

INFINITY HOME COLLECTION

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# DESIGN IQ

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Our stand against *the* tidal wave of generic-ness.

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# IQ

*A brief introduction.*

**Hi.** We're Infinity Home Collection, a privately-owned, upscale homebuilder in Denver. You can translate that as "pretty close to custom but a good bit more affordable and with a lot fewer headaches." We've been building in this region for over fifteen years, growing conservatively, garnering awards and carefully evolving our craft to the point where we are today: well established, well recognized and building on a set of principles that, until now, we didn't even have a name for.

Basically, what Design IQ means is that we love building smart homes for smart people. We work with a wide variety of homebuyers, of all ages and walks of life, who have certain traits in common. They (and we suspect you're one of them or you wouldn't still be reading this) tend to be bright, successful, busy, particular (but in a good way), style-conscious and maybe a bit adventurous. Interpret that last part as you will.

For all of these reasons, our process is designed to respect your time, your investment and your intelligence. We understand that buying a new home is like no other purchase. After all, what possession is more personal, more deeply an expression of individual taste and identity, than home? It's difficult to think of one. So, we do things a little differently here – with a little more thought at every step – to make sure that your homebuying experience is the best it can be.

GOOD

01

BETTER

GREAT

## 01 | INTELLIGENCE SEPARATES THE GREAT FROM THE GOOD

THE EXTRAORDINARY FROM THE MERELY ORDINARY. A LITTLE EXTRA THOUGHT (OKAY, A LOT OF EXTRA THOUGHT) CAN MAKE THE DIFFERENCE BETWEEN HO HUM AND WOW. IT'S AN INVESTMENT WELL MADE BECAUSE THERE IS ALWAYS A MARKET FOR THE EXCEPTIONAL.



## 02 | WE BUILD FOR SMART PEOPLE

SMART PEOPLE COME TO THE TABLE WITH IDEAS. AND THEY MAKE US BETTER AT WHAT WE DO. AS MUCH AS WE'D LIKE TO CLAIM THAT WE'RE GENIUSES, MOST OF THE INNOVATIVE THINGS WE DO ARE A DIRECT RESULT OF WHAT OUR CUSTOMERS HAVE ASKED US FOR. WE LISTEN AND EVOLVE.

### 03 | EASY STEPS

THE OBJECT OF DESIGN IQ IS TO CREATE AN ENJOYABLE, PERSONAL HOMEBUILDING EXPERIENCE. TO INVOLVE YOU IN THE EARLY PLANNING STAGES. TO EXPAND YOUR CHOICES BUT SIMPLIFY THE PROCESS OF CHOOSING. TO ELIMINATE STRESS AND HASSLE. SO WE BREAK DOWN THE DECISION-MAKING PROCESS INTO A SERIES OF SMALL, MANAGEABLE STEPS OVER TIME. OUR PROCESS IS DESIGNED FOR YOU.

### 04 | WE BUILD IN INTERESTING PLACES

THERE ARE BORING PLACES WITH NOT MUCH TO DO, AND THERE ARE INTERESTING PLACES WITH LOTS OF THINGS TO DO, USUALLY WITHIN WALKING OR BIKING DISTANCE. FUNNY HOW IT WORKS, BUT MOST PEOPLE WOULD RATHER LIVE IN AN INTERESTING PLACE. SO THAT'S WHERE WE BUILD.\*

### 05 | WE THINK LOCAL

THERE'S NO "ONE STYLE FITS ALL" MENTALITY AT WORK HERE. ONE OF THE BENEFITS OF BEING A REGIONAL BUILDER IS THAT WE CAN REALLY DIAL INTO THE DETAILS OF LOCAL CHARACTER AND CULTURE. AND WE CAN DESIGN OUR HOMES TO EMBODY THAT CHARACTER IN A WAY THAT OTHERS CAN'T – OR SIMPLY DON'T. THAT'S WHY YOU'LL FIND BOLDLY MODERN INFINITY HOMES IN AN ECLECTIC URBAN ENVIRONMENT. AND YOU'LL FIND US BUILDING STUCCO-AND-STONE HOMES IN A COLORADO HILLSIDE VILLAGE. SAME COMPANY, DIFFERENT WORLDS.

