

Since 1966!

Design Homes, Inc.

**CUSTOM-BUILT
FACTORY-DIRECT**

A STABLE, DEBT-FREE COMPANY SINCE 1966!

Ask About Our
Display & Stock Models For Sale!
Already Built, Proven Designs
And Available Immediately!

Now Offering Our
New Rustic Series Homes
In 3 Styles!

Also See Our Cabins,
Mini-homes &
Deluxe Multi-family!

Our New Classic-Series
Offers The Best New
Home Value!



**Energy Efficient
For A Lifetime
Of Savings!**



Visit Our Website:

DesignHomes.com



Thank you

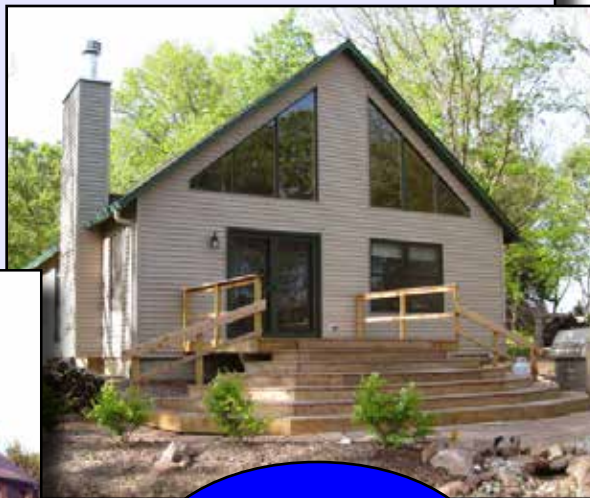
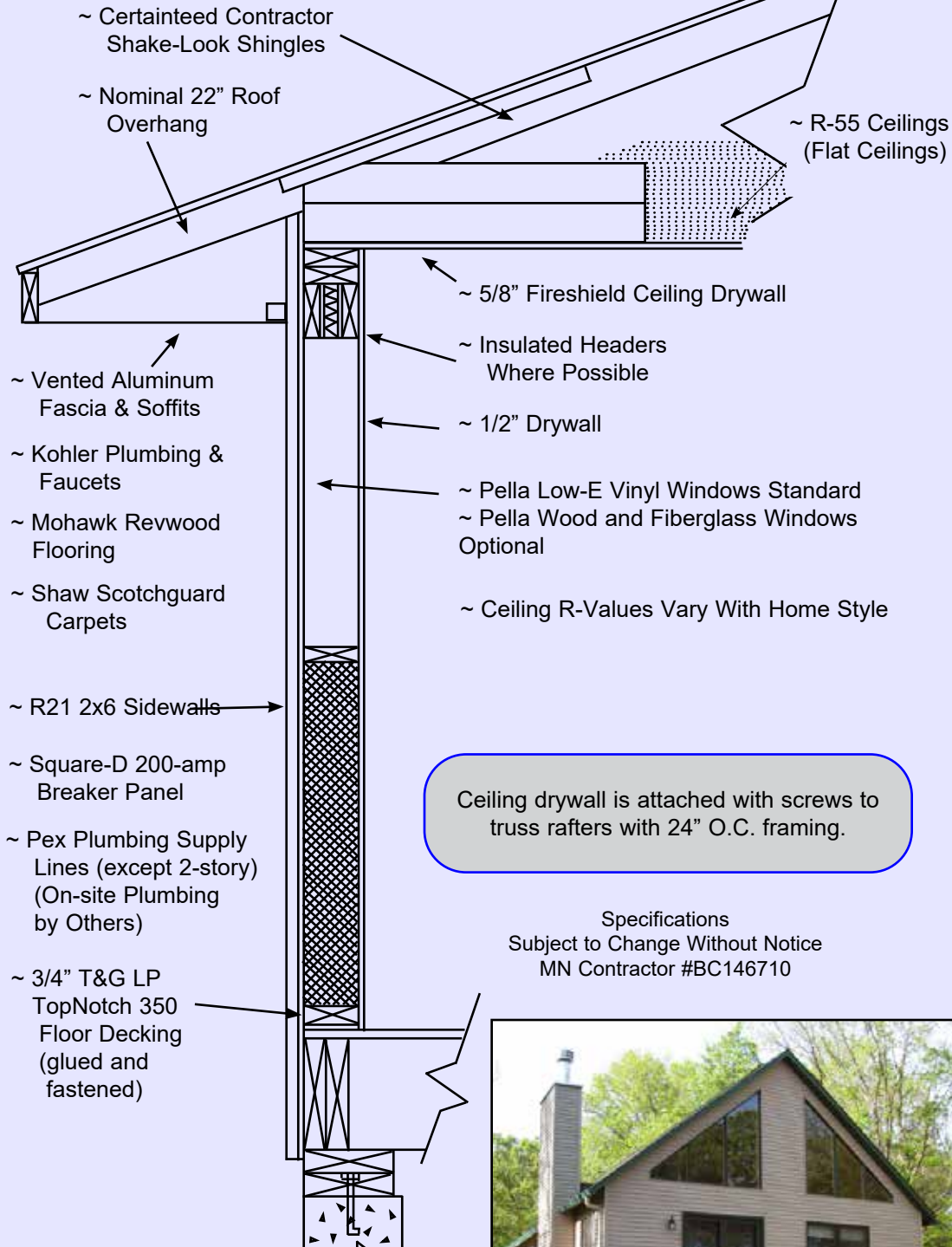
We at Design Homes greatly appreciate your interest in our quality-built, custom homes. Since 1966, we have built over 18,000 new homes in 10 states. Our unique policy of factory-direct sales not only saves you money, but also enables us to include many things in our base price that are usually add-ons elsewhere. We are also able to allow custom-designing of floorplans at no extra charge!

