

# Great Builders are Paramount

## Brighton Homes and Tahoe Homes see long-term value as key Builders Lars Hansen and Jake Centers talk about their continued success in this popular neighborhood

Paramount's success as a community can largely be attributed to the quality builders associated with this unique neighborhood. Builder's Showcase's Dusty Parnell talked with two of those builders — Lars Hansen of Brighton Homes and Jake Centers of Tahoe Homes — to learn more about their experiences and customer service goals at Paramount.

**Dusty Parnell, Builder's Showcase:** You have been on the Paramount Builder Team since the very beginning. What makes Paramount so special? Why does it continue to be one of the leading communities in Meridian?

**Lars Hansen, Brighton Homes:** Paramount has a timeless appeal that attracts a wide variety of people. The architecture of the homes seems more authentic — reminiscent of the older communities that are so cherished in our area. You can tell that special care has also gone into the design of the community features, like the entry monuments, community center and swimming pools. The result is a feeling of "Community" rather than "Subdivision."

**Jake Centers, Tahoe Homes:** Paramount was designed to promote a community lifestyle for its homeowners. All the parks, pools, recreation areas and schools really allow you to live in a neighborhood where you truly get to know your neighbors. Paramount is the leading community in Meridian for several reasons. First, the builder team is a select group of well-established builders that adhere to a strict set of design guidelines, so there's no mishmash of building going on by random builders. Secondly, the developer is very well established and has over 20 years of experience in the valley. They know what it takes to create the perfect community.

### BRIGHTON HOMES



Lars Hansen, Vice President

Brighton Homes LLC was founded in 1994 as a part of the Brighton Corporation. We offer a wide variety of homes in some of the most desirable communities of the Treasure Valley. What sets us apart is the care we take to make sure our clients are satisfied. We like to say we are the "good-guy" home builder, which means we are foremost in the business of helping people.

[www.brightonhomes-idaho.com](http://www.brightonhomes-idaho.com)

**OPEN HOUSE IN PARAMOUNT**

11 a.m. - 5 p.m., Saturday; 1-5 p.m., Sunday  
381 W. Dreyfuss St.  
Lindsey Hopkins 208-841-0101

### TAHOE HOMES

start living.



Jake Centers, Owner

Tahoe Homes was founded in 1995 by Jake Centers, an Idaho native whose construction industry experience in the valley stretches back 25 years. We build semi-custom homes in the valley's premier neighborhoods (Paramount, SpurWing Greens, Bridgetower, Harris Ranch and The Orchards), and we have always challenged industry norms and sought innovative ways to design and build homes that better meet the needs of homebuyers.

[www.tahoe-homes.com](http://www.tahoe-homes.com)

**OPEN HOUSE IN PARAMOUNT**

11 a.m. - 5 p.m., Saturday; 1-5 p.m., Sunday  
397 W. Valentino Drive  
Kit Fitzgerald 208-871-5288

with the approvals process, so we're very excited about this project and the roadway and sidewalk improvements. Once the construction dust settles, you'll be able to walk on a sidewalk from Paramount all the way to new Fred Meyer, as well as to the Foxtail Golf Course.



**DP:** With back-to-school just around the corner, are schools a key factor for many of your Paramount clients?

**LH:** We have had a number of buyers who have selected Paramount because of the great schools. What could be better than walking to elementary school with your kids?

**JC:** It's absolutely a factor. This subdivision was designed around the schools. Our buyers love the fact their children can walk or ride their bikes to school and don't have to deal with the bus system. There are also many non-school related activities such as P.A.L. soccer and football that utilize the school grounds for practices, as well as homeowners just playing around at the school grounds.

**DP:** You have several homes currently available — do you have a favorite design right now that buyers could see in Paramount?

**LH:** Now is a great time to visit Paramount. We have a variety of new homes very near completion, including our best-selling Bandon model. Its third-floor bonus room has a view of the mountains that should not be missed.

**JC:** Our brand new Newman model is an amazing home. It's 3,200 square feet with five bedrooms and a huge 18x20 bonus

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381 W. DREYFUSS BY BRIGHTON HOMES

Lastly, the pride of ownership that Paramount residents have in their community and homes make this the most sought-after community in Meridian.

**DP:** Do you have a niche in Paramount, or do you build a variety of floor plans?

**LH:** We build every type of home, from north-end styled bungalows to three-story family friendly designs. We also have a great portfolio of larger single-level plans in a variety of sizes and configurations.

**JC:** We build a little something for everyone — from large, two-story homes with large garages to single-level plans, and even a bungalow collection with rear-entry garages. We've tried to provide an array of floor plans with a wide range of price points.

