

THERE ARE CHEAP,  
COOKIE-CUTTER HOMES.  
THERE ARE EXPENSIVE,  
CUSTOM HOMES.

AND THEN  
THERE ARE  
NEW ERA  
HOMES.



INTRODUCING YOUR  
“NONE OF THE ABOVE”  
SOLUTION TO HOME  
BUILDING.

Used to be, if you were in the market for a new home, you only had two choices: settle for a cheap, low-end tract house or invest gazillions of dollars and untold hours of time to work with a custom builder.

*But now there’s a better option:  
Purchase a New Era home, instead.*

When you do, we think you’ll find it to be, in the words of Goldilocks, “just right.” Because we offer the best of both worlds — all the fine, craftsman details you’re looking for, at a fraction of what a custom builder would charge. Things like rich woodwork, vaulted ceilings, custom cabinetry and dozens upon dozens of other high-end details (over 150).

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**BUILDING  
NOW**

IN A NEIGHBORHOOD  
**NEAR YOU**

**HOME IS WHERE  
LIFE HAPPENS.**

It's where you seek refuge at the end of a long day, where you spend time with those you love and where you recharge to face the world again.

So why live somewhere that isn't built with your comfort, security and preservation-of-investment in mind? (Hint: you shouldn't.)

That's why we engineer all kinds of high-end details into each and every home. We call them Uncommon Standards™ and they include the stuff you can see — like a heat pump, skylights, wide hallways and



hardwood entry doors. As well as the stuff you can't — like a fresh air exchange system, 8 pound carpet padding, rigid air ducts, low-VOC paint and many other sustainable/green building features.


All because we realize we're not in the business of building houses. We're in the business of building homes.



WELCOME  
HOME.



TODAY'S KITCHENS ARE  
MORE THAN MERELY A PLACE  
TO COOK A MEAL. THEY'RE  
GATHERING PLACES.

And all the more so in a New Era home where things like  
granite counter tops  and custom, hardwood cabinets  
with European hidden door hinges are standard. As is the  
high arching sink faucet, full-height tile backsplash and  
artistically inspired pendant lighting.



**WHY  
WE'RE  
BETTER**  
THE DIFFERENCE  
IS IN THE DETAILS

NO WONDER  
EVERYONE WINDS UP  
HANGING OUT HERE.



Put simply, every kitchen we build is  
a well-crafted work of art that invites  
both you and your guests to make  
yourselves at home.





THERE ARE “BATHROOMS.”  
AND THEN THERE ARE  
NEW ERA BATHROOMS.

Consider the typical bathroom in any newly constructed home and you’ll find numerous illustrations of what sets us and our Uncommon Standards apart.

For example, dual sinks, a five-foot shower (with door) and faucets crafted from solid brass are standard in the master bathroom. As are ceramic tile counter



UNCOMMON.  
STANDARDS.



tops, dual-flush toilets with elongated bowls and soft-close seats, satin-nickel knobs/hardware and extended-height vanities in every bathroom. We even include skylights, as the design of each individual floor plan allows.

Now sure, a bathroom can qualify as a “bathroom” without all these extra touches, but we’re much more interested in making sure your home has the kind without quotation marks.



**YOUR NEW  
HOME**

**FOR LESS THAN  
YOU IMAGINED**

BECAUSE FIRST  
IMPRESSIONS  
ARE IMPORTANT.



## AND SO IS PROTECTION FROM THE OUTSIDE WORLD.

We craft and engineer the exterior of every home with two primary goals in mind: maximizing curb appeal (as well as the value of your investment) and keeping out the elements in the most reliable, worry-free, low-maintenance manner possible.

To address the appearance side of that equation, we include fine details like rock accents and craftsman-style trim/siding in addition to decorative garage door windows, staggered cement shake accent in front gables and batten & board siding in the others.

As for the more pragmatic stuff, we incorporate foil-faced roof sheeting, Tyvek drain wrap and window flashing, cement lap siding sealed with professional-level paint, insulated garage walls, ridge venting and full gutters — all so you can rest assured that Mother Nature stays outside, where she belongs.