Our construction standards exceed most on-site builders--with stronger floors, extreme insulation, low-E windows, and all brand-name components. We do not just meet the requirements of the state and national building codes, in most cases we exceed them! It is our goal to give you the very best home -- and the very best home VALUE possible.

Take a look through our brochure, visit our website and stop in at one of our many locations to see our model home displays. We are confident that your next home will be a custom Design Home.



CONSTRUCTION SPECIFICATIONS



Exceeds
✓ "Stick-Built"
Specifications!

www.DesignHomes.com

How To Choose Your New Design Home...

1 Order A Custom Home To Be Built...

Bring in your floorplan ideas. Customizing plans is free! Make your dream home perfect for your property, your needs and your budget.

2 Order A Prebuilt Stock Model...

Proven designs. Immediate availability. The FASTEST way to get a new home!

3 Order A Display Model...

Get our BEST discount and quick delivery!

Also Ask About Our Additions ...

Available in 8 different sizes
with new home orders.

**We Build
Garages
Too!**

Design Homes garages are available in much of our delivery area. We pre-build the walls and deliver, set and finish on your foundation.

Garages can be attached or detached with 22', 24' or 27'6" trusses and any length. These are conventionally-built garages that are customizable and priced significantly less than "stick-built" garages. (Overhead doors are framed out, but not included--Garage wiring by others)



Build Green With Design Homes!

Design Homes "Build Green Initiative" takes advantage of the inherent benefits of factory-built efficiencies ---with smart product choices and recycling efforts. When compared to most homes built on-site...

Design Homes is THE Green choice!

- ~ Every home includes our "Energy Efficiency Package" with R-55 ceilings (Ranches), 2x6 walls, and Low-E glass windows with argon gas for UV.
- ~ Most of the home is completed at the factory so we have a much lower impact on the ecosystem at the job site. Site-built homes will disturb the lot and surrounding area for an average of 180 days.
- ~ Factory-built means that materials are used efficiently with less waste.
- ~ Our recycling efforts are comprehensive and expanding. Much of our materials are recycled 100% at the factory:

Our Website...

Design Homes has created a large website that covers nearly every facet of our business and processes. Do you want to know how to go about buying a Design Home? Check out our "How It Works" page. Do you need to compare our "specs" with another company? See our "Specifications" page. We show various examples of home designs, sizes, and options. There is a "Frequently Asked Questions" section that really is frequently asked questions. And our model home pictures show many examples of popular floorplans and outside designs.

Check us out at: **DesignHomes.com**

What Makes *Design Homes* So Special?

- ➡ **We sell Factory-Direct!** ~ "No dealers" means we are able to build better and include more!
- ➡ **Free Custom Floorplans!** ~ The home size and option choices determine the price...not the layout!
- ➡ **We include the Cranework and Tax!** ~ We believe in pricing transparency!
- ➡ **We build to State Codes!** ~ "Stick-built" in every way...same materials, techniques, and suppliers!
- ➡ **Controlled Building Environment!** ~ No rain...no warped lumber...no mold...no weather delays!
- ➡ **Better Quality Control!** ~ 3rd-party inspections mean every home conforms to state standards!
- ➡ **Best New Home Value!** ~ Quantity purchasing discounts are passed along as lower prices!
- ➡ **Large Model Home Displays!** ~ It's easier to design a new home when there are more models to get ideas from!

A Note About Options...

Every Design Home starts with a Base Price, placement of the home on the foundation, and all taxes. We also include birch cabinets, trim, and doors, as well as Pella windows and Kohler plumbing. Our standard specifications are excellent and include Extreme Insulation, 200 amp service, Mohawk Flooring, and more. Optional items would include things like Birch or Maple cabinets, LP Smartside siding, vaulted ceilings, etc. We provide an options sheet, but if you don't see something you want to include in your new home, just ask our team!

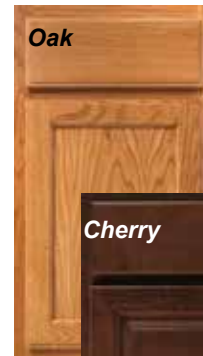


Central Air



Kohler
Whirlpool Tubs

Thousands of Window Choices
From WeatherShield, Pella
& Andersen



Oak



Maple



Cherry

Many Aristokraft
Cabinet Choices



Appliances



Bump-outs

Ask About Our Drapes & Blinds



Vaulted Ceilings & Skylights

A Note About Customization...

We offer FREE floor plan customization. Many people bring us their plans and ideas for their dream home. Over the years, we have developed very popular and efficient floor plans that are represented in our display models. Many of our customers work from these plans and customize them to suit their tastes and budget. Every year, we build stock homes that are similar to our best selling display models. Consider one of these for a quicker turnaround and additional savings!

