

# Metropolitan Builders Association **PARADE** of homes

2 Subdivisions

14 New Homes

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**AUG 10 - SEPT 4, 2024, Closed Mondays except Labor Day**

**FOX RIVER FALLS - MENOMONEE FALLS • AUTUMN TRACE - NEW BERLIN**

## 78th Annual Parade of Homes

*Presented by:*



### **Locations:**

**Fox River Falls  
in Menomonee Falls**

**Autumn Trace  
in New Berlin**

### **Dates & Times:**

**August 10 - Sept. 2, 2024**

**Saturdays, Sundays  
& Labor Day  
11AM - 5PM**

**Closed Mondays  
except Labor Day**

**Tuesdays - Fridays  
4PM - 8PM**

### **For tickets, visit:**

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The 2024 Metropolitan Builders Association Parade of Homes, presented by Nonn's, runs from August 10 through September 2. The MBA's Parade of Homes is the longest running Parade in the entire United States, spanning 78 years! Each year, the MBA Parade builders offer some of the finest home designs, newest home trends, and cutting-edge features for you to enjoy as you tour the model homes.

This year's Parade showcases 14 amazing homes by 14 of the MBA's builder members in two subdivisions: Fox River Falls (Menomonee Falls) and Autumn Trace (New Berlin). Each site offers

unique homes with many of today's new trends and grand finishes. Convenient subdivision locations offer exciting opportunities for you to build your dream home.

Each Parade home is the unique result of MBA builders, suppliers, and tradespeople working together to strengthen the home building industry, creating the American Dream of owning a home, and encouraging you to consider using an MBA member for your new home or remodeling project.

At each subdivision you can vote for your favorite overall home! Your votes will help decide the coveted "People's

Choice Award" which will be revealed later in the year.

Building or remodeling is a big decision and MBA members can guide you through the process. MBA members hold themselves to high standards of building by adhering to a strict code of ethics, receiving more education, and acting with a high level of professionalism and ethics. When you choose an MBA member for your project, our members are ready, willing, and able to make sure your American Dream can come true.

The 2024 MBA Parade of Homes will be here before you know it. Do not miss the

chance to visit both Parade communities and enjoy every unique, distinctive home. Whether you are currently building a home, considering a future build or remodel, or just love to see what Parade builders have to offer, we hope that the 78th Parade of Homes inspires you! Be sure to visit [MBAParadeofHomes.com](http://MBAParadeofHomes.com) to purchase your tickets online at a discounted price. The Parade of Homes will be open Tuesdays thru Fridays from 4pm to 8pm and Saturdays, Sundays & Labor Day from 11am to 5pm. Closed on Mondays except for Labor Day.





# Give your home instant curve appeal

Curves help soften a space by taking away the traditional, sharp corners of furniture and décor. And this year, they're popping up everywhere. In fact, one of our favorite trends of 2024 is incorporating smooth arches and gentle curves into home design and décor.

There's a good reason curves are getting tons of love right now - they're versatile workhorses that can make a space feel larger while adding so much visual appeal. If you're interested in trying this new trend, it's never been easier. Here are a few tips on how to quickly incorporate curves into your home:

## 1. Furniture

When it comes to adding curvy furniture, curves can come in the form of fabric or the shape of the furniture itself. Chairs are a versatile place to explore different curves. Try adding an oversized chair in a funky fabric, or a modern swivel chair in a neutral color to your living space.

## 2. Mirrors

Arched mirrors are surging in popularity and it's no wonder why. They take an in-home staple and elevate it to the next level.

## 3. Artwork & Frames

Try incorporating curves into your home in an afternoon with curved or rounded frames, or you



can even find artwork that features curves right in the piece.

## 4. Décor

For smaller items that still pack that curvy punch, try ceramics, flower pots, trays, paper weights, and more that can bring in curved accents. If you're especially crafty, you can source fabric and make your own rounded or curved throw pillows.

## 5. Arches

If you're looking to make a bigger change, converting your square doorways or window frames into

arches can really make a big impact. We're seeing this trend a lot this year, and it elevates the entire space overnight.

