

# SALES IDEAS

## Teach Kids Good Selling Skills!

By Liz Craciun

The kids are back in school and once again they have two sets of teachers: those inside the classroom (licensed professionals) and those outside of it (the parents). As the parents, we focus on giving our children life skills under the heading of home economics, finance, social interaction, and character development. Another subject that I also encourage is selling skills. Why? Because of the many positive attributes children can gain from good salesmanship.



### Children act on three principles:

1. Everything is about me;
2. I want it now;
3. I'm going to get angry if I don't get what I want when I want it.

### Gaining maturity means approaching life differently:

1. Everything is about what's good for both of us.
2. I can make short-term sacrifices for long-term gains.
3. I will use my frustration to grow.

### How does a sales mentality fit into this?

1. As a truly professional salesperson I work toward a win-win situation.
2. I may lose a sale today, but how I react will foster long-term relationships.
3. I will learn from my mistakes and look at the big picture.

Activities that will teach the principles of good salesmanship include home yard sales, which require choosing ignored items that someone else can use; organizing and displaying the inventory to please others' eyes; pricing items to reflect their value to other people; greeting and being patient with buyers. My daughter Marina, in selling her dolls and accessories to younger girls, would see their spending limitations and would throw in some extras to be kind (building neighborhood relationships).

Seemingly casual conversations can offer "sales" moments. My son George was telling me that I should get a bigger engine and muffler for my car. Of course, I asked him why. His first response was "the car will sound louder!" (Not interested!) Then "it's so cool" (Really not interested). After a few more comments, he finally hit my hot button: "You can accelerate a lot faster. Then you'll be able to get on the expressway and not be so afraid of the trucks". Now he was talking about my needs versus his.

Finally, as a young boy, my nephew A.J. was selling coupon books for his school. He understood that a specific solution can address different needs, and likewise, that his parents' needs do not match those of his aunt. To his mom and dad he talked about the McDonald's coupons in the book; for his Aunt Liz (a world traveler) he opened to the page with the \$100 discount on a cruise. I was so proud!



Liz Craciun practices her value-oriented sales approach as the head of sales & marketing for Elegant Estates, LLC Custom Homes. She is a licensed real estate agent with Builder Resources. Please call Liz to tour The Arboretum at Station Road, to visit the River's bend market home, or to discuss Elegant Estates, LLC building for you on your own site. She can be reached at (513) 860-4816 ext. 210.

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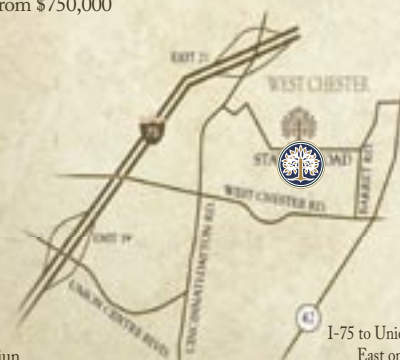
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THE ARBORETUM  
AT STATION ROAD

Located in historic Olde West Chester, The Arboretum is a secluded retreat that will feature boulevards winding through golden fields of wildflowers, picturesque streams, and carefully preserved mature trees that lead you to our offering of expansive legacy home sites. Experience the ultimate luxury of serenity.

- Private & Secluded Home Sites
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- 1.5-3.8 Acre Estates
- Lakota West Schools
- Spectacular Views



Liz Craciun  
Sales and Marketing  
Builder Resources  
513.860.4816 x210

I-75 to Union Centre Blvd. Exit.  
East on Union Centre Blvd.  
Left on Cincinnati-Dayton Rd.  
Right on Station Rd.  
The Arboretum entrance is on the left.



