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FOR IMMEDIATE RELEASE

Housing Success Story Unfolds At SchoolStreet: The Not So Big Showhouse To Be Unveiled Nov. 19

Showhouse demonstrates how Susanka and SchoolStreet have cracked the code for housing success

Libertyville, Ill. (Aug. 29, 2011) – SchoolStreet Homes today announced that the Not So Big Showhouse, designed by acclaimed architect and author Sarah Susanka, FAIA, and located at 138 School Street in Libertyville, Ill., will open to the public on **Saturday, Nov. 19**. It will then remain open to the public on weekends for the next six months.

The Showhouse and SchoolStreet development powerfully combine Not So Big house design and a walkable community, showing how "better, not bigger" design, a well-thought out neighborhood and a vibrant existing community create housing success. A guided video tour of the Showhouse under construction is available on the home page of www.SchoolStreetLibertyville.com

From Plans to Production

"With all the challenges in the housing market, it's clear we need a new vision for the way we design our homes, our communities – and even our lives. This is the first time I've designed a showhouse that's located within an existing small town and in a new walkable community that's just off the town's main street. In many ways this combination reflects the heart of what Not So Big is all about," said Susanka. "The opening of the Showhouse will give homeowners and professionals an unprecedented opportunity to experience how Not So Big can apply to every level of design – from the smallest detail inside the house, to the street, neighborhood and community as a whole. When all these ingredients are mixed together, the experience is truly more than the sum of its parts."

The Showhouse features all the hallmarks of Not So Big: quality and character, comfort and beauty, energy efficiency and sustainability. Gone are the unused formal rooms in favor of spaces that offer double-duty function, tailored to fit today's more informal lifestyles.

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The Showhouse features many of the principles of Not So Big design as described in Susanka's eight residential architecture books including: Ceiling Height Variety, Light to Walk Toward, Reflecting Surfaces, Visual Weight and Interior Views. It is designed to meet the new, stricter proposed standards of Energy Star 3.0 and Indoor Air Plus by minimizing the energy required to heat and cool the house, while maximizing the efficiency of the heating and cooling system. The house is also prewired for the addition of photovoltaic solar panels and other renewable energy generation.

New Design in High Demand

"Even before we've opened the doors, the Showhouse design and the entire SchoolStreet community have been met with great enthusiasm from the public. We've been experiencing phenomenal success and are bucking national housing trends." said John McLinden, developer, SchoolStreet Homes. In fact, SchoolStreet sold 21 of 26 homes in under a year, and five of the 15 lofts within the first eight weeks of being released to the public. "We look forward to welcoming the nation on Nov. 19 to experience how Susanka's Not So Big approach and SchoolStreet's innovative infill neighborhood are sparking a much-needed paradigm shift in housing," said McLinden.

SchoolStreet brings high-quality, architecturally designed homes to the marketplace at value-driven prices. The Front Porch Revival homes blend almost seamlessly with the neighborhood's existing early 20th Century homes – along with a historic school that is being transformed into 15 urban lofts. Each design offers a tailored floor plan with classic architectural style including American Craftsman and Bungalow. SchoolStreet is connected to Libertyville's vibrant, pedestrian-friendly downtown and is just blocks from a commuter rail train station.

"What's so exciting about SchoolStreet Homes is that they introduce a more tailored product to the mainstream residential housing market," explained Susanka. "By 'tailored' I mean a core home plan with a pre-selected palette of materials that allows homeowners to adjust certain aspects of the layout and customize finishes to meet their individual needs – much as they might do when visiting a tailor. As SchoolStreet has shown, this approach offers people good design at a reasonable price. In my experience, this is ultimately what homebuyers are looking for."

The Not So Big Showhouse will be released for sale on the grand opening weekend. In addition, three other versions of Susanka's design for SchoolStreet are available to interested buyers, each featuring a unique exterior street elevation. Floor plans and perspective drawings are available online at www.SchoolStreetLibertyville.com.

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About the Not So Big® Showhouse
Designed by acclaimed architect Sarah Susanka and located in the vibrant, Front Porch Revival community of SchoolStreet, in Libertyville, Ill., the Not So Big Showhouse is approximately 2,450 square-feet in size, is highly energy efficient and filled with carefully crafted spaces and details that reflect all the major elements and key principles of Not So Big. Slated to open to the public on Nov. 19, the Showhouse features outstanding brands and services that exemplify the same Not So Big sensibility including Room & Board®, Marvin Windows and Doors, Priority Energy, Resource Furniture and Creston.

About SchoolStreet Homes
With their American Craftsman and Bungalow design character, SchoolStreet's Front Porch Revival homes blend seamlessly with the historic turn-of-the-century homes in the neighborhood. A key factor in "cracking the code for housing success" is SchoolStreet's process for customizing each of the homes through an architect-guided design process while keeping in strict adherence to its cost-control model. With a team of leading service and product suppliers providing a wide range of selections for the purchaser, SchoolStreet features 26 homes along with a historic school that will be transformed into 15 urban lofts. The development is located one block from Libertyville's vibrant downtown, blocks from a commuter rail train station and approximately 30 miles from downtown Chicago. Homes start at $525,000 and lofts start at $175,000.

About Sarah Susanka, FAIA, www.NotSoBigHouse.com
Susanka is the best-selling author of nine books that collectively weave together home and lifestyle, revealing that a Not So Big attitude serves not only architectural aims, but life goals as well. Her books have sold well over 1.2 million copies and have established Susanka as a sought-after resource for her insights into how we inhabit our homes, our planet and even our day-to-day lives. Susanka is a member of the College of Fellows of the American Institute of Architects and a Senior Fellow of the Design Futures Council. *Builder Magazine* recognizes Susanka as one of the 30 most notable innovators in the housing industry over the past 30 years. She was born in Kent, England, and lives in North Carolina.

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EDITOR'S NOTE: For downloadable images, visit www.SchoolStreetLibertyville.com. For interviews, contact Suzanne Fedoruk Herrick at 612-861-7807 or suzanne@fedorukinc.com.