By applying any (or all) of these tips in your home, you'll be sure to get instant curve appeal in no time.

For more design inspiration, tips and tricks, and exclusive discounts, explore The Nonn's Insiders List at [www.nonns.com/get-insiders-list](http://www.nonns.com/get-insiders-list).

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# Top 10 Interior Design “Do's” and “Don'ts”

By: Metropolitan Builders Association of Greater Milwaukee

Are you satisfied with your living space, but you think it could be better? You're not alone. A well-designed space is key to turning your house into your home. You don't need a dramatic overhaul to your décor to improve its comfort and appeal. And the best spaces should always reflect your own personal style and touch. The following design tips can help turn your space from drab to dreamy.

## Interior Design Do's:

**1. Plan and prioritize:** Start by creating a clear plan for your space, considering functionality, aesthetics, and budget. Identify the most important elements you want to focus on and allocate resources accordingly.

**2. Create a cohesive color scheme:** Choose a harmonious color palette that is complementary and sets the mood you want for the space. Stick to a few key colors to avoid a cluttered look.

**3. Incorporate natural elements:**

Bringing nature indoors can add warmth and tranquility. Consider using natural materials like wood, stone, or plants to create a connection with the outdoors.

**4. Optimize lighting:** Use a combination of natural and artificial lighting to enhance the ambiance and functionality of the space. Incorporate task lighting, ambient lighting, and accent lighting for various purposes.

**5. Invest in quality furniture:** Good-quality furniture not only looks better but also lasts longer. Focus on comfort and durability when choosing pieces for your home.

## Interior Design Don'ts:

**1. Overcrowd the space:** Avoid cluttering your rooms with too many unnecessary items. Leave enough breathing space to allow the design elements to shine.

**2. Follow trends blindly:** While it's essential to stay updated with design trends, don't feel obligated to incorporate them all. Choose elements that



resonate with your style and preferences.

**3. Neglect functionality:** No matter how beautiful a design is, it should

also be practical and functional. Ensure that the layout and furniture arrangement facilitate easy movement and usage.

**4. Hang artwork incorrectly:** Artwork should be hung at eye level and should complement the furniture and the overall design theme.

**5. Rely solely on overhead lighting:** Overhead lighting can create harsh shadows and a one-dimensional feel. Mix various lighting sources to create a warm and inviting atmosphere.

When it comes to interior design, what matters most is that you create spaces that reflect your personality and make you feel comfortable and happy. These do's and don'ts can serve as general guidelines, but don't be afraid to bend the rules if it leads to a space that truly resonates with you.

For more information on how to design or construct your home, contact [www.MBABuilds.org](http://www.MBABuilds.org)



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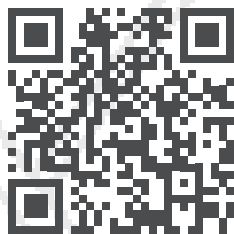




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# 5 Simple and Stylish Home Design Ideas

By: Metropolitan Builders Association of Greater Milwaukee

Do you spend lazy Saturday afternoons browsing online, wishing you had the budget to hire an interior designer to replicate their artistic interiors? Well-designed rooms don't always have to come with a huge price tag; designing on a budget may be easier than you think. Many times, by changing small things, a room can take on an entirely new personality.

“Less is more” minimalism is a design trend that can help homes look nice with minimal intervention. A style that can help to destress users and make them easily relax in any space. The good thing about minimalism is that it can be coupled with any other design style and achieve the required outcome. So, whether that is a Boho style or industrial, all of these can be coupled up with a minimalist look to give the desired stylish effect.

Nowadays, minimalism is recognized and followed by many influencers and can easily be achieved on a budget.

Consider the following when incorporating minimalist design ideas.

**Tell a Story:** Minimalism tends to be simple, and yet adding a few personal touches into any space can make it burst with life and become more characteristic while reflecting the real personality of the user.

**Incorporate Natural Light:** Let sunlight inside the designated room. Allowing natural light in will always enhance the interior space. However, if the area has no good exposure to sunlight, it can be fixed using other artificial light elements. Lighting up the space makes it more cheerful and takes away the gloomy feel. It can also make any room look bigger and more welcoming.

