A SPECIAL PRODUCT TO AVOID MAINTENANCE

When the developer wanted to add a jacuzzi and hot-mop shower pan in his luxury home development, he specified USG’s new interior tile backer board or the bathrooms.

These elegant Lakewood Hills Estates homes in California’s famous Marin County have the highest quality products, including some 2,000 sheets of USG’s new Durock products in various applications.

Exciting designs and maintenance-free materials were vital in the development of 86 homes at the elegant Lakewood Hills Estates in Marin County, California.

The architect and developer of the project utilized consumer research and 50 years of experience in designing four new models of these homes.

“The interior of these homes reflects a late 80’s pace setting, open California style that invites socializing,” stated hands-on owner/partner Marvin Miller of Miller-Sorg, Inc.

“We used state-of-the-art architecture and materials,” said Miller. “Lakewood Hills Estates is a single-family development that reflects the upscale lifestyle and commitment to fine quality tastes of the residents.”

We used a more subtle approach with pastels and soft whites, curved walls, vaulted ceilings and expensive white-framed designer-accented windows in the living room and formal...
dining room,” explained Miller. “The master baths have a platform jacuzzi tub and hot-mop shower pan.

To insure maintenance-free baths, the developer specified that DUROCK Interior Tile Backer Board, from USG Industries, is used in all our homes.

“We wanted to address the question of tremendous labor and service intensive problems,” noted Kosh. “I read about the USG product in a professional building trade magazine and when I saw it, the first thing that entered my mind was that it was not going to rot away or fall down. It was impressive to me because it is a solid product.

“We used 2,000 sheets at Lakewood Hills Estates, which is the third of five developments we are building,” stated Kosh. In 1988 we will be building and selling approximately 500 homes. And we have found that the product has special qualities that allow it to be used in many different areas to meet specific requirements.

“We used it in the spacious foyer entry ways as an underlayment with ceramic tile to meet the uniform building code for California’s energy requirements. DUROCK, when used in combination with tile, has the bulk to retain heat and gives us enough mass to comply with the state’s mandate,” said Kosh. “The fact that it is 1- and 2-hour fire rated is another important plus.”

“Using materials that provide durability and maintenance-free life is essential,” according to Cher Gillette, Miller-Sorg, Marketing/Sales Director. “Our clients are comprised of bankers, doctors, advertising executives and young professionals. We know from our research that we have to please their practical and aesthetic sensibilities,” stated Gillette.

“We don’t just go buy 100 lots and then build 100 homes. We carefully work with Newport Beach Architect Aram Basseinian on all our developments to achieve a complete feeling of community,” said Gillette.

“The four models are in the $168,490 to $192,990 price range and have from 2,000 to 2,700 square feet. The smallest lots are 10,000 to 17,000 square feet while the larger ones are 43,560 square feet.

“Award winning wineries, lighted jogging trails, tennis courts, sports fishing, water sports and winding green belts provide wonderful outdoor recreation for Lakewood Hills Estates residents,” added Gillette.

With the rolling hills of Sonoma wine country a few miles away, and recreation facilities and amenities as attractions, it is still consumers’ regard for quality of the designs and materials used in Miller-Sorg’s homes that keep them selling as fast as they can be built.