# TWO DIFFERENT OPTIONS. UNLIMITED POTENTIAL.

## WE BELIEVE IN KEEPING THINGS SIMPLE.



So we offer our clients two different finish levels — Classic and Heritage. Both are marked by quality, craftsmanship and attention-to-detail, but each is also unique.

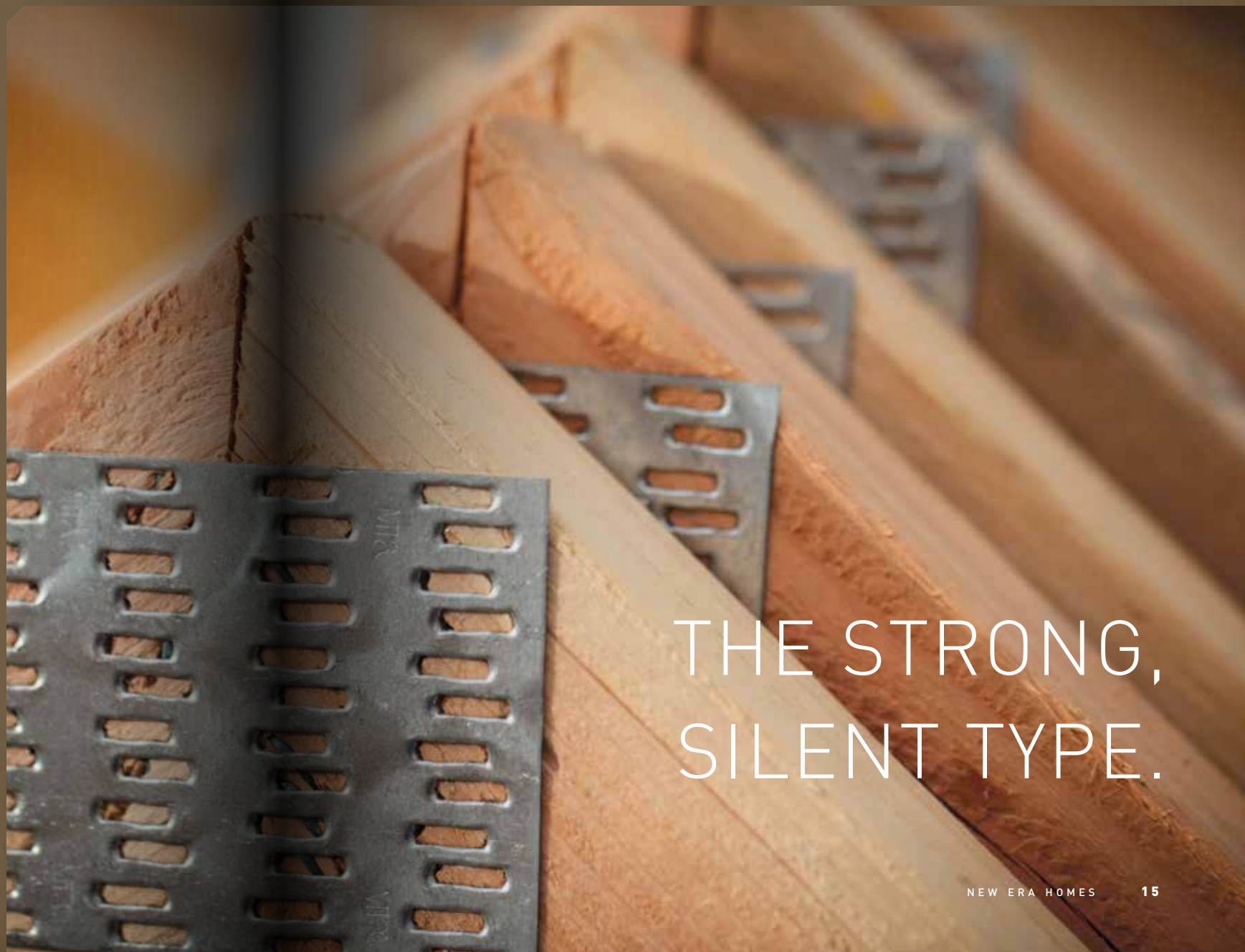
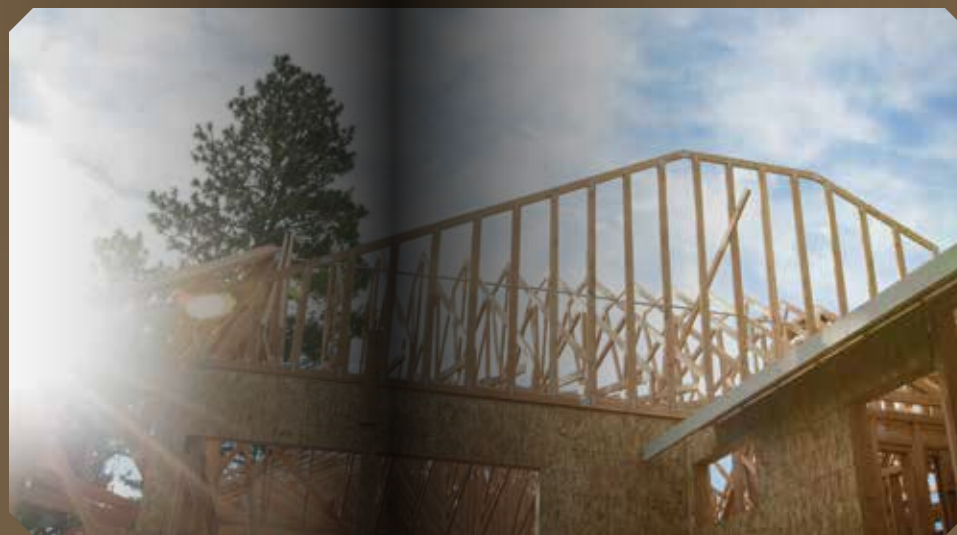
Our Classic homes are very well-appointed in every way and include all the hallmarks of quality our customers have come to expect from New Era.