**Keep Color in Mind:** Introduce the right color palette. Even when using a neutral palette, adding a few subtle tones can help create more harmony in the space. Neutral hues are always easy on the eyes and create a relaxing, cozy feel.

**Add Greenery:** Using plants in any



space gives it a fresh oasis-like feel. An important factor is to keep the plants healthy enough to stay green and lush. For this reason, many designers use artificial plants in a minimalist design, because of their ease of care and consistency.

**Create an Organized Space:** Decluttering is an essential feature of any minimalist design. To create a

stress-free space, ensure it is clean and well-organized. The importance of this is backed up by science, many studies show that cluttered and messy homes are linked to higher stress levels.

To help find an interior designer near you or a qualified professional if you're interested in home renovations, visit [www.MBABuilds.org](http://www.MBABuilds.org)

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# Map & Driving Directions

## Directions from Autumn Trace to Fox River Falls

From W. Autumn Trace Ct turn right (north) onto Calhoun Rd, take Calhoun Rd (10.3 miles) to W. Lisbon Rd, turn left (west) on W. Lisbon Rd, take W. Lisbon Rd to Marcy Rd, turn right (north) on Marcy Rd, continue toward Silver Spring Dr, turn left (west) on Silver Spring Dr, take Silver Spring Dr to Turnberry Ln (subdivision entrance), turn right (north) into subdivision and follow on site signage to parking area.

## Directions from Fox River Falls to Autumn Trace

From Turnberry Ln turn left (east) on Silver Spring Dr, take Silver Spring Dr toward Marcy Rd, turn right (south) on Marcy Rd, take Marcy Rd to Lisbon Rd, turn left (east) on Lisbon Rd, take Lisbon Rd to Calhoun Rd, turn right (south) on Calhoun Rd, continue on Calhoun Rd (10.3 miles), to W. Autumn Trace Ct (subdivision entrance), then turn left (east) into subdivision and follow on site signage to parking area.

