Spec Home Business Model Leads to Success in This Boutique Community for Millennials

William Lyon Homes' Prado 50s in Austin, TX





- **Eclectic and colorful elevations** that don't feel like "your grandmother's home."
- **Box on box design that does not look or feel like it.**
- Consumer and trend research help to create **spec homes that sell**.
- **Cool factor where it matters,** with a vibrant street scene and basic rear and side elevations.

Product Type:	Single-family detached
Lot Size:	6,000 sq. ft. (50' x 120' avg.)
Square Footage:	1,451 to 2,656 sq. ft.
Total Homes:	137
Density:	approx. 4.7 per acre
Architect:	Various

DESIGNLENS | JOHN BURNS REAL ESTATE CONSULTING