

# Striking First Impressions



Pulte Homes was in a space bind of million dollar proportions. In less than two months, the nation's largest homebuilder—with a reputation for elegant living and outstanding customer satisfaction—would present its highly anticipated Shadow Hills community in Indio, California. Hundreds—if not thousands—of potential buyers were expected at an unveiling and open house and millions of dollars in property was likely to be sold.

The problem was, Pulte had no sales office. The company turned to Brandall Modular Corporation of Huntington Beach, California to construct an 8,000-square-foot temporary showroom that represented all the style and sophistication of the homes themselves—with a less sophisticated price tag.

The result is as magnificent as the golf course the community surrounds. Built on standard piers and pads, the 12-unit, L-shaped office gives an impression of permanence. The exterior features two-tone stucco walls, tile roof and facade pop-outs, creative retaining walls that conceal the steel foundation, and contemporary columns that lend to a modern Spanish

charm. Inside, an 80-foot arched corridor grabs your immediate eye as wood ceiling and beams, artful lighting and impressive fixtures come together to give the building an overall sense of warmth and class.

"It is so nice there was a feeling that homebuyers walk in and be afraid they couldn't afford to buy," said Brandall Project Manager Ralph Johnston.

"Without a doubt, this showroom makes a perfect first impression as to what these buyers can expect to see in these homes."

**Brandall Modular Corporation can help you too meet your immediate space challenges in a creative, attractive and affordable way. For more information, call (714) 374-2577 or visit Brandall on the web at [www.brandallcorp.com](http://www.brandallcorp.com)**

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