Elegant Estates, LLC

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Volume I, No. 2

## Partnering with Nature: The Arboretum at Station Road

By Joe T. Veal

*Elegant Estates has partnered with nature in creating a lush landscape experience amidst the rolling valleys of West Chester. This written "tour" captures the total experience that will soon be available at The Arboretum in Olde West Chester. As they settle into their legacy estate homes, the twenty-nine homeowners will enjoy the following aspects of these beautiful grounds.*

As you turn off Station Road into The Arboretum, you will find the entry drive showcasing an inviting, graceful waterway, colorful perennial gardens, and a number of Flame Maple, River Birch and Sycamore trees. You catch a glimpse of the community clubhouse, a rustic yet elegant retreat composed of stone and the finest materials.

As you continue your drive past the home sites, nature beckons. Your mind and body relax as you hear the cascading waterfalls. Your eyes focus on the artful movements of wispy wetland grasses. Jazzy, upbeat blue flag irises intersect with the white water lilies for a delightful hue, and you continue to take nature in as you drive along the meandering, wooded boulevard. Red hibiscus and yellow daylilies dance with purple coneflowers, and your eyes travel from one sculpted plant bed after another. With pops of texture and color, the landscape is lush, free flowing, and enhances the heritage of the land. It is The Arboretum. Come discover what you've been longing for. You belong here.

### The Community: Designed with Nature as Your Partner

The Arboretum provides a number of beautiful settings for your new home. Many home sites feature partially and heavily wooded areas with expansive views. Golden meadows, cul-de-sac locations, and prominent plateaus flow throughout your new community.

Walk-out opportunities on every site provide the perfect setting to build your unique legacy home. The 29 estate home sites range from 1.5 to 3.8 acres and assure space between your neighbors; some sites are totally secluded. Enjoy the pastoral life with your family and friends. Feel your cares drift away as you view one of the four waterways located in your community. Picturesque running streams bring a sense of peace and tranquility. Watch the lovely geese, ducks, dragonflies, and tadpoles at play.

### The Audubon Trail: Music for Your Eyes



Pack up some trail mix, grab a bottle of water, and put on your exercise shoes. Hit the 1.5 mile private walking trail appropriately named The Audubon Trail. Walk, run, or stroll on the path as you enjoy the carefully maintained landscapes of butterfly weed, regal purple coneflowers, and carefully preserved mature trees. There will be over 5700 hundred perennials throughout the trail. Hummingbirds sing in the background and provide a welcome pick-me-up for your day. Take your binoculars, get up close to the butterflies, and enjoy their bright colors! In the fall, don't forget to look for our American Eagle!

### Waterfalls: Refreshing beauty!

Waterways with showering falls grace your community in four locations. One of them greets you with its cascading sounds and visual excitement as you enter your community. You will also enjoy this one as you relax at the community clubhouse. See the flowing water travel over the rocks. It's crisp. It's splashing. Finally, take in the pleasure of the other waterways as you stroll on The Audubon Trail.

*As a golf course architect for Arnold Palmer, Joe T. Veal has been involved in the design and/or construction of 25 championship level golf course developments. Locally, he participated in the design of The Oasis in Loveland and The TPC at River's Bend. As landscape architect for Stawicki & Associates Architects, LLC he assisted in the design of The Arboretum at Station Road for Elegant Estates, LLC. Joe can be reached at (513) 860-4818 ext. 212.*



Elegant Estates, LLC, located in West Chester, specializes in building custom designed homes, historically ranging in price from \$475,000 to \$7 million.

Our homebuyers have chosen us for our exquisite craftsmanship and our commitment to accountability.

We invite you to look, touch, and compare while judging for yourself our ability to meet your highest expectations.

# Welcome to the Community of West Chester

By Laurie Taylor

## Celebrate Your Surroundings

The great community of West Chester surrounds The Arboretum at Station Road. The Village of Olde West Chester with its quaint shops and old-fashioned charm is only 1 mile from your door. Start your day with a hot cup of coffee and some breakfast rolls. Then shop at the fine local businesses including ceramics, interior design, and antique shops. Have a party coming up? Be sure to investigate custom invitations, fine papers, and stationeries. Swing by the local florist for fresh bouquets for tonight's dinner party or for your weekend company. Your local post office is located here as well. With this hidden village on your doorstep, you are sure to enjoy this gem of a place.

