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ACTION BUILDERS INC.
Huntsville Madison County
Builders Association 2024
Showcase Home

Action Builders Inc. thanks the following HMCBA members for making the 2024 Showcase Home possible:

Design: Viz3DSpace

Staging: Reflections Home Furnishings

Contributing Subcontractors and Suppliers:

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■ The Huntsville Madison County Builders Association's 2024 Showcase Home was designed to not only spotlight current trends in home design but to provide a look at the future as well.

Located in Watson Grande Preserve, the nearly 8,000 square foot home boasts five bedrooms, five baths, two half baths, and remarkable mountain views. Mark and Diane Rovere of Action Builders Inc. took the lead on the build, with a host of HMCBA members contributing time, labor and resources to get the home ready in time for the spring Parade of Homes.

While packed with aesthetically pleasing design, the Showcase Home also includes many features aimed at ensuring that the homeowner can age-in-place in style and comfort.

"As a Certified Aging in Place Specialist (CAPS) and Certified Green Professional (GBP) designation holder, it was important to me to incorporate those features in the home," said Rovere. "I wanted the homeowner to have the capability for both their grandchildren and aging parents living in the home with them at the same time. Or for the homeowner to easily live in their home as they get older. The energy efficiency items can make living in the home more comfortable while also reducing costs for the homeowner."

Among the home's universal design features are a three-stop Luxe elevator, curbless showers throughout the home, zero entry from the garage and the back porch into the home, wide hallways, lever door handles, and 36" doors. Energy efficiency details include a conditioned attic, open and closed cell insulation, Rinnai tankless water heaters, high efficiency windows, and high efficiency HVAC units and dehumidifier. An EV charger was installed in the garage to accommodate electric vehicles.

The home was also created with flexibility in mind. A study on the first floor and a large second floor room suited for an office space are ideal for those working from home. Floating stairs with white oak treads—

one of Rovere's favorite features of the home—lead to a spacious basement that includes a kitchenette, media room, bedroom and full bath to serve as a multi-generational space if needed.

The interior design blends traditional and contemporary details with 10- and 20-foot ceilings on the main level, a wide hallway, and custom trim. A floor-to-ceiling gas onyx fireplace is the star of the great room, while the oak beams overhead, natural white oak floors and large windows to show off the view give the feeling of vacationing in the Appalachian Mountains.

The kitchen and walk-through pantry feature quartz countertops showcasing GE Monogram appliances, including a 6-burner range with griddle and oven, a beverage center, wine cooler, and integrated refrigerator/freezer with custom panels. An Elkay bottle filler, Thermador built-in coffee maker, and a beverage center were included in the pantry to quench any thirst. Quartz countertops continue into the laundry room, which has bright custom cabinets and unique floor tile.