## The Tradition Continues: Celebrate the 78th Annual Parade of Homes

August 10 - September 2, 2024

Open Tuesdays-Fridays 4-8pm

Saturdays-Sundays & Labor Day 11am-5pm

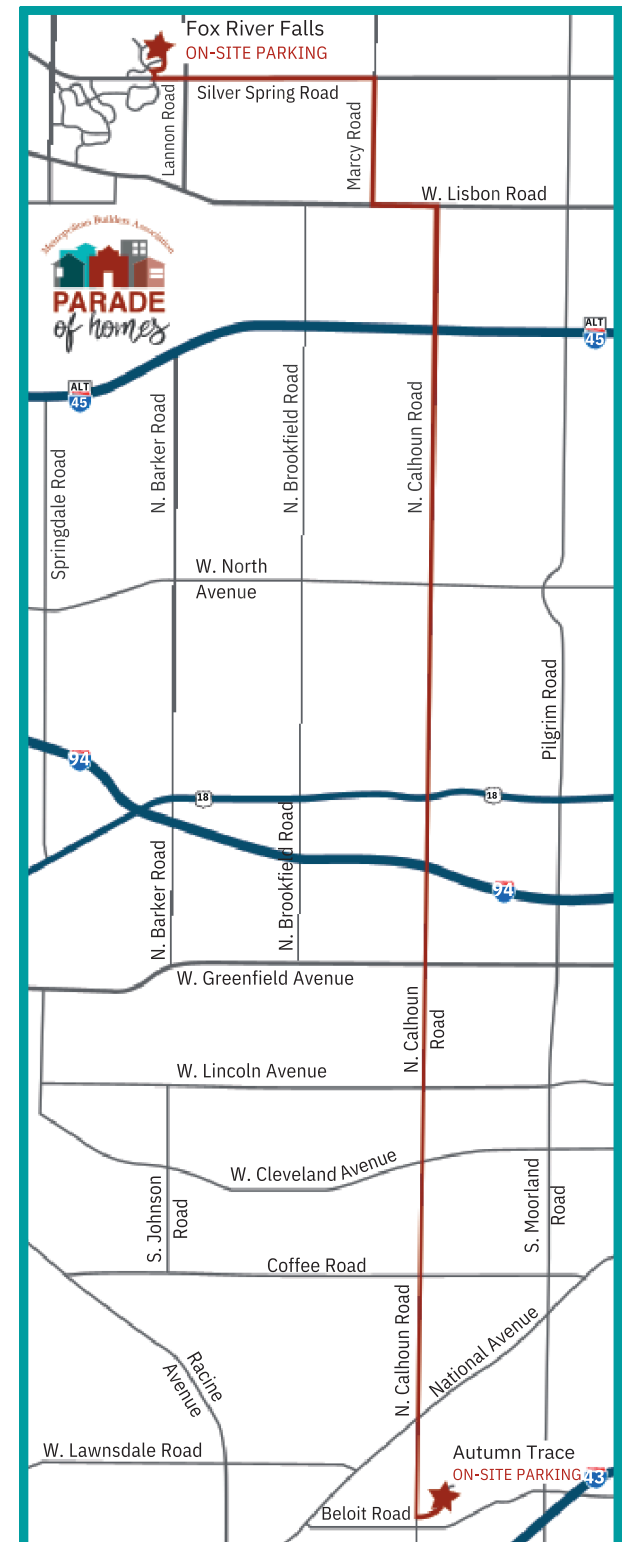
Closed Mondays

78 Years of Parade of Homes

14 Stunning New Model Homes

14 Top Local Home Builders

2 Must-See Subdivisions



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Visit [MBAParadeofHomes.com](http://MBAParadeofHomes.com) for more information about the Parade of Homes, including the subdivisions, builders, subcontractors, product suppliers and homes, driving directions, and tickets!





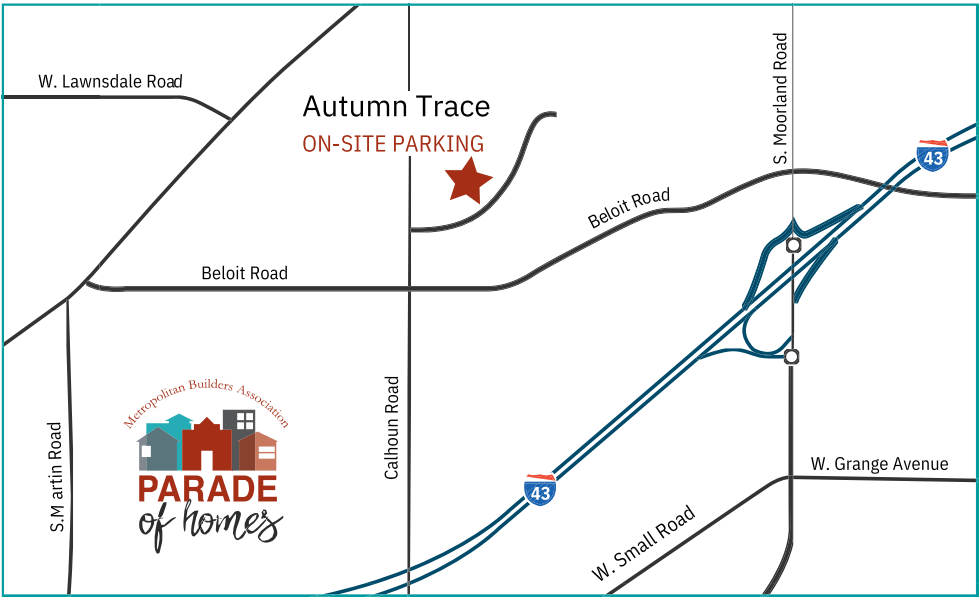
New Berlin

(Take I-43 and exit on S. Moorland Rd. Drive north on S. Moorland Rd. to W. Beloit Rd. Turn left on W. Beloit Rd. and continue to S. Calhoun Rd. Turn Right on S. Calhoun Rd. to the entrance of the subdivision on the right)

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New Berlin is located on the edge of scenic Waukesha County. The City covers 36.9 square miles and is advantageously situated between Madison and Milwaukee, with Green Bay and Chicago only a short drive away. Interstate Highway 94 is located immediately north of New Berlin, and Interstate Highway 43 passes through the city.