Sample Floorplans

The plans on the following pages represent some of the best selling plans over the years. Some of these plans may be on display at one of our nine Design Centers. Any of the plans can be reversed, flipped, or changed entirely! Our sales staff provides free custom plans and quick price quotes. We start with a base price for a given house style and add your chosen options to come up with a price. We want to make the home buying process easy!

(Note: Since nearly all of our customers choose at least a few options in their new home orders, all of the floorplans shown also show options and upgrades. Many show optional garages.)

Also Note... The home you are looking at may already be built...and in stock... and available for immediate delivery...and with great discounts!

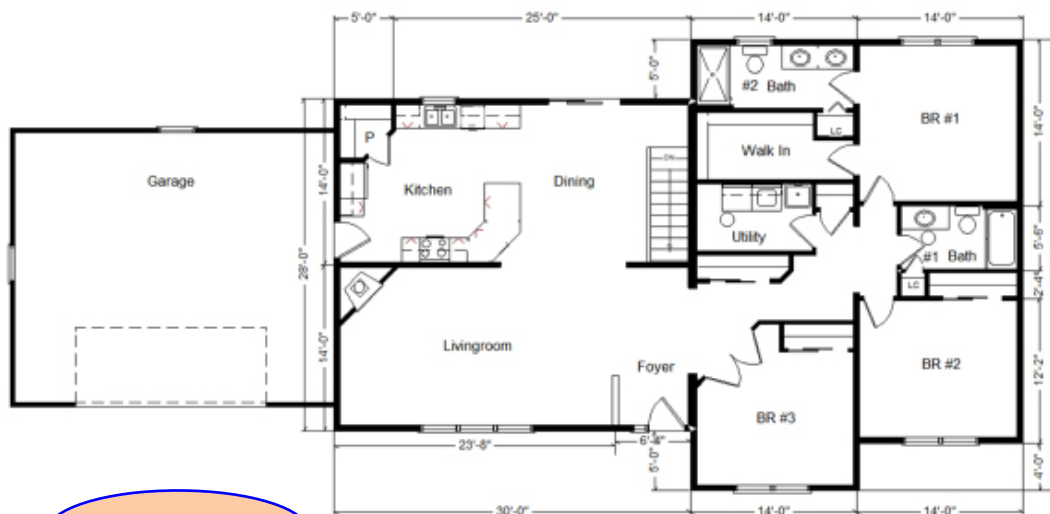
Contact A Salesperson At The Design Homes Location Nearest You For Pricing And Availability On Our Stock Models!

Multi-Section & Larger Homes...



**28x76
4-Section
Ranch ~ 2,128 Sq. Ft.
4-Bedrooms, 2-Baths**

Our
Most Popular
Large Home!



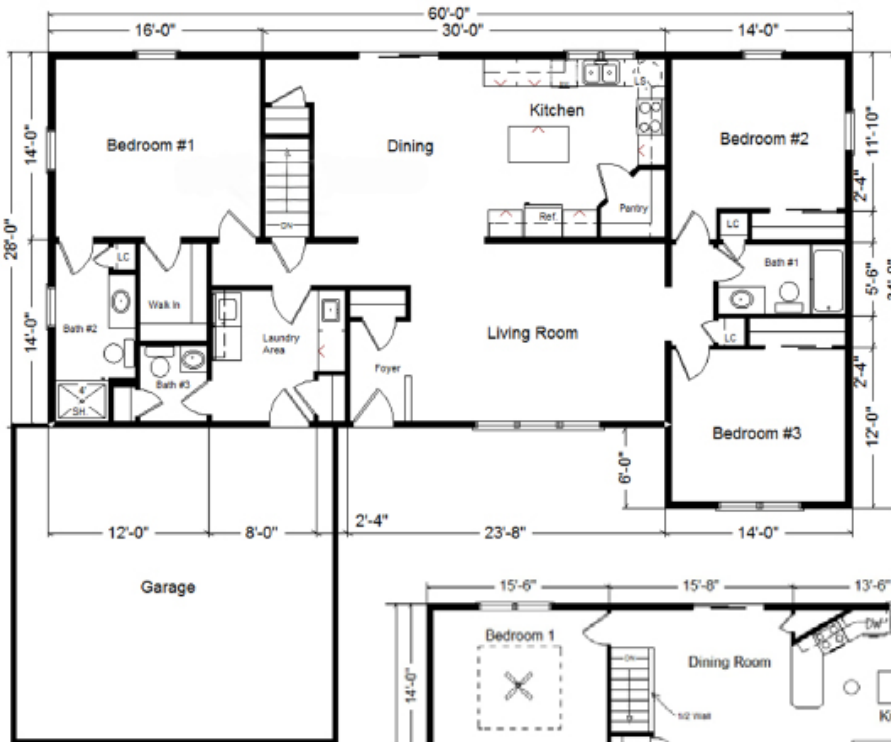
**...and here's a
variation of it...
28x66 4-Section
Ranch ~ 1,848 Sq. Ft.
3-Bedrooms, 2-Baths**

Reminder!

**Flipping the plan & moving walls is no-charge!
We will help you design your floorplan for free!**

...A Great
3-Section Ranch
For Narrow Lots!

**28x63
3-Section
Ranch ~ 1,736 Sq. Ft.
3-Bedrooms, 2-Baths**



**28x62 Ranch
1,736 Sq. Ft.
3-Bedrooms, 2-Baths**



...Often Called
Our "Perfect
Plan"!