### 06 | WE TEND TO AGREE WITH EINSTEIN

THAT SPACE IS RELATIVE TO YOUR PERSONAL POINT OF VIEW. CONSEQUENTLY, WE INVEST A LOT OF THOUGHT AT THE PLANNING STAGE – SO YOU CAN ENJOY A RANGE OF OPTIONAL SPACE CONFIGURATIONS TO THE BASIC HOME DESIGN YOU SELECT. ALL PRE-PLANNED, PRE-ENGINEERED AND PRE-PRICED. THIS GIVES YOU MORE FLEXIBILITY TO CREATE THE HOME YOU WANT WITHOUT THE STRESS (OR COST) OF STARTING WITH A BLANK SHEET OF PAPER. (BRILLIANT, IF WE DO SAY SO OURSELVES.)

# IQ

*\*It turns out that interesting places tend to hold their value better than boring places.*

SO, BY CHOOSING TO BUILD IN INTERESTING PLACES, WHERE PEOPLE WANT TO BE, WE ENHANCE THE VALUE OF OUR HOMES WITH THE LASTING VALUE OF A GREAT NEIGHBORHOOD.



07



08



07 | WE SURROUND OURSELVES WITH EXPERTS

ONE THING WE KNOW FOR SURE IS THAT WE DON'T KNOW EVERYTHING. PRODUCTS AND TECHNOLOGIES CHANGE. BEHAVIORAL PATTERNS CHANGE. SO WE BRING IN SPECIALISTS WHO ARE REALLY GOOD AT WHAT THEY DO. KITCHEN DESIGNERS, LIGHTING AND FLOORING SPECIALISTS, AUDIO/VIDEO SPECIALISTS . . . THEY HELP US (AND YOU) MAKE YOUR HOME BETTER.

08 | WE GIVE YOU MORE CHOICES

NOT A PARALYZING NUMBER OF CHOICES, BUT JUST ENOUGH THAT YOU'RE NOT WISHING YOU HAD MORE. WE DON'T DICTATE CABINET MAKERS, APPLIANCE BRANDS, DOOR KNOBS, PAINT COLOR OR ANY INTERIOR FINISHES FOR THAT MATTER. WE JUST MAKE SURE THAT, IF YOU HAVE A THING FOR INDIGO CAESARSTONE®, IT'S YOURS.



09 | OUR HOMES ARE BRIGHT GREEN.

NOT LITERALLY. BUT TECHNICALLY AND FUNCTIONALLY. SO YOU'LL FIND EVERY NEW INFINITY HOME IS ENERGY STAR® CERTIFIED. IN SOME NEIGHBORHOODS OUR HOMES ARE ALSO LEED® CERTIFIED. THESE RATINGS TELL YOU THAT WE'RE TAKING EXTRA CARE TO CONSERVE VITAL NATURAL RESOURCES, LOWER YOUR MONTHLY ENERGY BILLS, AND CREATE A HEALTHY HOME FOR YOU AND YOUR FAMILY. OF COURSE, IF YOU WANT US TO GO EVEN GREENER, BY INSTALLING A TANKLESS HOT WATER HEATER OR A PHOTOVOLTAIC SOLAR ARRAY, WE CAN DO THAT TOO.

TO DEMONSTRATE OUR MOST ADVENTUROUS SHADE OF GREEN, WE BUILT THE HGTV GREEN HOME FOR 2011 AT STAPLETON, HERE IN DENVER, COLORADO. THIS HOME SHOWCASES THE STATE OF THE ART IN SUSTAINABLE LIVING – AND PROVIDES A GLIMPSE INTO THE FUTURE OF HOMEBUILDING IN THIS FORWARD-THINKING COMMUNITY.



10 | WE ANSWER TO YOU, OUR CUSTOMER

AND OUR NEIGHBOR. NOT A BUNCH OF STOCKHOLDERS WHO ARE INTERESTED ONLY IN THE BOTTOM LINE. THAT'S HOW WE STAY TRUE TO OUR ORIGINAL, HUMBLE MISSION – WHICH IS (AND WE'RE PARAPHRASING HERE) TO BUILD THE COOLEST STUFF IN THE UNIVERSE. WHAT WE HAVE FOUND IS THAT, IF WE DO WHAT WE LOVE, AND WHAT OUR CUSTOMERS LOVE, THE BOTTOM LINE TAKES CARE OF ITSELF.



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[InfinityHomeCollection.com](http://InfinityHomeCollection.com)