At 50 years old, New Berlin is younger than many Milwaukee, Wisconsin, suburbs, but it has the cohesiveness of a place that's much older. With a population of approximately 39,000 people, the city is tight knit; residents join together for holiday parades and youth sporting events. The city's highly organized Parks & Recreation Department is one of the hallmarks of our town. The New Berlin park system, with 845 acres of parks and conservancy areas, includes a wide range of recreational uses for all seasons, including soccer, biking, playgrounds, cross-country skiing, walking, and golfing.

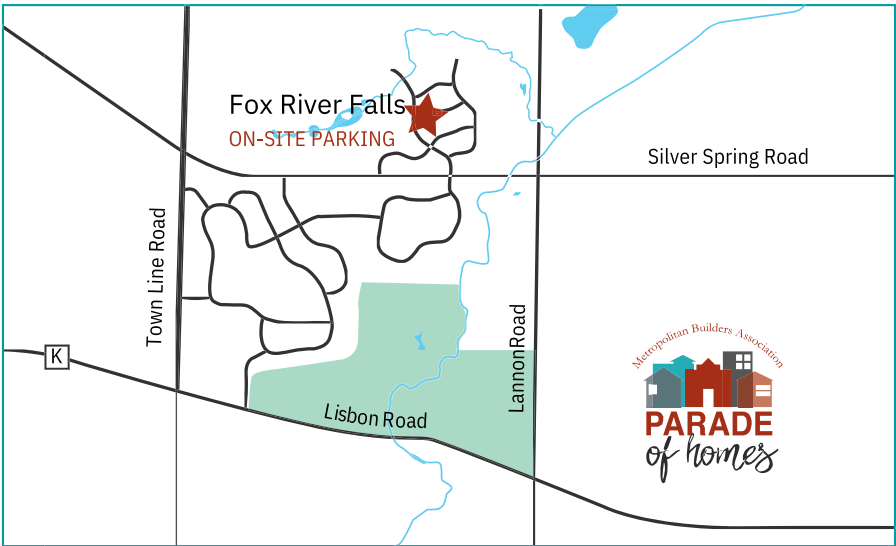
While maintaining its semi-rural appearance, the city offers a wide range of housing opportunities. Many rural views and forested areas also add charm to the city and help maintain high property values. Residents enjoy an atmosphere that is almost rural, yet is close to metropolitan conveniences. Different areas of the city provide unique living experiences for all who call New Berlin home.



# Fox River Falls

Menomonee Falls  
(West of Lannon Road on Silver Spring)

Developed by



The Village of Menomonee Falls (population 39,213) is located in northeast Waukesha County and offers small-town charm while providing outstanding amenities and convenient access to the entire Milwaukee region. The Village's high quality of life is rooted in our thriving local economy, wide variety of housing choices, safe neighborhoods, beautiful natural environment, high performing school districts, rich history, and effective local services.

Menomonee Falls has received a number of accolades in recent years including 15th Best Place to Live in America by Money Magazine (2020); Top 50 Best Small City in America by Wallethub.com (2022) and Safest City in Wisconsin with over 25,000 residents by Areavibes.com (2022).

There is a lot to think about when considering where to live or where to locate a business. Community culture, services, location, and value are all important factors. Menomonee Falls stands out in the greater Milwaukee region as a community that provides a strong combination of desirable qualities and a wide variety of business opportunities and living environments across all price points.



The Jamison



The Chilton Rambler



The Bristol, Plan 2507



The Lexi



The Brandon



The Harlow



The Cassia



The Harley



The Clare



The Nineteenth Hole



# 5 Ways to Make Small Rooms Look Larger

By: Metropolitan Builders Association  
of Greater Milwaukee

Only some homes have grand foyers, great rooms and huge living areas. More often, homes have at least one small room. Home owners can enjoy smaller spaces and make them look larger with the right design approach. You can create the illusion of space with simple modifications to a small room, such as adding natural light or selecting multifunctional furniture. To get started, consider the following design tips.