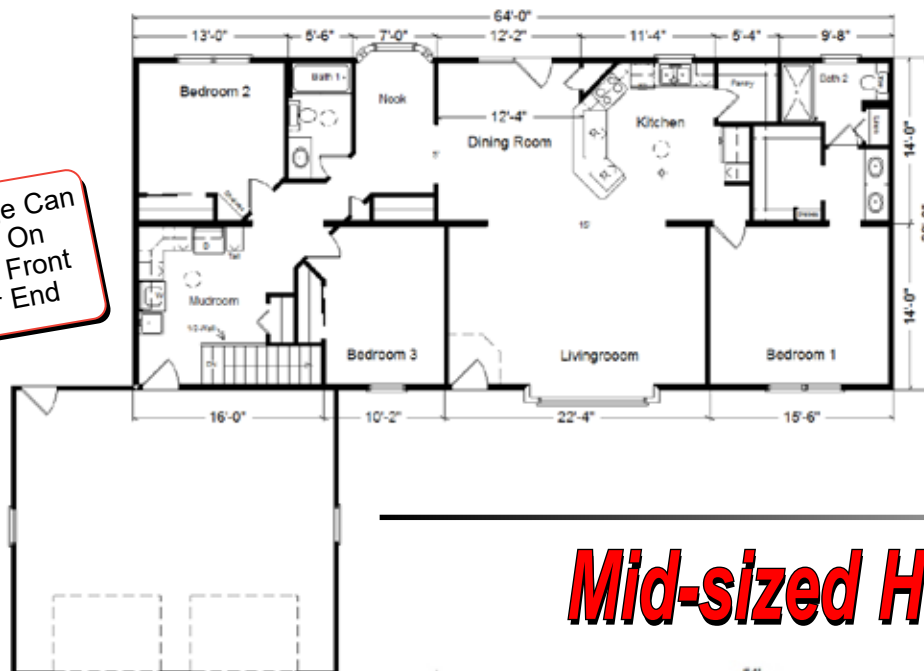
**28x62 Ranch
with 14x18 Sunroom Addition
1,988 Sq. Ft.
3-Bedrooms, 2-Baths**



Reminder!

**All homes include
Square-D 200-Amp
Service Panels!**

Garage Can Be On The Front Or End



One Of Our Newest Display Plans

28x64 Ranch
1,792 Sq. Ft.
3-Bedrooms, 2-Baths
W/Breakfast or Office Nook

Mid-sized Homes...

A Very Efficient And Affordable Floorplan!

28x54 Ranch
1,512 Sq. Ft.
3-Bedrooms, 2-Baths



28x52 Ranch
1,456 Sq. Ft.
2-Bedrooms, 2-Baths

Our Very Popular & Classy 2-Bedroom Plan

28'x52' Ranch ~ 1,456 Sq. Ft.
3-Bedrooms, 2-Baths



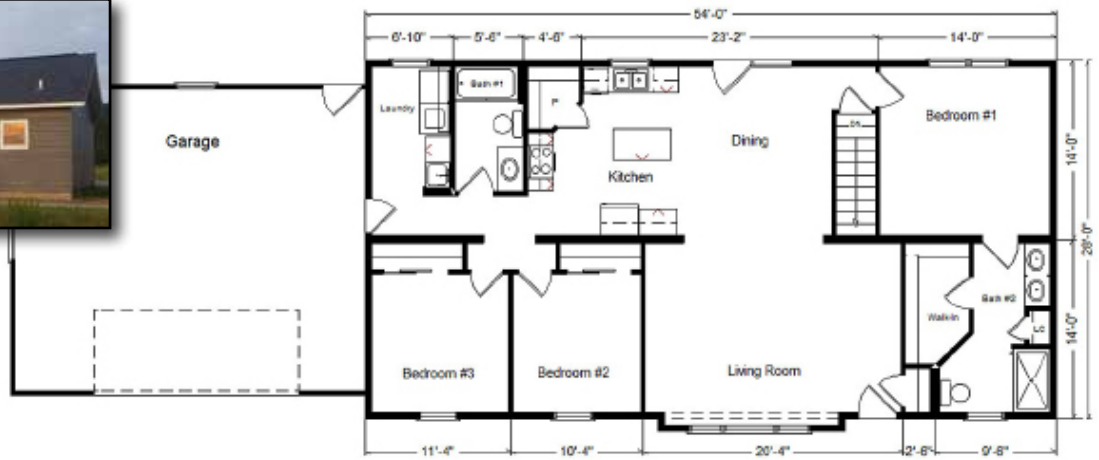
Reminder!

All homes have 2x6 Sidewalls,
Extreme Insulation,
& R-55 ceilings standard!



Very Efficient,
Economical
3-Bedroom Plan

28x54 Ranch
1,512 Sq. Ft.
3-Bedrooms, 2-Baths



...And Here's a
48' Version of it...
that works!