For a small, additional, per-square-foot cost, our Heritage models also include a variety of upgraded finishes, appliances, lighting fixtures and other touches.

Below are some examples that illustrate the differences between the two:

NEW ERA HOMES <sup>®</sup> UNCOMMON STANDARDS SINCE 2007			CLASSIC vs. HERITAGE COMPARISON	
DETAIL	C CLASSIC	H HERITAGE		
Flooring	Carpet / Vinyl	Hardwood / Tile		
Counter tops	Tile	Granite		
HVAC	Filtration unit	Upgraded MERV rating		
Windows	Double-pane	Triple-pane		
Appliances	Whirlpool, electric, black	KitchenAid Architect II series dual-fuel, stainless		
Siding	Concrete, lap	Added textures/materials in gables, additional stone, etc.		
Bathrooms	Fiberglass shower	Tile shower, soaking tub		





## YOUR HOME IS YOUR CASTLE.

As such, you want to know it's built to quietly stand the test of time, so we engineer things accordingly. And like a fine German sedan, you can feel the difference when the front door closes with a reassuring thunk or when you step onto the solid, concrete front stoop then stroll along the four-feet wide concrete walkway.

You'll also notice a difference when you pull down the attic access ladder (which we include in every home) to put away the holiday decorations and slide them onto the reinforced storage platform.

# THE STRONG, SILENT TYPE.




FEW THINGS ARE AS IMPORTANT  
TO THE OVERALL COMFORT  
OF YOUR HOME AS A WELL-  
DESIGNED HEATING AND AIR  
CONDITIONING SYSTEM.

Not coincidentally, the HVAC system is also critical when it comes to maximizing energy savings and efficiency.

So we provide multiple fresh air returns for more even temperature control. We also include an electric forced-air furnace with heat pump and a programmable thermostat as well as mastic-sealed, rigid, aluminum supply ducts; a high-quality, allergen-rated air cleaner



and R-23 blown-in exterior wall insulation. We even use expanding foam insulation to seal air spaces throughout the framing and sheeting.

Other standard details include Ply Gem triple-pane, Low-E, vinyl windows ; a 50-gallon, quick-recovery, Energy Star electric water heater and Energy Star electric appliances.

All so your home is a perfect fit not only for you, but for the environment as well.



