



TALKING ROCK™  
PRESCOTT • ARIZONA

• T H E R E ' S A C E R T A I N S P I R I T H E R E .

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## **DLB HOMES BREAKS GROUND ON NEW-BUILD PROJECT IN PRESCOTT**

*Smaller Home Series at Talking Rock Ranch Focuses on Functional Space and Mindful Design*

**Prescott, Ariz. (May 17, 2011)** – Talking Rock Ranch is working with Tru-North Architecture and [DLB Custom Homes, Inc.](#) on a new residential product that follows the shift to smaller and smarter building seen across the country. Like Talking Rock's other smaller [ranch homes in Prescott](#), this series will be built in a more energy-efficient manner without sacrificing the quality and amenities that residents have come to expect from the luxury private homes community in Prescott.

“We’ve seen a change in the marketplace from consumers,” said Dan Boylan, president of DLB Custom Homes, Inc. “Today’s home owners are looking to maintain design integrity without spending massive amounts of money. They are mindful of their finances and focused on living within their means. Because of this, we have honed in on producing smaller, more affordable homes that make the most out of every square-foot of space and piece of high-quality material.”

Jim and Carolyn Kaplan, from Southern California by way of Minnesota and Colorado, are the first to work with DLB on designing and building a smaller home. After visiting several communities across the Southwest, including Las Vegas and Lake Havasu City, Ariz., the Kaplans decided to [retire in Prescott](#) at Talking Rock because of its mild seasons and charming, small town feel.

“We met with Dan one morning and discovered we shared similar Midwestern roots,” said Jim Kaplan. “We got the distinct impression that he would spend our dollars as if they were his own. There was no doubt that we had found our builder and our new home. We bought our lot the next day.”

The Kaplan’s Arizona ranch-style home will measure 2,278 square feet in livable space with two bedrooms and 2.5-bathrooms, a detached garage, great room, gourmet kitchen, and dedicated dining and office space.

“We wanted to focus on more spacious, useful rooms instead of several smaller ones,” adds Kaplan.

Ranch architecture is updated with a contemporary feel and features shed roofs, metal accents, and a wood and stucco material palette. Functional living spaces are designed with a strong relationship to the outdoors, and maximize views of Williamson Valley’s canyons and mountains.

A 2010 survey conducted by the National Association of Home Builders found that nine of 10 builders said they were planning to build smaller, lower-priced homes. Talking Rock Ranch began offering smaller home products more than a year before the report was released with the debut of [Homestead Five](#), also a product of Tru-North Architecture and DLB Custom Homes, which downsized livable square-footage to the mid- to upper 2000s but still offered the high-end finishes of larger custom homes. This line was followed by the release of Western Legends, a partnership with Mom’s Custom Homes and Everwood Design, Ltd., and the Lone Spur Collection from TRD&B Inc.

**About Talking Rock Ranch:**

Located in a peaceful, rural setting, just minutes from Prescott, [Talking Rock](#) is a 3,600-acre private, luxury home community with a casual western lifestyle and the amenities of an exclusive country club. The Jay Morrish-designed 7,350-yard championship golf course intertwines through more than 1,000 acres of preserved open space, presenting residents with the spaciousness of Arizona’s high country. Talking Rock offers spacious custom home sites, as well as Ranch Cottages, Ranch Homes and [custom homes in Prescott](#) designed in an authentic ranch style and built by the area’s finest craftsmen. Talking Rock is a development of Harvard Investments, a Scottsdale, Ariz. based real estate development company respected for its high quality, residential projects throughout the Southwest. The Talking Rock golf course and Ranch Compound are professionally managed by OB Sports. More information on Talking Rock and Harvard Investments, Inc. can be reached at 877-922-4440 or [www.talkingrockranch.com](http://www.talkingrockranch.com).

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