



*Cozy Master Bedroom*



*"Lodge Look" Clubroom*

# Bring 'Em Home

## Trends in Multifamily Models

by Kent Hansen Wadsworth

**C**all it back to basics or a simpler way of life, top designers and marketing experts agree that multifamily models and clubhouses are heading home. The shape of things to come for apartments is a home-like feel without the hassles of upkeeping a house. Models and clubhouses that offer this feel, that convey pride of place and a sense of community, can significantly boost leasing performance.

### To Market, To Market . . .

The key to a successful model is designing it to your market. While some designers like to go out on a limb in the name of "art," beware of creating apartment models that demonstrate more design savvy than market sense. Outlandish designs can be just as effective as outmoded designs at turning people away.

Between the clubhouse and the model, a prospect gets a first impression of your property, which can make or break a lease opportunity. "[The impression] needs to be, 'I feel comfortable' but 'I've arrived,'" says Adrienne Akin Faulkner, ASID, president of Faulkner Design Group Inc. in Dallas. She says that after a welcome feeling in the clubhouse, the models need to be "the coup d'état. They should be memorable, so when people go away from the project, they remember the one that looked like this or felt like that."

The latest look and feel of multifamily models and clubhouses addresses a market whose demographics and psychographics have changed dramatically since the 1980s and early 1990s. The multifamily market no longer caters mainly to young people. Today's market is more diverse and is influenced by two key factors: an