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Bold, beautiful Avondale townhomes



Located in the heart of Historic Downtown Wake Forest, Avondale, left, is a community of townhomes priced from the \$120,000s. Above, functional Avondale kitchens include attractive 42-inch beech or oak cabinetry, durable countertops and GE appliances.

CONTRIBUTED PHOTOS

BY REBECCA R. NEWSOME, MIRM

If an exceptional townhome in the midst of a charming, character-filled town is on your wish list, then Avondale is the place for you. Located in the heart of Historic Downtown Wake Forest, Avondale is a sparkling community of two- to four-bedroom townhomes priced from the \$120,000s. Its unique positioning allows not only for a drive within moments to restaurants, businesses, art galleries, academia and entertainment venues — walking to these places is a snap.

"Avondale is a true walking community," says Bob Polanco, president of Prominence Homes and builder of Avondale townhomes. "What makes Avondale special, aside from the inherent value built into every home, is the ability to walk to just about anywhere you could possibly want to go in this vibrant municipality. Street fairs, art shows, jazz festivals, farmer's markets, parades — all of these events

and Downtown Wake Forest amenities are virtually at the doorstep of Avondale residents."

"Our homeowners absolutely love the location of the neighborhood," says Linda Bohling, Avondale builder representative with Coldwell Banker Howard Perry and Walston Builder Services. "They also love the quality of Prominence homes. In addition to spacious, flowing floor plans with wonderful kitchens, loads of storage, fully trimmed windows and special details such as niches above the gas fireplaces, Bob is known for his excellent reputation for service after the sale. He provides a 10 year structural warranty, but even more importantly, he's fully committed to making each of his home owners happy."

Among Avondale's most striking features are the exterior colors and textures of each townhome. A mix of bold colors — reds, browns, blues, terracottas and greens, to name a few — combine with batten board and

shake accents to create a rich first impression of the community. In fact, Prominence has been recognized with a national award from CertainTeed for its vivid color selection.

"There was a time when I felt, like so many builders, that 'vanilla' appeals to everyone," Bob says. "Thank goodness I got away from that mindset. As I started incorporating bold colors into the exteriors of my homes, the response from customers and other industry professionals was amazing. I realized that the use of lively color not only creates beautiful streetscapes, it eliminates the monotonous '10 shades of beige' seen elsewhere, while simultaneously defining each home. Customers of all ages have told me how much they like this aspect of my neighborhoods. I think it gives home owners a sense of place and belonging... I'm glad I can offer something so fundamental that makes such a huge impact. Color makes a place seem happier."

Bob's philosophy and innovative ideas are a result of his wealth of experience. As a building industry veteran of over 30 years, Bob's impressive portfolio includes Manager of Operations for two of the country's top ten builders and President of Operations for a leading national builder for more than 15 years. He not only personally supervises the construction of each of his homes, Bob gets to know his buyers, evidenced by the fact that he speaks with them on a first name basis during his regular onsite visits. Bob's belief in quality, reliability, an unmatched work ethic, and integrity is clearly substantiated during a tour of his homes and neighborhoods, giving credibility to the Prominence Homes' motto of "your personal builder."

"My feeling is that both home buying and home ownership should be joyous," says Bob. "I give customers my phone number and tell them to call me with any questions

regarding their homes, whether it's during construction or years after move in. I've had customers cry over how happy they are to be in their own homes, and I tear up right along with them. I'm very proud to be a part of an industry that provides shelter, and I'm passionate about providing excellent quality at an affordable price."

Customers have been extremely receptive to Bob's vision for Avondale since the inception of the community. Of Avondale's total of 105 townhomes, only 16 remain for sale.

"Avondale presents a rare opportunity not only to live in a fantastic home, but also to live in a fantastic community," says Bob.

To visit, take Capital Boulevard (US 1 North) to Hwy 98 Bypass on Franklin Street. Turn left on Franklin Street. Avondale is on the right at Elm Avenue.

For more information, call (919) 342-6301 or visit www.promhome.com.