

For New Orleans-Based Sunrise Homes, Bigger Is Better

For the largest builder in Louisiana, the value offered in their homes comes from combining quantity with quality. Sunrise Homes, which dominates the New Orleans metropolitan market, is a production builder with over four decades of home-building experience. In that time, the company has built over 7,000 homes in Louisiana and Mississippi.

Efficient construction from the ground floor up is their goal. "The company is very process oriented," said Valerie Trosclair, Controller for Sunrise Homes. Everything is systemized to maximize efficiency and minimize costs," she added. Trosclair ex-



Sunrise Home's motto is that they don't just sell homes, they sell a lifestyle... an entire package that will fit a person's life.

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plained that with every Sunrise community, they drive production as high as possible and then spread fixed costs. They

keep their eye, not on just the big picture, but on every detail, attempting to control the whole process from land development on up. According to Trosclair, "our quest is to deliver more home than anyone else for the money, and that includes everything from community features to amenities, from interior appointments and finishes to appliances."

Rob Smith, the company's general superintendent, agrees. "We don't just build homes. We fulfill dreams by offering a complete package—great homes, fantastic locations and the amenities that make a subdivision a real community." That is what

has made Sunrise Homes a success. Their numbers prove it. In 1999, Sunrise built about 230 homes. The built about the same number in 2000. With new subdivisions on the drawing board, they anticipate selling about 300 homes in 2001, despite a lull in the economy.

For Sunrise, they are not just bigger, they are better. They take quality seriously, which is why they have a full service, on-staff service department. Their customer satisfaction surveys reflect 95-98% approval and 32% of their sales come from referrals. "Quality is an integral part of delivering value as far as we are concerned,"

explained Smith.

Wanting to serve a broad market, Sunrise offers homebuyers three levels of homes. Their Entre' series is designed for first time buyers looking for a start as well as empty-nesters looking to downsize. Three floorplans and seven elevations ranging between 1,510 and 1,770 A/L/A are currently available. Their Master Series, with five floorplans and eleven elevations from 1,803 to 2,367 A/L/A, are slightly larger homes with more appointments and standard features. For example, most homes come with tile, a fireplace and vaulted ceilings. Sunrise's Executive Series is designed with move-up buyers and junior executives in mind. Five floorplans and sixteen different elevations ranging from 2,262 to 3,080 A/L/A are available. These homes feature nine foot ceilings, upgraded appliances, lots of ceramic tile and a separate tub and shower in the master bath.

Sunrise currently has a number of active communities throughout southeast Louisiana and along the Mississippi Gulf Coast. Home prices range anywhere from the mid 90's to the 160's. Average lot size varies from 60' x 120' in Landon Place in Gulfport to 80' x 130' in Lakeview in Oceans Springs.

Clearly, amenities are key for Sunrise Homes. All of their communities feature green space and common area amenities. Their Belair community, with prices starting in the 90's on a 70' x 120' lot, is adjacent to an 18-hole golf course and features a community

playground, pool, tennis courts, volleyball area, and paved walking and jogging trails. The 3,200 square foot furnished community center is available for parties and boasts state-of-the-art exercise facilities and a small business center. At Breckenridge, amenities available include a community playground, an off-road cycling trail, a walking trail, a two-and-a-half acre nature preserve and a multi-station fitness course.

Sunrise Homes was founded by Charlie Kornman in Sunrise, Louisiana in 1958.

When he passed on in the late 1980's, Lawrence A. Kornman, his son, took the reins. For the family-owned, privately held company, business has continued unabated. Sunrise's focus is to deliver a bigger home at a better price. The company's goal is to always be the best value in any market. No small task, but one which they have mastered with panache.

For more information about Sunrise Homes, log on to their website at www.sunrisehomes.com.