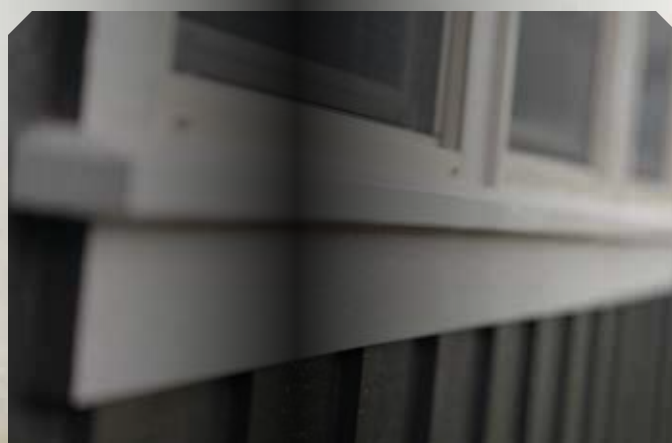


# YOUR WINDOWS (AND DOORS) TO THE WORLD.

**IN THE WORLD OF HOME BUILDING,  
THERE IS NO BETTER MEASURE OF  
QUALITY THAN TO EXAMINE A  
STRUCTURE'S DOORS AND WINDOWS.**

From the way a door swings — straight, true and plumb — to the insulated, engineered headers that prevent warping and cracking of sheetrock, the devil really is in the details.

We understand this implicitly. And it's why you'll find craftsmanship to be the order of the day around here. It's also why we include things like upgraded window locks, adjustable exterior door thresholds and a solid-wood, custom-stained entry door.







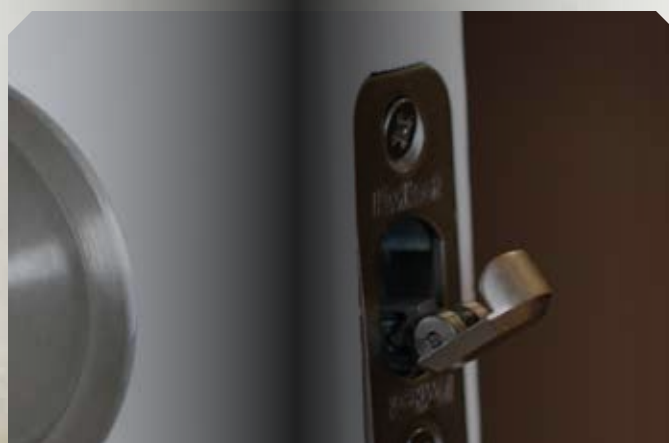
# FINE FINISHES ARE JUST THE BEGINNING.

**FROM THE MOMENT YOU GRASP  
THE HAND-FORGED HANDSET AND  
STEP INTO THE WIDE, INVITING  
ENTRY OUR UNCOMMON  
STANDARDS BECOME CLEAR.**

But that's merely where the story begins.

Stroll from room to room and fine finishes and quality hardware are everywhere: authentic hardwood cabinets line the kitchen, recessed lighting illuminates brightly from above, rounded sheetrock corners soften the lines between rooms and solid brass faucets turn off and on with a confident feel to the hand.

These fine touches (and many more) come together to create a whole that is truly greater than the sum of its parts — namely, a finely crafted, New Era home.





# YOUR SATISFACTION IS WARRANTED.

**BY NOW, HOPEFULLY YOU'VE GOTTEN  
A FEEL FOR WHAT MAKES NEW ERA DIFFERENT  
FROM OTHER BUILDERS OUT THERE.**

But don't just take our word for it, have a look at what some of our many satisfied clients have to say. Oh, and one last thing: remember we include a comprehensive warranty with each home. You'll find more about that on the enclosed insert.

"There is not anything in the house that I would change or improve.  
We are just really, really happy with the house."

— *Rusty A., Terrebonne*

"This house cost in the 30th percentile, but the quality is in the 80-90th  
percentile — \$85 per square foot. Most builders don't come close to that."

— *Tiffany B., Prineville*

"They kept us informed throughout the process. Even six months  
after construction when we had wood stove issues — they took care of  
everything. They even made all the phone calls."

— *Marsha M., Powell Butte*

"My three brothers and dad are all contractors. They are impressed I've  
only had to make one phone call." (Since the home was completed.)

— *Trina R., Powell Butte*



*Come see our homes for yourself  
and schedule a visit today.*

800 970 8461

*w* [newerahomes.com](http://newerahomes.com)

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