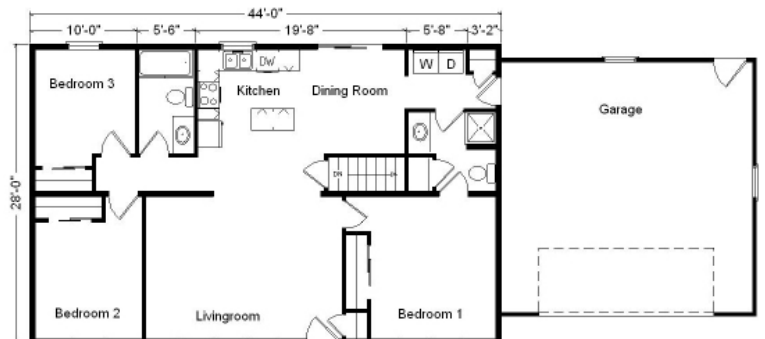
28x48 Ranch
1,344 Sq. Ft.
3-Bedrooms, 2-Baths



Our Home For
Those With
A View



28x44 Ranch w/8' Porch Option
1,232 Sq. Ft.
2-Bedrooms, 2-Baths



Reminder!

**Even Applicable State
Tax is included!**

...And A
Couple More
Plans...

Our New Rustic-Series...



42' Rustic Loft

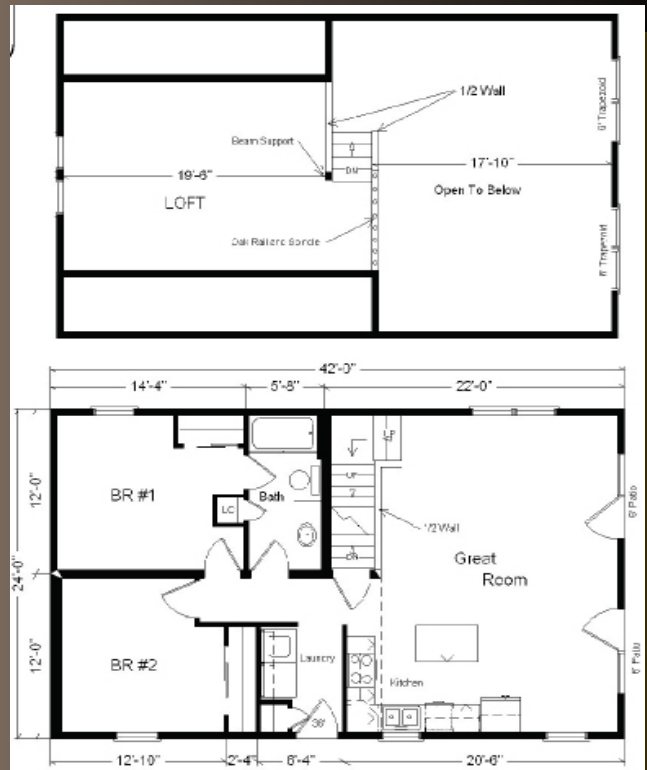
**Loft Includes
Knotty Pine
Ceilings!**

...The
Rustic Loft

~ Our Signature Vacation Home!

**The ultimate home away from home!
Our new Rustic Loft is designed to be
a uniquely affordable version of our
Design-Series Loft. It features knotty
pine ceilings, and an efficient & open
floorplan. See it on display now!**

**The New Rustic-Series Homes
Are Designed To Be The Most
Affordable Quality-built Vacation Style
Houses Available Anywhere. They
Have The Same Construction Specs
As Our "Design-Series" Homes, But
With Efficient Floorplans That Offer A
Considerable Savings.**



...Our
Rustic
Pro...

Lots of style on one level!

**Rustic Series
Homes Are
Now Available
With Metal
Roofs!**



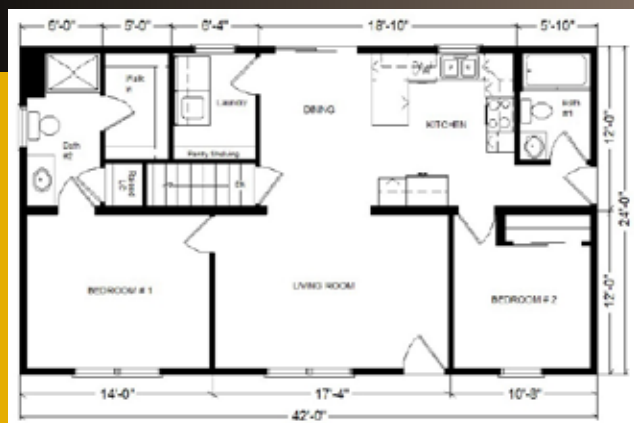
...Ask Us About Our Customizable
Rustic Porch Homes!

Also New... Our Classic-Series Homes...

...Our Deluxe Classic-52
3-Bedroom, 2-Bath Plan!



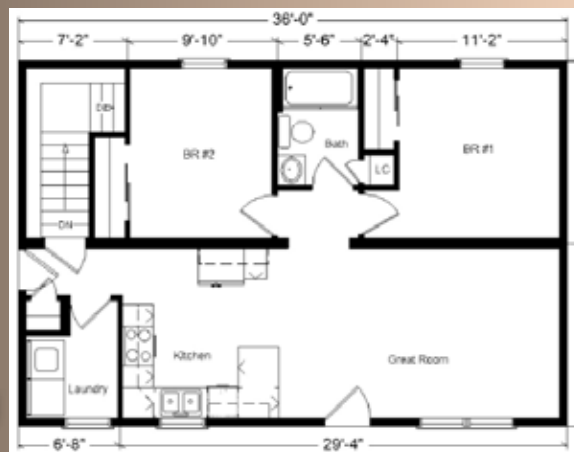
...Our Mid-sized Classic-42
2-Bedroom, 2-Bath Plan!