**Declutter Your Space:** The best place to start is by taking stock of the items in the room. You may be surprised by how much space you have. Start by decluttering your space. For example, experts recommend sorting things into keep, put away, recycle or trash, and donate piles. This technique can help you organize and simplify your space. Simplicity is critical for making any room look bigger.

**Utilize Multifunctional Pieces:** Once you've removed some items from a small room, think about what



furniture or objects in the room can serve a dual purpose. For example, furniture such as benches, ottomans and coffee tables may come equipped with storage solutions. Hidden storage makes a room feel more spacious without removing any frequently used items.

**Take Advantage of Reflections:** A strategically placed mirror can visually expand your space. If a small area has a window, set the mirror near it. The trick is ensuring natural light reflects off the mirror to make the room look large and inviting.

**Frame Your Windows:** Lighter, neutral colors work best for window drapes in small rooms. Heavy drapes make small spaces appear smaller. To achieve the opposite effect, try adding sheer drapes to the room. As a result, natural light will shine in, and you will maintain some privacy in the room. Choose a vertical pattern, such as stripes, if you want interior window treatments with some pizzazz. The stripes will draw your eyes upward and make the ceilings look higher.

**Incorporate a Couple of Large Items:** It may seem contradictory, but you don't need small items in a small space. It may make the room look full of miniatures. Instead, try adding one or two large pieces. However, there is some design strategy involved in an oversized item selection. For example, choose a low-profile sofa to exaggerate the distance between the couch and the ceiling. Low-profile furniture will make the walls appear elongated.

For more information on design trends, visit [www.MBABuilds.org](http://www.MBABuilds.org).



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## What is an Ideal Community for Home Buyers?

By: Metropolitan Builders Association of Greater Milwaukee

For many buyers, a new home may be located in a new community. The area you live in can make a big difference in your quality of life. Finding a community that fits your family's lifestyle and needs is just as important as the square footage and number of bedrooms. Do you wonder if other home buyers are looking for the same things in a new community?

A recent survey from the National Association of Home Builders (NAHB) reveals what home buyers are looking for when house hunting. The survey asked both first-time buyers and existing home owners about the features and amenities buyers want in their home and also about the type of community that they would like to reside in.

A majority (70%) of buyers want to be close to retail space, like a grocery store or pharmacy. With busy lives, living near a store where you can easily pick up dinner or necessities, is a valuable convenience. In addition to saving time, nearby retail can also save home owners money. According to the most recent Consumer Expenditure Survey from the U.S. Bureau of Labor Statistics (BLS), spending on gas increased 45% year over year, a reflection of rising gas prices and

Americans traveling more after the pandemic.

Other important community amenities that buyers place a value on are related to spending time outdoors. Two-thirds of buyers (66%) want to live near a park area or live in a community with walking/jogging trails (66%). Spending time outdoors, even something as simple as a walk around the neighborhood, is a well-known past time. According to the National Recreation and Park Association, more than half of all adults (58%) spend more than 30 minutes outside a day. Spending time outside and exposure to green spaces has shown to improve mental and physical health.

In terms of the overall location where buyers would prefer to purchase a home, more than half (53%) want to buy in the suburbs. Only a quarter of buyers (25%) prefer to purchase a home in a rural area and fewer in the central city. The study also asked buyers about the farthest distance they are willing to travel one-way from home to work. For the typical buyer, the sweet spot is 11.3 miles – which is not surprising given that most buyers reported a desire to live in the suburbs.

To get started on finding a community that is the right fit for your family, visit [MBAbuilds.org](http://MBAbuilds.org) today.

