and top quality fittings and fixtures.

Fullin, a former spec home builder, founded Palladio in 2006 after hearing 'the same horror stories about project builders'.

"The consistent criticism was that they are inflexible, expensive and poor quality. Building a home doesn't have to be like that," he says.

"My wife Linda and I saw a niche in the market for quality project homes that could be fully customised and changed with little or no additional cost. We're also one of the only project builders where a customer can bring a completed design and we'll build it.

"Having said that, you can offer excellent service, flexibility and quality, but if you're too expensive a client will look elsewhere. We are very mindful of remaining extremely price competitive."

After building 20 houses during the last financial year, Fullin says the next phase for Palladio Homes is to heavily market its brand and capture more market share.

The company is leveraging off the State Government's Building Boost initiative by offering special promotions to the end of September, a move Fullin hopes will secure new customers.



PLATINUM



SILVER



GOLD



STATE



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