Whether just starting out in life...or enjoying the golden years, our Classic-Series 36' represents the absolute best home value available anywhere for any budget.



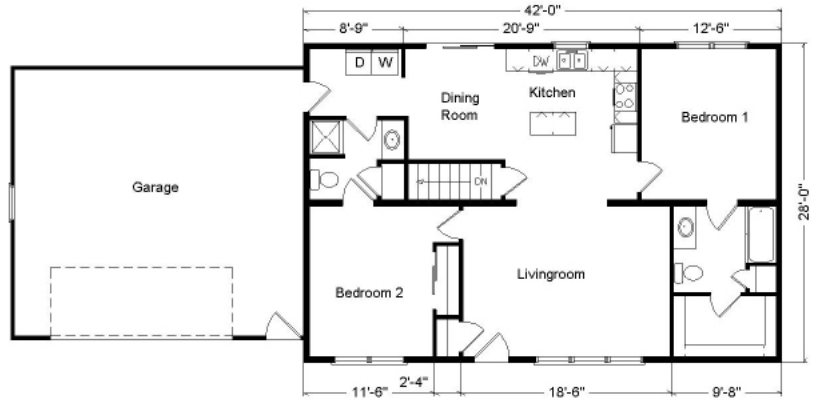
...Our Most
Affordable Classic-36
2-Bedroom Plan!



28x42 Ranch
1,176 Sq. Ft.
2-Bedrooms, 2-Baths



One Of Our
Most Cost-
effective Homes



28 x 42 Prow Ranch
1,120 Sq. Ft.
2-Bedrooms, 1-Bath



See Many Mid-sized
Model Homes On
Display At Our 9
Sales Locations!



Reminder!

**All homes include
Low-E windows**

**Our New
1/2-Porch
Plan!**

28x44 Ranch
1,232 Sq. Ft.
3-Bedrooms, 2-Baths

**Our All-time
Best-selling
Home**

Small & Moderate-Sized Homes...



28 x 40 Ranch
1120 Sq. Ft.
2-Bedrooms, 1-Bath



28 x 38 Ranch
1064 Sq. Ft.
2-Bedrooms, 2-Bath



28 x 42 Ranch
1176 Sq. Ft.
2-Bedrooms, 2-Bath



Reminder!

**Kohler plumbing fixtures
& faucets are standard!**

**Our All-Time
Best-Selling
Smaller Home!**



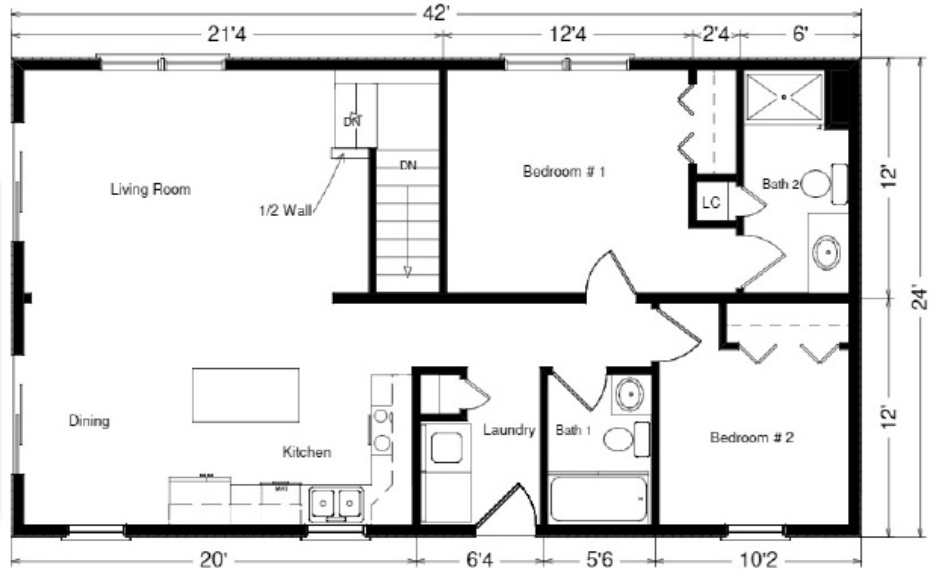
28 x 36 Ranch
1008 Sq. Ft.
2-Bedrooms, 1-Bath

Efficient and Comfortable

Even efficient plans can include great options like a second bathroom or an added porch to maximize comfort and enjoyment in your home.

New Designs!

**24x42 Rustic Loft
2-Bedrooms, 2-Baths**



**24x42 Rustic Porch
2-Bedrooms, 2 Baths**

Add a porch to
this great two-
bedroom, two-
bathroom design!



**24x46 Rustic Ranch
2-Bedrooms, 2-Baths**



Reminder!

Limited Lifetime vinyl
siding & Contractor
shingles are standard!

Multi-Family Housing...



A Note About Multi-Family Housing...

Design Homes multi-family units are built with the same construction quality and specifications as our other homes, and conform to the same state codes. With our current economy, national statistics show that upscale rental units have a very high occupancy rate. This is an excellent time to put available land to work by building a new Design Homes multi-family rental unit.