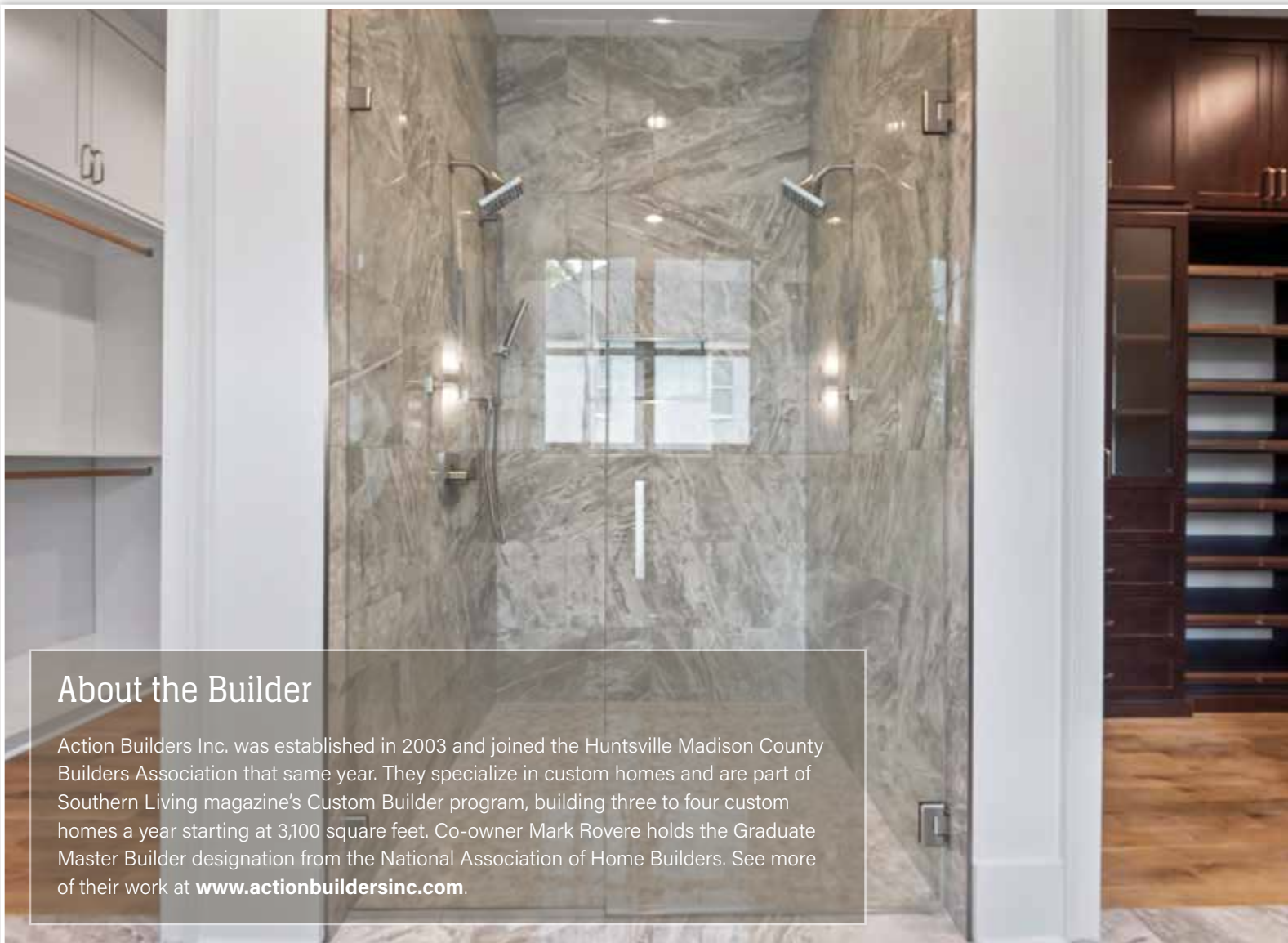
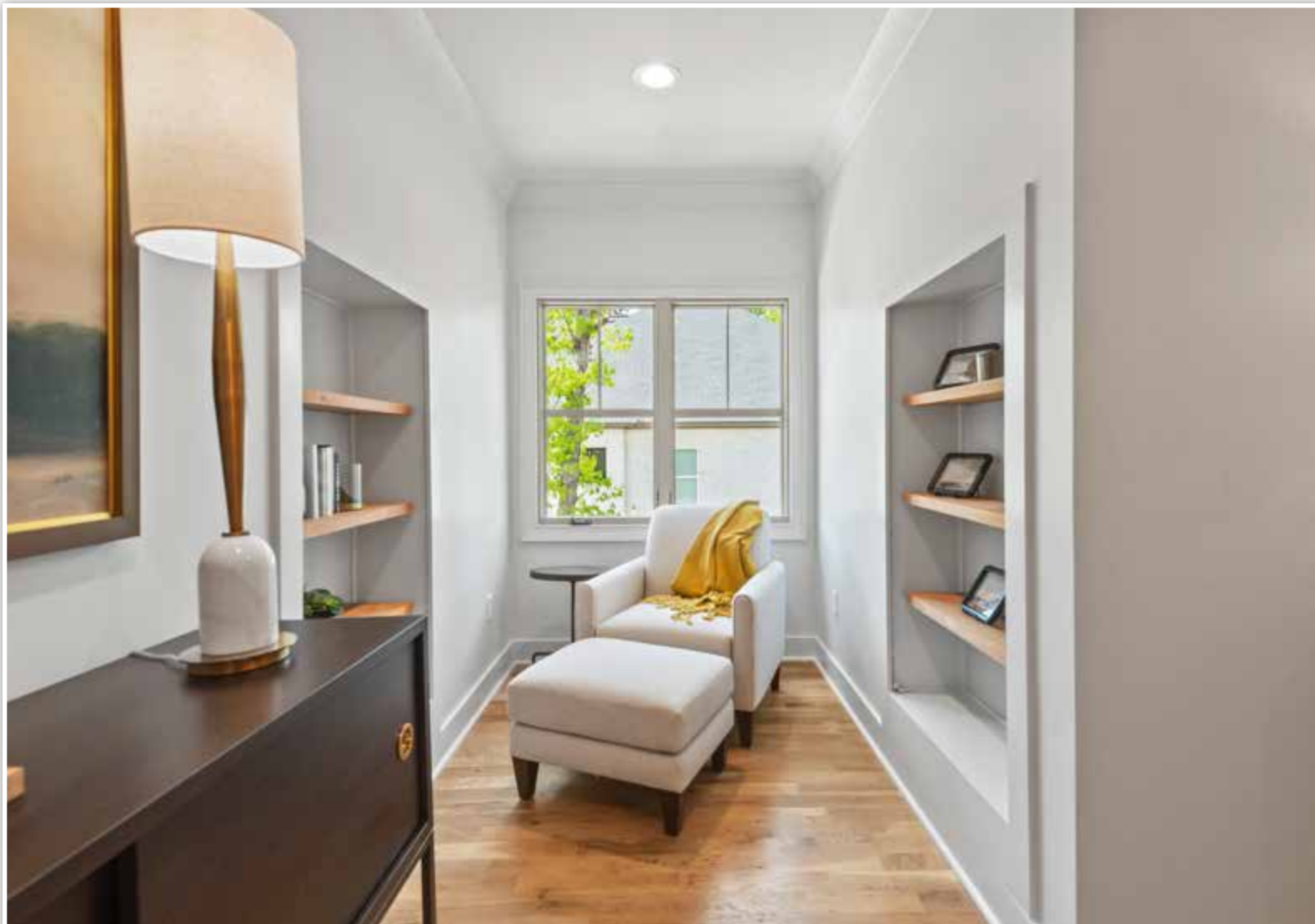
Another highlight is the owners' suite, filled with natural light from oversized windows and large enough to accommodate a seating area. The bath features marble tile flooring and shower walls along with quartz countertops. The zero-entry shower is equipped with Brizio Luxe showerheads and a handheld shower head, while the free standing tub adds to the spa-like experience. His and hers closets have custom cabinetry, a built-in mirror, and plenty of storage.

According to Rovere, many of the home's visitors during the Parade commented on the mix of traditional and contemporary finishes throughout the home, as well as numerous universal design features. Not only did touring the home help reinforce current customers' desire to work with Action Builders, but they also received some leads from Parade visitors as well.









About the Builder

Action Builders Inc. was established in 2003 and joined the Huntsville Madison County Builders Association that same year. They specialize in custom homes and are part of Southern Living magazine's Custom Builder program, building three to four custom homes a year starting at 3,100 square feet. Co-owner Mark Rovere holds the Graduate Master Builder designation from the National Association of Home Builders. See more of their work at www.actionbuildersinc.com.