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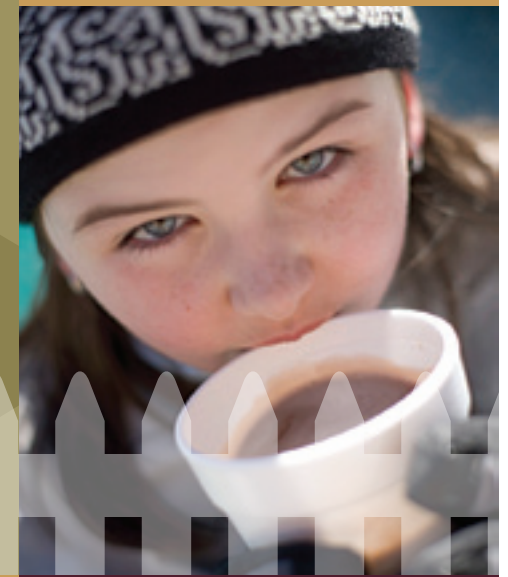
FALL & WINTER ISSUE 2009



MCCAFFREYHOMES.COM

VOL. 5

NO. 2



Inside This Issue

Introducing Braden Court in Clovis

Models Underway!



Coming soon Braden Court in Clovis with 4 new models and greener living through smarter design. Residence 4 shown above.

Want to be a part of a vibrant, growing community, one filled with possibilities? Welcome to Braden Court from McCaffrey Homes. Braden Court creates a stylish new Clovis address in Loma Vista, Clovis's master planned community.

Construction is underway! Soon we will unveil four new innovative

model homes, with greener living through smarter design. Attainably priced, Braden Court will feature one and two story homes that range from 1,215 to 1,883 square feet with low maintenance yards for those seeking an easier life. You'll find smarter spaces that live large, where nothing is compromised; in fact, quite the contrary -- much has been gained. Timeless Craftsman, Italian and French architecture with all the amenities that perfectly define home.

An intimate village with tree lined walking/biking trails and three quaint community parks that will inspire neighborly interaction and small town charm, and no HOA dues. Located in the Clovis Unified School District, the community is within walking distance of Reagan Education Center, and just minutes from Sierra Vista Mall, historic downtown Clovis, with shopping, dining, entertaining, and nearby medical facilities.

For further details call (559) 276-3400.



**BRADEN
COURT**

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McCaffrey Homes Introduces “Green Building” With Earth Sense Program

Earth Sense means it’s good for everybody... including our planet

We’re introducing a new technology in home building ~ Earth Sense. With our Earth Sense program, our new homes will feature an innovative, whole house system approach to earth friendly and energy efficient design.

Built on the foundation of higher energy efficiency, water conservation, improved indoor air quality, and resource conservation, Earth Sense will provide your family with a high performance home that is more comfortable, healthier and energy efficient. Plus our homes are third party verified as we’ve partnered with ENERGY STAR® and GreenPoint Rated for your assurance of a better place to live.

“Our Earth Sense program is designed to improve the energy efficiency of every new McCaffrey home...”

Brent McCaffrey, President of McCaffrey Homes

Every Earth Sense home includes dozens of cutting-edge energy saving features, like Johns Manville Spider™ insulation in the exterior walls, blown-in attic insulation, tankless water heaters, 14 SEER HVAC systems, high performance ENERGY STAR® qualified windows and appliances, and much, much more. With rising energy prices, our Earth Sense homes make even more sense.

Homeowners will enjoy improved indoor air quality and healthier living with low VOC interior wall paint, formaldehyde-free insulation, carpet and pad, ENERGY STAR® qualified exhaust fans, and more. In addition, we emphasize responsible resource conservation with WaterSense labeled plumbing fixtures, more durable, specially engineered building products and recycle construction materials to reduce waste in landfills.

“With today’s high energy costs, energy efficiency is front and center for home buyers,” said Brent McCaffrey, President of McCaffrey Homes. “Our Earth Sense program is designed to improve the energy efficiency of every new McCaffrey home, and provide a more comfortable and healthier home that will also help the environment. Earth Sense makes good sense for you and your family, our community, and our planet.”

To learn more about our McCaffrey Home’s Earth Sense program, visit our website at mccaffreyhomes.com.