Our 4-Section Duplex w/Middle Garages Fits A 100' x 100' Lot!

All Multi-Family Units include:

Custom Floorplans, Separate Electrical Panels, Separate Kitchens & Baths, All Floorcoverings & Lighting, Blueprints & Applicable State Tax.

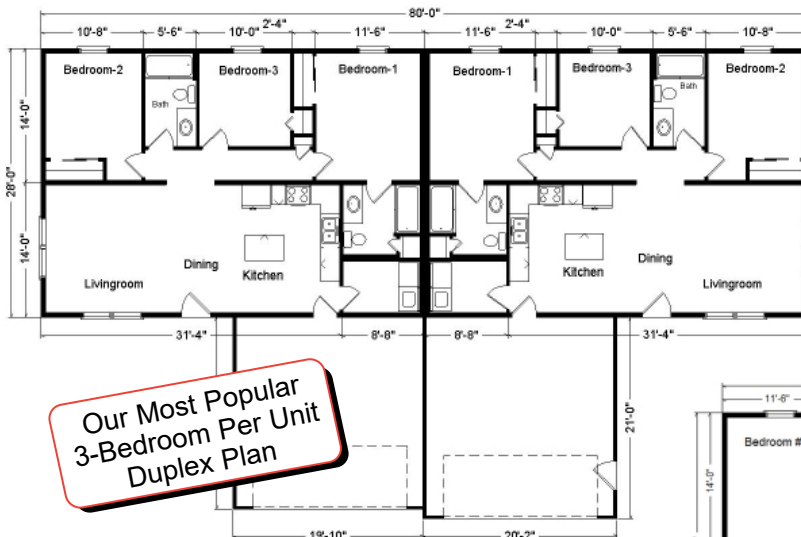
Builders/Developers...

Occasionally, we are visited by people who have some lots and want to build a few homes for resale---or rental units.

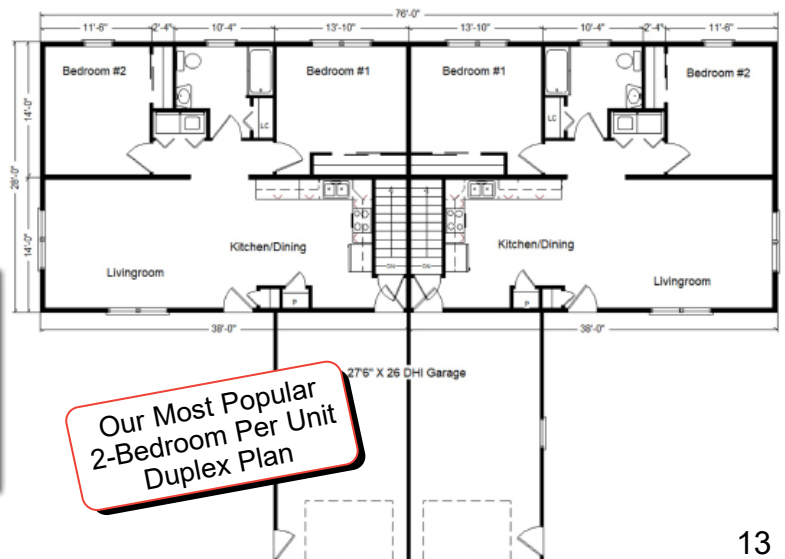
We generally refer to these people as "builders."

We would like to invite builders who are developing lots to contact us for more information about our builder program.

Our stock models, in particular, are perfectly suited for this since they are already built--proven designs, that sell or rent well due to their universal appeal. Call any of our locations for more information!



Our Most Popular 3-Bedroom Per Unit Duplex Plan

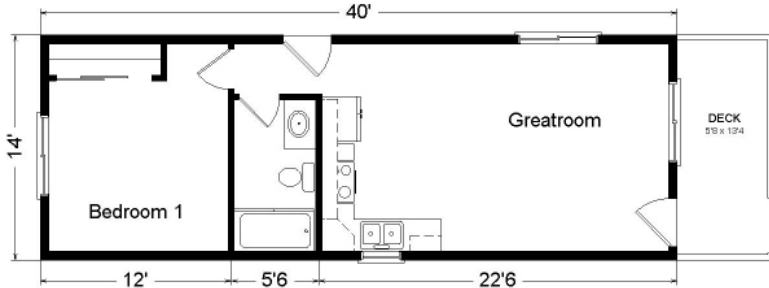


Our Most Popular 2-Bedroom Per Unit Duplex Plan



And That's Not All...

For over 50 years, Design Homes has produced nearly every kind of new home imaginable...including tri-levels, multi-section vacation homes & cabins, true 2-story & even commercial structures.



Also...

Custom Tri-Levels ~ Combination Multi-Level Homes
Commercial Classroom Buildings ~ Storage Buildings & Apartments

Reminder!

Visit Us at
www.designhomes.com

"To be honest, we were going to "stick-build" a new house. We didn't even think about other ideas, but when we asked our local contractor for a quote, we were shocked at his price. We looked online and found Design Homes and ended up saving nearly \$40,000!" ~ Marcella F.



...Service Is Everything!

