

SUMMER 2016

# fhb

## FLORIDA HOME BUILDER

Official Magazine of the Florida Home Builders Association



**CARLOS BERUFF**

**Building American Dreams**

Outdoor Coastal Trends  
for **2017**

**Florida Shines Bright**  
In the Global Marketplace

Pre-flight your  
**Business**

Impact Fees  
**on the Rebound**

1



2



3



# 2017 Outdoor Coastal Trends

After eighteen years, Anthony Farhat continues to shape coastal home trends. Design and construction awards aside, Farhat's portfolio and dedication to the homebuilding industry has earned him 'Young Entrepreneur of the Year' by the Port Charlotte Chamber of Commerce and '40 under 40' by the Gulf Coast Business Review.

*From working summer jobs in grade school for his father's company to returning after college, Farhat can honestly say he was raised to build homes. He started his full-time venture on the ground floor; assembling permit packages, then moving out to field operations. Experience and time offered him the opportunity to manage his first 27-home project in Burnt Store Marina, and subsequently graduating into sales and marketing; running a seven-model home center between Sarasota and Lee Counties.*

*Now President of PGI Homes, Farhat's passion is design – and it shows. PGI Homes is a Custom Design-Build firm with in-house plans and visual merchandising. Having an extensive background building single family homes throughout Southwest Florida, Farhat and PGI Homes focus on clients who embrace their creative energy.*



**[ 1 ] WHITE IS THE NEW EVERYTHING.** Coastal exteriors are shifting to white on white; its taking over the market. PGI's signature exterior paint color is Sherwin Williams Alabaster.

**[ 2 ] ELEMENTAL CONTRAST.** To break-up the tone on tone, incorporation of differing elements will be used: stone, brackets, shutters, and aluminum accents to name a few.

**ROOF TRANSITIONS.** A shift from the traditional, more homes will be built with metal roofs. In coastal communities, where Spanish tile is still in demand, overwhelmingly flat tile is beating out barrel.

**[ 3 ] LEDGER STONE.** For the coastal outdoors, ledger stone will be king. It offers the coveted pallet of white and light gray, creating cool shadows and contrast.

**[ 4 ] TERRACE SCENES** Expect differing dimensions in pool and rear elevations; areas created for intimate spaces, breaking line of sight, and fun, unexpected scenes.

**[ 5 ] HYBRID LIVING ROOMS.** The traditional ratio for 75/25 of under roof square footage is expanding to 60/40. Homeowners want hybrid living rooms: larger covered outdoor spaces with indoor/outdoor integration.

**[ 6 ] FIRE. FIRE. FIRE.** Two – five fire features are becoming a standard for single family backyards in the form of fire/water features that flow into pools, or stations in cabana, covered spaces, and under the TV. Ecosmart Fire makes a fun product that creates a mobile ethanol fire for outdoor use.

**[ 7 ] UPGRADE IN DECKING.** The investment will be worth it. Decks are moving to shell stone pavers, offering a beachier feel.

**SOLID WOODS.** The statement starter to a home – the front door – is shifting from iron to real wood. The cool factor is their customization that can be accented by shutters.

**DECORATIVE SHUTTERS** PGI Homes offers custom made bracket shutters for its homes. But, the trend is becoming standard along the coast. Dramatic brackets are the rage for coastal, transitional contemporary design.