**BUILT GREEN
TO LIVE SMART**

Watkins family offers praise for McCaffrey Homes' buying process

After 21 years in the home where they had raised their children and survived an extensive remodel, Jim and Kristy Watkins somewhat tentatively began the search for new home to suit the needs of their growing family. After all, having purchased a new home before, they were fully aware of how tedious and confusing the process could be.

"We were worried about selling our home, about interest rates – there was a lot to weigh and balance," Kristy explained.

But despite their initial reservations, the Watkins say purchasing a new home from McCaffrey Homes was a downright pleasant and comfortable process. They attributed this "truly enjoyable experience" to the dedication and professionalism of the McCaffrey Homes team.

In fact, they have nothing but praise for the McCaffrey Homes sales and design staff involved in the process, from the initial purchase to making design selections to move in.

"The sales people are friendly, but not pushy. Never once did they hover," Kristy recalled. "When we had questions they spent time with us to talk about it. Community representative Ryan Pottorff stayed with us to go through everything to be sure we felt comfortable with going forward."

Personal meetings were followed by friendly e-mails asking if the couple had further questions, or if the sales staff could provide additional assistance. Questions were met with same-day response from community representative Kelly Patterson or Ryan, Kristy found.

And when the time came to make design selections, "Judi was just as much fun," Kristy said of design consultant Judith Cammack. "Judi offered guidance when we felt overwhelmed and even offered to reschedule appointments to confirm decisions made when we were unsure of our choices."

The home designs and features offered by McCaffrey sealed the deal. Kristy said the homes' layout, energy-efficient features and included amenities easily met their new-home wish list and high standards.

The Watkins said they were also sticklers about the craftsmanship they expected in their new home. It was an area to which Jim, who works in the construction industry, paid particular attention.

"I monitored the construction process very carefully. McCaffrey builders not only met my high expectations, but exceeded a few along the way," Jim said.

And the couple appreciated receiving weekly photos of the progress on their home via e-mail. "We looked forward to those photos; it was a nice, personal touch," said Kristy.

After several weeks in their McCaffrey home, the Watkins reflected on the overall home-buying experience: "This has been one of the best experiences, and we look forward to spending many years in this home. McCaffrey homes were among the few homes that had what we were looking for – and we looked at everyone," Kristy said.



Jim, Kristy Watkins and their daughter, Melissa

"This has been one of the best experiences, and we look forward to spending many years in this home."

Kristy Watkins

The Pumpkin Dip Recipe

It makes a lot so you can probably cut in half

- | | |
|--|----------------------------|
| 1 pkg (8 oz) Softened cream cheese | 1 tsp vanilla |
| 1 can 15 oz solid pack pumpkin | 1/2 tsp ground ginger |
| 2 cups sugar (you can use less if desired) | Fresh apple or pear slices |
| 3 tsp pumpkin pie spice | |



Beat the cream cheese and confectioner's sugar in a mixing bowl. Stir in the pumpkin, vanilla, ginger and pumpkin pie spice. Beat until smooth. Serve with fruit. Refrigerate any remaining dip.

Giving Back

Because We Care

At McCaffrey Homes, we are proud to lend our support to many local charitable organizations. We believe in giving back to our local community.

For years we have partnered with the Susan G. Komen Foundation in the fight against breast cancer. Every October, McCaffrey Homes' team members, business associates, and trade contractors contribute \$5 each to wear their favorite jeans to work for a special Casual Friday. McCaffrey Homes then matches their donations for an even greater impact. Best of all, the contributions are at work right here in the local Susan G. Komen branch. Susan G. Komen is the largest nonprofit dedicated to fighting breast cancer.



McCaffrey Homes proudly teams up and dresses down to support the Central Valley Susan G. Komen Foundation branch to fight Breast Cancer.



McCaffrey Homes supports Toys for Tots with a \$3,000 contribution to make holiday wishes come true for children.

We also support the Big Fresno Fair with

our sponsorship of the popular McCaffrey Miner's Town. This whimsical wonderland for kids, located on the north corner of the Livestock Pavilion, is part playground and part teaching tool. Kids who visited Miner's Town panned for gold, learned about California's rich history and had an all-out fun time.

As the holiday season draws near, we've already contributed \$3,000 to the Madera County Toys for Tots to help make wishes come true for children. Last year approximately 9,000 Madera County children received toys. Started in 1947 by the U.S. Marine Corps, Toys for Tots embodies the true spirit of Christmas in the belief that "Every child deserves a little Christmas."