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2024 MBA Parade of Homes Model

### JAMISON

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Fox River Falls, Menomonee Falls



2023 MBA Parade of Homes Model

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Redford Hills, Sussex



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# Checklist for Finding and Hiring a Builder or Remodeler

*Doing your homework will help you have a more successful experience.*

Use this checklist to help you select a home builder or home remodeler to work on or build your home:

- ☐ Go to MBAbuilds.org for the names of member builders and remodelers. You can also ask family, friends or coworkers for recommendations.
- ☐ Make sure the builder or home remodeler has a permanent business location and a good reputation with local banks and suppliers.
- ☐ Find out how long they have been in the building business. It usually takes three to five years to establish a financially sound business. You want to make sure they will be around after the construction is complete to service any warranties.
- ☐ Check out the company's rating and if there have been any complaints filed with your local Better Business Bureau: [www.bbb.org/local-bbb/wisconsin](http://www.bbb.org/local-bbb/wisconsin)
- ☐ Make sure the builder/remodeler has sufficient workers compensation and general liability insurance. If not, you may be liable for any construction-related accidents on your premises.
- ☐ Ask the builder/remodeler to provide you with names of previous customers. If they won't, beware. If they do, ask the customers if they would hire the builder/remodeler again.
- ☐ Ask if you can see the builder/remodelers work, both completed and in progress. Check for quality of workmanship and materials.
- ☐ Do you feel you can easily communicate with the builder/remodeler? Remember you will be in close contact with them throughout the construction process and afterward as you live in your new home.
- ☐ Make sure the builder/remodeler provides you with a complete and clearly written contract. The contract will benefit both of you. If you are having a new home built, get and review a copy of the home warranty and homeowner manual as well.
- ☐ Be cautious of low-priced bids. If the builder/remodeler is unable to pay for the materials and labor as the project proceeds, this may indicate a potential problem. Keep in mind that less expensive does not necessarily mean better!

Find more helpful advice on home building and remodeling at **MBAbuilds.org**



## Build Your Dream Home in Mequon's Newest Luxury Community!

Highland Meadows is Mequon's newest luxury community. Located near the beautiful western shore of Lake Michigan, it's situated just fifteen minutes north of Milwaukee, with easy access to I-43. Highland Meadows features a quiet park-like setting, yet it's close to all the amenities you desire, including Mequon's vibrant shopping and dining district, one of the top ranked K-12 school districts in Wisconsin, many city parks, five golf courses, the winding Milwaukee River and countless recreational opportunities.



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# About the Metropolitan Builders Association



The MBA speaks with a single voice representing the interests of members in the home building industry; we offer services that benefit the members' professionalism and their ability to provide the highest quality service to their clients. The MBA is the credible source about the home building industry for the members, government, media, and the policy makers.

## Why Do Companies Join the MBA?

- To stay educated on the latest innovations and procedures.
- To meet others in the industry and form relationships.
- To promote and influence the course of the building industry.
- To save money on everyday business expenses.
- To have access to free copyrighted forms and Industry Standards.
- To participate in the MBA's consumer events.

For more information about MBA membership, call the MBA at 262-436-1122.

## COME SEE US AT OUR NEXT EVENT

### Home Building & Remodeling Show

**January 10-12, 2025**

The MBA Home Building & Remodeling show is the premier destination for people who are looking to build or update their home into a forever home.

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Presenting Sponsor:



For more info go to [MBAHomeShow.org](http://MBAHomeShow.org)

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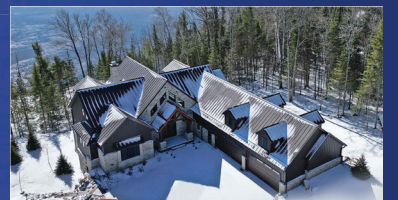
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# 10 Reasons to Choose an MBA Member for Your Next Home Project

## 1. PEACE OF MIND

Consumers trust MBA members because they have met certain requirements set by the MBA to protect consumers. This includes background checks, financial history, and interviews. Consumers can also receive references for MBA members.

## 2. PROFESSIONALISM

MBA members are dedicated to professionalism. Members have years of experience, as well as memberships in the Wisconsin Builders Association (WBA), and the National Association of Home Builders (NAHB).

