

SWITCH

FEEL AT HOME

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WITH SWITCH

In the competitive world of residential building it's important for companies to continue to evolve not only in the design of their homes but also in the look and feel of the company.

After four years Switch Homes are evolving their corporate brand to a new style which fits perfectly with their beautifully designed homes.

"As Pindan's residential arm we are really proud of what Switch has been able to achieve in a very short space of time. We have been able to build a reputation for stunning homes at an affordable price.

"With this philosophy at the heart of Switch, we felt it was time to evolve our brand to the next level and for it to represent our direction of not only building great houses but homes which people fall in love with," said Sales Manager Damian Monteleone.

The new Switch look can now be seen with a series of new ads in The West Australian New Homes magazine, across all display home signage, supervisor cars plus a new website, radio campaign and brochure range.

"We are really excited about the refreshed look of Switch. We have purposely made the look and feel of Switch clean, stylish and different to other builders because we really do feel that we are unlike any builder in the marketplace.

"At the heart of Switch is our commitment to designing great homes. We take pride in our work, and focus on building well planned homes that are a reflection of the environment, meet the different lifestyle needs of clients and most importantly we build them at an affordable price without compromising on quality," remarked Damian.



General Manager, Rob Romberg & Sales Manager, Damian Monteleone launch Switch Home's new look





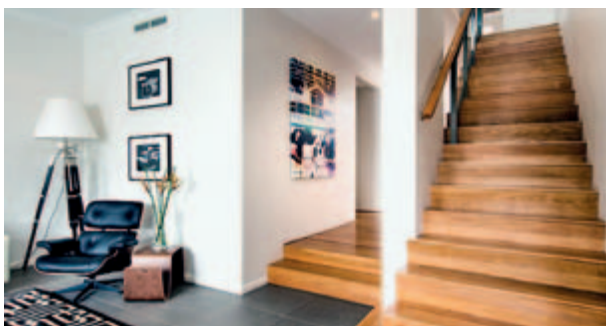
REDEFINING NARROW LOT LIVING



An ongoing challenge for home owners and builders is the issue of affordable housing. Whether clients are considering downsizing, looking to purchase their first home as a couple or wanting a house which is easy to lock up and leave, all are searching for an affordable option whilst not compromising on the design of the home or its features.



Recognising this conundrum Switch has developed a range of narrow lot designs which not only suit a range of lifestyles but also the trend in narrow lots both with land developers and urban infill.



"We are finding that there is an increased demand in narrow lot style blocks with land developers who are including these smaller blocks in their product range. Also with the trend to urban infill, small narrow lot sites are becoming an attractive proposition for those looking to get closer to the CBD," said Sales Manager Damian Monteleone.

"In creating this range of homes we have taken the approach of maximising each design so that clients aren't compromising on space, the fit out of the home or price. There is a lot of cheap underwhelming product out in the market place which hasn't been thoughtfully designed to maximise space and how people live in Perth.

"This new range of homes takes into consideration indoor and outdoor spaces and how they integrate without wasting space and the ability of the homes to work for investors, young families, couples and empty nesters who want to lock up and leave at any time" he said.

The Switch narrow lot range starts from \$175,600 and will suit sites from 7.5 metres wide and upwards.