Your new custom legacy home also offers quick access to I-75 and the newly built entertainment center at the Streets of West Chester. Stroll the cobblestone streets and visit the many exquisite shops. Sip a cup of coffee while pursuing the latest best-sellers. Hungry? Enjoy the many different culinary experiences you will find there. Take in the latest movie to complete your day.

## West Chester Public Library: Feed Your Need to Read!

The Arboretum is close to the West Chester Public Library. Home to various programs and community events, there is something for everyone. Come here when you want to exercise your mind!

## Keehner Park: Come play!

This one hundred and twenty-three acre park property nestled along Mill Creek exercises your body and provides loads of family activity. Less than a mile from The Arboretum community, this park boasts extensive woodland trails, playgrounds, athletic fields, mountain bike trails, and picnic shelters. The fire pits and shelters can be reserved for your enjoyment. During the spring and summer months, melodious tunes play at the park amphitheater from the concert series presented by Fifth Third Bank. The amphitheater hosts other outdoor performances too. For a history lesson, stop by the Cabin in the Clearing, an 1800's log cabin located at Keehner. This cabin hosts Pioneer Christmas and various programs throughout the year as well.

## The Old Schoolhouse: Vintage Charm from Past School Days!

When you're looking for a different setting for community gatherings and events, this quaint schoolhouse on Station Road provides a perfect place. Built in 1910, this school is now listed in the National Registry of Historic Places. It adjoins your new community and has a three-acre school yard as well. Many wonderful memories have been created here, and perhaps you'll add a few of your own!

## Station Road Farm: Fun for the Whole Family.

Pack up the kids in their wagon, take along a thermos of hot cocoa, and stroll over to the Station Road Farm during pumpkin season. Enjoy the cooler fall days with the yellow, orange, and red tapestry of the surrounding foliage and pick your family's pumpkins. The land of The Arboretum used to be a part of this farm, and your family can still enjoy the bountiful harvests. Stop in at various times of the year for your fresh pickings. Make it a point to say hello to Steve and Linda Binder, Proprietors.

*This written tour of West Chester is by Laurie Taylor, a freelance writer and community fan. Contact her at: [ldianet@msn.com](mailto:ldianet@msn.com) about your professional writing needs.*



THE ARBORETUM  
AT STATION ROAD

## Why We Chose West Chester for Our Development

- *West Chester gave us the opportunity to be between the Cincinnati and Dayton markets*
- *We felt the Lakota West School System is outstanding and a strong draw for new residents*
- *We looked at a number of different chambers and foundations, and felt that the West Chester Chamber Alliance and the Community Foundation of West Chester/Liberty were by far the best we've seen (business friendly)*
- *The Union Centre Boulevard corridor will see tremendous growth over the next 5 years*
- *Our development, The Arboretum at Station Road, is best suited to support this business growth. It is a \$48 million project, which is a substantial contribution to this area.*
- *The Streets of West Chester, Keehner Park, the Tylersville & Cox Roads retail centers and the U.C. medical center provide important amenities for The Arboretum residents.*
- *We were particularly impressed with the West Chester Fire, Police, and Village Services Departments.*
- *The West Chester Zoning Department was very receptive and helpful in the early stages of designing our development.*
- *West Chester provides a unique combination of old world rural feel along with a mix of new, forward thinking and contemporary retail and business developments.*



Jeff Stawicki is a practicing architect and custom builder. He is the president of Elegant Estates LLC and Stawicki & Associates Architects. Jeff can be reached at (513) 860-4816 x201

## INTERIOR DESIGN

# Decorating Styles in the Midwest

By Holly Burtschy Rebesndorf

People often ask me to define certain decorating styles and would like to know the criteria for these categories. There are regional differences regarding what is put in one category or another; what is contemporary in the Midwest would most likely not be cutting edge on the East or West Coast. In the South, the Traditional lines are more clearly drawn, and historical accuracy plays a large part. The following examples will illustrate Traditional, Transitional, and Modern design styles in our area.