## 3. ETHICS

MBA members promote and encourage the strongest level of business ethics and are held to high standards of personal and business conduct within the industry.

## 4. HIGH STANDARDS

All members of the MBA must abide by industry standards set forth by the Association. These standards relate to the materials and workmanship to which local builders adhere under local building codes.

## 5. INNOVATION

MBA members are on the cutting edge of their industry. They stay current on the latest changes in products, technology, building codes and regulations, legislation, and consumer preferences.



## 6. EDUCATION

MBA members benefit from continuing education, updates on building codes, standards, and regulations as well as seminars providing the latest trends and practices.

## 7. VARIETY

MBA members offer a variety of products and services involved in the construction, development, and remodeling of single and multi-family housing.

## 8. CONNECTIVITY

The ultimate resource for consumers! Visit [www.MBAbuilds.org](http://www.MBAbuilds.org) for information on events, news, educational seminars, job openings and member info.

## 9. ACCOUNTABILITY

The MBA provides an affordable and efficient dispute resolution process available to homeowners that use an MBA member.

## 10. COMMUNITY CONNECTION

MBA Members live and work in your community. They are involved in numerous charitable organizations.



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# Design the Perfect Porch for Your Home

**By: Metropolitan Builders Association  
of Greater Milwaukee**

If you enjoy spending time outside, you're not alone. Outdoor living spaces are a popular design trend in new home construction and remodeling. Whether you're remodeling to make your home better suited to your family's current lifestyle or to spruce it up to be more appealing to potential buyers, adding a front porch can be a great option.

A recent survey of new and prospective home buyers from the National Association of Home Builders (NAHB) revealed that a majority of buyers (81%) want a front porch or a rear porch (75%). Spending time outdoors is a treasured past time. According to the National Recreation and Park Association, more than half of all adults (58%) spend more than 30 minutes outside a day. Spending time outside and exposure to green spaces has been shown to improve mental and physical health.

If you're thinking about adding a new

front porch to your home, here are some things to consider, whether you plan to construct it yourself or hire an experienced contractor:

## Size

A porch is an accessory, so it shouldn't overwhelm the house's main structure. Think of your porch as an extension of your home, a space that seamlessly blends with the rest of your property. If you don't consider size, it may look like a poorly designed afterthought.

Experts also recommend thinking about how you envision using your porch. Do you plan to dine al fresco with your family during mild or warm weather months? If so, you'll want a porch at least eight to 10 feet deep to accommodate a table and chairs. Homeowners who regularly want to sit outside and enjoy the fresh air should consider a porch that is about six feet or so to accommodate a small loveseat or a couple of chairs.

## Location

You will also have to determine which

side of the home you'll add your porch to. For example, a south-facing porch will take advantage of the sun's heat but could also get uncomfortable in the summer. The location of your porch also depends on how you want to enjoy your space. If you picture yourself spending the evening unwinding on your porch to watch the sunset, place your porch facing west. Early risers who enjoy reading the newspaper and drinking coffee may want to use maximum light with eastern exposure.

Remember to be intentional with the access point of the porch from your home, the design may have an impact on the interior rooms. For example, you may want to install French or sliding glass doors from the living room or kitchen to create an entrance to the porch.

## Features

If possible, consider using the same materials on your porch as those on the exterior of your home. This continuity will not only enhance the aesthetic appeal of your outdoor space

but also create a sense of unity in your property. Another way to create a harmonious porch is to coordinate the millwork and other design elements, ensuring they integrate smoothly with the rest of your home.

When designing your porch, it's crucial to consider practical factors such as climate and comfort. If you live in an area with a high insect population, installing screens can help you enjoy your porch without any unwanted guests. If you plan to use your porch in the evenings, adding lighting options or outlets for lamps to your feature list can create a cozy atmosphere. And for those hot summer days, a ceiling fan can keep the porch area cool and comfortable.

A porch can help you and your family relax during the summer season, and it will be an attractive feature to offer potential buyers if you sell your home in the future. For more information on home additions or to find a home builder or remodeler, visit [www.MBAbuilds.org](http://www.MBAbuilds.org) today.



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