

Blueprint for a Builder



Names:

Greg Lorenzetti, David Drake and Tom Stokes

Company and position:

SterlingCrest Homes, owners

Birthplace:

Greg-Ohio; Tom and David-Houston

Background/Experience:

The former management team of Morrison Homes Atlanta division

created Sterling Crest Homes in May, 2005 by purchasing certain assets of Morrison's Atlanta operation. In addition to Greg Lorenzetti, who had been with Morrison Homes since 1994 and the division president of the Atlanta division since 2003, the ownership team includes David Drake and Tom Stokes, who served as vice president/Construction and Purchasing and vice president/Sales and Marketing, respectively. The ownership team had a combined 25 years of service with Morrison Homes and has over 40 years of housing industry experience.

Current subdivision/price range:

SterlingCrest Homes has communities priced from the mid \$100's to \$700's+, including Silverbrooke and the Lake at Victoria Falls in west Cobb, Great Sky and the Highlands at Mountain Brook in Cherokee County, and Huntleigh Chase and Brightwater in Paulding County.

Who's your buyer:

Discerning homebuyers seeking distinctive homes in great communities. With an emphasis on attractive streetscapes,

community variety and innovative home designs, we offer homes that appeal to all buyers, including first time buyers, move ups and buyers looking to downsize.

Number of homes built each year:

Approximately 100-150 homes per year

Certifications and achievements:

Various individual and industry accomplishments and achievements

Best advice you've ever been given:

Be successful in business by making something happen and balance your life with family, religion, business and hobbies.

How has home building changed?

Customers have become more knowledgeable about the home building industry and construction processes. They also utilize more resources such as the internet to find the communities and home builders that meet the housing needs of their family.

What's unique about your homes?

We strive to provide our customers a distinctive home that appeals to buyers that want more than a typical (or average) home. By including attractive streetscapes, trendsetting designs, attention to detail and quality materials, we are able to offer customers a unique value in the marketplace.

Advice for home buyers today:

Your home is a reflection of you. Your dreams, your memories, your life, Seek out a home and a builder that meets your needs.

Contact phone/Website:

www.sterlingcresthomes.co