**DP:** You are known for your organized, efficient process when building homes. What can a buyer expect when signing a contract with your company?

**LH:** I describe the process as similar to going on a cruise ship. Once you are on board, all the details are taken care of. We strive to provide an experience that is as

enjoyable as the end result.

**JC:** A buyer can expect to be guided through a very personalized, transparent and organized process. Once they meet with us, talk to the neighbors and read the testimonials on our website, they'll know they made a good decision.

**DP:** With skyrocketing HOA dues in many neighborhoods these days, Paramount has been able to hold those costs to only \$570 annually. With such a wealth of amenities, how does Paramount keep those costs at such a reasonable level?

**LH:** It's the result of a well-managed community. The professionals that oversee the operations of the community know what they are doing, and they really care about maintaining that quality of life.

**JC:** Two things allow those dues to stay low. One is a very experienced developer who had maintenance costs in mind and was very smart in the design process not to include anything that would be a huge expense down the road. Secondly, Paramount is a very healthy community. Close to 99 percent of the homeowners pay their dues, and that allows the dues to stay

where they were budgeted.

**DP:** What have you heard about the new Fred Meyer store nearby at Chinden Boulevard and Linder Road?

**LH:** The new Fred Meyer will be a nice benefit to the residents of North Meridian. It's nice to see how Paramount is becoming the center of so much great activity.

**JC:** Tahoe Homes was actually involved



401 W. VALENTINO BY TAHOE HOMES



## PARAMOUNT

Paramount is located at Chinden Boulevard and Meridian Road. When complete, the community will encompass one square mile with approximately 1,200 homes, 300 apartments and condominiums, shops, restaurants, office space, a high school and an elementary school, as well as pools and parks.

There are currently 14 new construction listings, with a price range of \$178,900 to \$333,360.

[www.paramount-idaho.com](http://www.paramount-idaho.com)

The Paramount community is well-known for its neighborhood get-togethers and events, like the summer concert series, their own Fourth of July parade, ice cream socials, holiday parties and much, much more.

**Check out these upcoming events:**

**TODAY**

Curbside BBQ and Sidewalk Chalk Art Exhibition — 6 p.m. - dark throughout the neighborhood; neighbors show off their grilling skills and artistic abilities.

**THURSDAY, SEPT. 8**

Meet the Builder Open House — 6-8 p.m., Brighton Homes' Lars Hansen will host a casual evening at 381 W. Dreyfuss St. to chat about new construction topics of interest.



# Great Builders are Paramount (Continued)

room off the kitchen that can be used for so many different things: playroom, theatre room, guest suite, rec room, whatever. It also has a 5-car garage with an oversized RV door, so there's plenty of room to store the toys or to use as a gym in the winter. This new design will be featured in the Fall Parade of Homes in October.



**DP:** Looking back over the years of building in the Treasure Valley, is there anything that you would have done to make it a more positive experience?

**LH:** I really would not change a thing. My personal background, focused architectural education and professional experience are perfectly applicable to the work I do. It gives me a unique perspective on home-building and customer service.

**JC:** That's an easy question. I would have started building sooner.



## PARAMOUNT CAN CLAIM THREE SCHOOLS WITHIN WALKING DISTANCE

Paramount was designed with schools in mind from the very beginning.

Paramount Elementary School and Rocky Mountain High School are both located within the boundaries of the subdivision, and Heritage Middle School is right across the street from the development on Meridian Road.

Paramount Elementary School is smack in the center of the community. One of the largest elementary schools in the state, it offers a variety of sports and other activities, that range from honor choir to the recycling club. And almost every student lives close enough to walk or bike to school.

"With all our students coming from the same local communities, they develop close friendships through school, churches and neighborhood activities," Principal Dean Brigham said. "We began with a vision to blend high academic standards with character excellence. Our school's success has been the product of many hours of work by staff, parents and volunteers who have developed programs and activities that create strong learners and that build positive childhood memories."

Rocky Mountain High School can boast many of the same qualities.

Students are often recognized for their accomplishments, often with students honored by KTVB Channel 7's Distinguished Student Awards.

Nearly 70 percent of the students go on to college-level education, and they consistently score above both state and national averages on the ACT (American College Testing).

Not only does the school offer more than 40 clubs and activities, but 10 sports teams qualified for state playoffs last year. (The volleyball and boys track teams are current defending state champs.)

"We are frequently recognized for academics, athletics and community service participation," said Vice-Principal Melissa Knueven. "We have the neatest, motivated kids here."



PARAMOUNT ELEMENTARY SCHOOL



ROCKY MOUNTAIN HIGH SCHOOL