Design Homes has been in continuous production for over fifty years. We are a debt-free company that prides itself in providing the very best new home value available anywhere. Part of that philosophy includes standing behind our homes and customers with a service department that is second to none. We do not rely on dealers or outside contractors to keep things running smoothly. We do everything "in-house" whenever possible...including delivery, crane work

...AND SERVICE!

"We always thought factory homes were, generally, little square boxes. We were wrong. We checked out some of the model homes that were on display and were blown away. They really are just like stick-built."
~ Gordon B.

...a few interior ideas...



"We just moved into our third Design Home. We shopped around like everyone does, but nothing else even came close to what we wanted. Our local builder didn't even return our calls." ~ James B.

"We designed our own plan and now have one of the nicer homes in our neighborhood." ~ David P.

visit our website:

www.DesignHomes.com

Reminder!

***Garages are available in
much of our delivery area***

A Few More Home Ideas...

***Design Homes
Has Been Building Custom
Homes For Over 50 Years!***



***Bring Us
Your Unique
Home Plan!***



Design Homes Cares...

For decades, we have been a major employer in the Prairie du Chien, WI area. Many of our experienced workers have been with us for over 30 years! We have extremely high customer satisfaction and many of our new home sales are referrals or repeat home buyers

Here's How It Works...



Customer's Responsibilities...

1. **Basement or crawlspace** completed according to our blueprint--and **backfilled** to old ground level.
2. **Foundation accessible to the crane**--including removal of dirt piles, snow, trees or limbs.
3. Treated **2 x 8 sill plate** bolted to the top of the foundation wall with the bolts countersunk and flush.
4. Steel adjustable **support posts** according to our print.
5. **Porches, decks, steps & walks, cement work, & all excavation, landscaping, rain gutters, dryer vent.**
6. All **plumbing connections in basement**--including water heater installation--with required leak testing performed by others.
7. **Homeowner insurance** after placement.
8. All **fuel lines** and the **initial startup of gas-related appliances** is by others. (furnace, fireplace, dryer, range, etc.)
9. **Financing** confirmed to meet COD payment terms.
10. **Removal of construction debris** after completion.
11. Walls & ceilings are spray textured with plaster. Any desired **painting** is by others.
12. **Fastening of home to the sill plate & Installation of radon & moisture mitigation systems.**
13. All **utility connections** after the home placement.
14. All **local permits** by others.
15. On-site **electrical hookups**, overhead **garage doors**, and **garage wiring** by others.

Don't Forget...

You can call any of our locations at any time for more information.

And don't forget to ask about our stock models and display model specials!

**Customize
Your New
Home With
These Great
Brands!**



MOHAWK



**THE BOLD LOOK
OF KOHLER.**

**Aristokraft
CABINETRY**



Every Design-Series Home Includes:

Applicable State Taxes
200-Amp Electrical Service
R-55 Ceiling Insulation (Ranch) & 2x6 Walls
Kohler Plumbing Fixtures
Limited Lifetime Vinyl Siding
Low-E Windows
Contractor Shake-Look Shingles
Limited Lifetime Exterior Doors
3/4" T&G LP TopNotch 350 Flooring
Free Custom-Designed Floorplans

**Build Green
With
Design Homes!**

**9 LOCATIONS
SERVING 7 STATES**

Design Homes of Prairie du Chien, WI

(Large Model Home Display) **Corporate Office & Factory**
 Hwy 35 North, Prairie du Chien, WI 53821 (608) 326-6041
 dhsales@designhomes.com ~ 8-5 Mon.-Fri., 9-4 Sat.

Design Homes of Edgerton

410 Pierce Rd. Edgerton, WI 53534
 (608) 884-6263 ~ dhedgerton@yahoo.com
 9-5 Mon.-Fri., 9-4 Sat.

Design Homes of Eldridge

1180 E. Price St. Eldridge, IA 52748
 (563) 285-9575 ~ dheldridge@designhomes.com
 9-5 Mon.-Fri., 9-4 Sat.

Design Homes of Fond du Lac

440 S. Rolling Meadows Dr. Fond du Lac, WI 54937
 (920) 923-4380 ~ dhfdl@designhomes.com
 9-5 Mon.-Fri., 9-4 Sat.

Design Homes of Plover

5391 Pleasant Dr. Plover, WI 54467
 (715) 344-1637 ~ dhplover@gmail.com
 9-5 Mon.-Fri., 9-4 Sat.

Design Homes of Missouri Valley

3181 Joliet Ave., Missouri Valley, IA 51555
 (712) 642-5000 ~ dhmovalley@designhomes.com
 9-5 Mon.-Fri., 9-4 Sat.

Design Homes of Medford

6550 W. Frontage Rd., Medford, MN 55049
 (507-451-2888) ~ dhmedford@designhomes.com
 9-5 Mon.-Fri., 9-4 Sat.

Design Homes of Chippewa Falls

2054 125th St. Chippewa Falls, WI 54729
 (715) 726-9619 ~ dhchip@designhomes.com
 9-5 Mon.-Fri., 9-4 Sat.

Design Homes of Urbana

5362 Hutton Dr. Urbana, IA 52345
 (319) 443-2882 ~ dhurbana@designhomes.com
 9-5 Mon.-Fri., 9-4 Sat.

**Ask About Our
Model Home
Closeout
Specials!**