The most popular and broadest category is Traditional Design, with influences from many centuries. When you picture a Traditional home in our area, you think of a blending of the old and new. This can mean using actual antiques or pieces inspired by the past with newer items such as upholstered pieces. A perfect example of this is the trend in kitchens of giving cabinets some "age." By using a glaze to accentuate the raised and recessed areas or adding decorative corbels to your island, your new kitchen, with all state of the art appliances, definitely has some roots. Distressed wood and the rubbed painted finishes are prevalent in cabinets as well as furniture. A lot of the perfection of the past has loosened up. You seldom see matching end tables, suites of furniture and the usual combinations of fabrics.

Traditional design showcases natural elements like stone and brick on the exterior with granite and limestone on the inside, bringing to life the colors and textures of fabrics and the woods used within. Traditional means family, and what is more sentimental than a carefully placed inherited piece that brings back memories every time you walk by it. Don't forget pieces you have brought back from your travels.

When you take traditional and give it a little twist you have a more transitional look. Transitional Design still has its roots in traditional, but with a newness added to it. You will see some of the same fabrics and leather, but upholstered pieces will have simpler lines to them: no skirts, squared legs instead of bun or spool feet, tables without carvings, interesting hardware, all with a more linear feel. A transitional color trend is the "spa" colors. They are a restful palette of colors with an aquatic feel to them. These soft blues and sand shades create tranquility with light wood tones and are striking with ebony furniture.

Transitional kitchens have a more streamlined and task-oriented feel to them. Many use stainless prominently but not to the contemporary extreme. Transitional lighting fixtures can have very traditional shapes, but with squared edges and more angular lines. Newer, brushed metals are often used to refresh hardware and lighting. I give transitional homes more texture; this is a great juxtaposition to the clean, tailored lines. A chunky fabric with great softness to it makes a track armed sofa very inviting. This transition between traditional and contemporary define this category.

From avant-garde to just placing an emphasis on function and color are all hallmarks of Contemporary Design. Here you can see a bold use of color or the complete absence of it (black or white).

Leather is often used in upholstered furniture for its ability to follow the tailoring of unusual shaped frames and hold a crisp edge. Tables can range from very simple box shapes in metal or glass to incredibly free-form creations that are a work of art in themselves. Lighting is particularly creative; track lighting can be extremely linear or run on sinuously shaped tracks that snake around a room to illuminate all needed areas. Pendants can have beautiful glass domes in vibrant colors that are so distinctive that they make you think of art glass.

Contemporary kitchens tend to be extremely functional, almost commercial in feel sometimes.

Cabinets are void of molding, sometimes open or with doors of opaque glass. Hardware is so interesting in this group: from clean bar handles to swirls and molten shapes. Cook tops with stainless hoods are prominently placed. Wood floors are in the extremes of color, either very blond or deep ebony. Color can consist of one striking color, such as cobalt blue, mixed with wood and stainless to exemplify simplicity in design and color. These kitchens can also be fun with a playful use of many colors or they can be sophisticated in the restrained use of color.

When working on your house keep these categories in mind but remember your house is your retreat. This is a place you will call home. Have a concept in mind, but don't be so rigid that the outcome isn't pleasing to your eye. The best and most personal looks are often created by carefully blending a few categories.



Holly Burtschy Rebesndorf works with the clients of Elegant Estates LLC Custom Homes and Stawicki & Associates Architects LLC. Holly is a well-known interior decorator with Interiors by Nancy Paul & Julie Bell. Holly's work has appeared in Trends, Southern Living and House Trends magazines as well as the Cincinnati Enquirer. She has also won various awards for her work at Homearama.