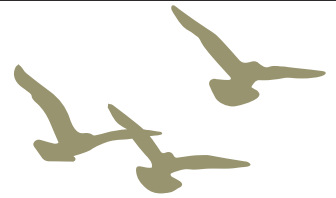


# THE BAY BULLETIN

NEWS FROM RARITY BAY ON TELlico LAKE



## HOME BUILDING AT RARITY BAY

### Bay Builders Set Goals for 2016

**R**iding the wave of enthusiasm generated by last October's Parade of Homes in Rarity Bay on Tellico Lake, the newly selected Bay Builders met with principals of Salem Pointe Capital prior to the holidays to map out plans for new home construction in 2016.

Literally thousands visited Rarity Bay during the Parade of Homes in October, far surpassing the numbers from previous years.

"This community has some great momentum, and the numbers we saw during the Parade of Homes confirms the renewed interest and enthusiasm for Rarity Bay," said John Cook of Cook Bros. Construction, one of the participants in the Bay Builders program.

Rick Hessick of BR2 Builders said that enthusiasm carried over into the first meeting of the Bay Builders with Salem

Pointe Capital partners Michael Ayres and Sam McCamy and architectural consultant Bob Sowell, who is heading up the community's Design Review Board.

"We're all competitors, but we have a great deal of respect for one another," Hessick said. "It was evident when we came together that we're all proud to be

part of the Bay Builders program and that we share a real spirit of cooperation and commitment to the community as we work on the details and finalize the processes for

moving forward."

Cook Bros. Construction and BR2 Builders join Providence Builders and McCamy Construction as the pre-qualified Bay Builders — all selected on the basis of their record as a quality custom-home builder and reputation for customer satisfaction as well as a keen understanding of and interest in the Rarity



## BAY ARCHITECTURE

### About Architectural Integrity:

New home starts are projected to continue to rise, according to Builder-Metrostudy, with the South expected to dominate in terms of sales volume. This puts Rarity Bay on Tellico Lake in the sweet spot of the homebuilding marketplace.

It is the job of **Bob Sowell**, the design consultant heading up the new Design Review Board, to ensure that any new homes constructed in Rarity Bay are welcome additions to the community.

Sowell has the pedigree for the job. He brings more than 30 years of experience working alongside architects and general contractors as he designed lifestyle amenities, boutique lodging and custom residential construction, first with Club Corporation of America and now with his boutique interior design firm, Destination Designs.

"More and more, people are looking for an environment that leads to self discovery, to self renewal. They certainly can find that in Rarity Bay," said Sowell, who was integral to the selection process of the Bay Builders, vetting each builder to confirm business licensure, financial solvency, membership in a local chapter of an established homebuilder association, and a history of customer satisfaction.

In addition to pre-qualifying the participants in the Bay Builders Program, Sowell also is completing his review and approval of

*Continued on Page 2*

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## ■ HOME BUILDING AT RARITY BAY

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*Bob Sowell and Michael Ayres look over home plans with Rick Hessick of BR2 Builders, one of four pre-qualified Bay Builders who will be focused on new home construction in Rarity Bay.*

*Continued from Page 1*

Bay community. While property owners and prospective new residents may choose to work with other builders, they will be required to go through a stringent review and approval process.

Additionally, only the Bay Builders will be able to use the plans in The Bay Collection, a set of quintessential French Country designs created exclusively for the Rarity Bay community.

"Providence Builders is excited to offer The Bay Collection," said Dave Kirkendall of Providence Builders. "This collection of finely designed and engineered homes give us something all of us can easily work with. This program allows standardized pricing, pre-approved community compatibility and an expedited building process while still allowing individual customization."

At the end of 2015 the Bay Builders had eight homes under construction and ten in the review process. The goal for 2016 is to exceed the number of homes completed in the community in 2015.

"We have a real opportunity to infuse new energy and generate significant new home sales here," Hessick said.



*The Loire homeplan facade rendering from the Bay Collection of home designs.*

## ■ BAY ARCHITECTURE

*Continued from Page 1*

**The Bay Collection**, a set of home designs created exclusively for Rarity Bay.

"The Bay Collection provides a fresh design direction that accentuates the architectural attributes emphasized in the existing guidelines," Sowell said.

Similarly, Sowell will oversee the process for review and approval of outside builders and individual architectural plans. "We're not here to change the guidelines," Sowell said. "But we are going to be diligent about enforcing them so that as this community grows, the architectural integrity is maintained and the overall aesthetics of Rarity Bay are enhanced."



## ■ BUILDER IS BEST

McCamy Construction, one of our Bay Builders, has repeated in 2015 as Knoxville's "Best of the Best" in both the new construction and renovation categories, as selected by Cityview Magazine. McCamy Construction also took top honors for renovations as chosen by the readers of The Knoxville Mercury, a newly established independent newspaper.



**RARITY BAY**  
ON TELlico LAKE

Contact Us: 423-884-3020 or 888 Rarity Bay