As a family homebuilder, we're proud to give back in support of our local community.

Light Up Our Tree To Benefit Children's Hospital

DATE: Wednesday, December 2, 2009
TIME: 6:00PM-7:00PM
PLACE: McCaffrey Homes' corporate office
 Herndon & Van Ness Boulevard

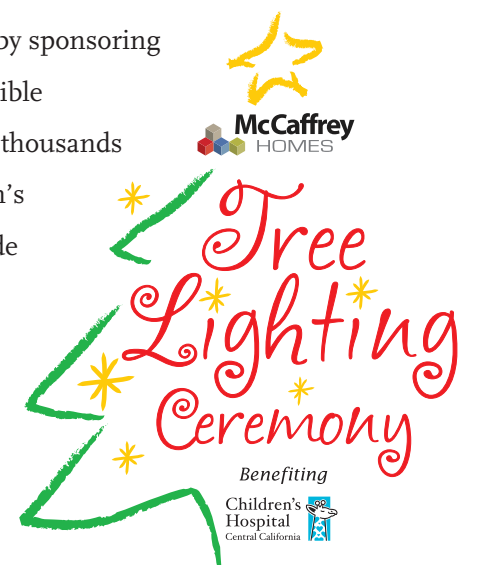
We are proud to sponsor and host this event that benefits Children's Hospital of Central California. The evening will feature live musical performances by children's choirs from local schools, and Santa Claus will come from the North Pole for a special appearance. Child patients from Children's Hospital will "flip the switch" to light the 35 foot Christmas tree.

Kick off the holiday season bright! Join us for the inaugural lighting of the holiday tree at McCaffrey Homes' corporate office. We

can take part in this special event by sponsoring a light on the tree. Your \$10 tax-deductible contribution will illuminate one of the thousands of lights. All proceeds benefit Children's Hospital of Central California to provide world-class care for valley children.

To donate a light on the tree, go to mccaffreyhomes.com/treelighting to benefit Children's Hospital.

Join us at this inaugural event as we celebrate family togetherness, community spirit, and light up the McCaffrey Homes' tree for a wonderful cause!



fall & winter Care Tips

Exterior

- Remove debris from gutters, downspouts, splash blocks and drain lines by flushing with a garden hose and confirm that water drains away from the house
- Adjust sprinkler timer for season and inspect sprinkler heads to assure they are spraying away from the house
- Maintain drainage swales for positive drainage of surface water away from house, in from fence and out to the street
- Caulk and paint exterior surfaces as needed
- Hire a licensed professional to inspect the roof and make any necessary repairs

Interior

- Change return air filters monthly
- Check & repair or replace, as needed, caulking at sinks, tubs, showers, toilet areas and plumbing fixtures (we can't say this enough) and inspect plumbing fixtures for leaks and repair immediately
- Clean windows & remove condensation & debris from sills, tracks, weep holes and screens on a monthly basis to allow for smooth operations & to prevent water penetration
- Hire a licensed professional to service heating unit to ensure proper operation, early check of the system may prevent inconvenience in peak season
- Decorate safely for the holidays, do not overload circuits or use worn extension cords

For your convenience, additional homeowner care tips can be found in your Homeowner's Manual or please do not hesitate to contact our Customer Service department at (559) 256-7000. We wish you and your family golden fall moments to treasure and warm winter wishes!

- ▶ **Nov. 11 90th Annual Veteran's Day Parade**
10 a.m., Downtown Fresno, www.aycsnetwork.com
- ▶ **Nov. 14-15 Kearney Renaissance Faire**, 10 a.m. to dusk, Kearney Park, 6725 W. Kearney Blvd., 392-0965
- ▶ **Nov. 28 – Dec. 19 Santa's Horse Drawn Carriage in Clovis**
Saturdays, noon to 4 p.m. in Old Town Clovis, 298-5774
- ▶ **Dec. 2 - McCaffrey Homes Inaugural Tree Lighting Ceremony**
6 p.m. to 7 p.m., McCaffrey Homes' corporate office, 7020 N. Van Ness Blvd., 256-7000
- ▶ **Dec. 5 - 21st Annual Children's Electric Christmas Parade**
6:30 p.m., Downtown Clovis
- ▶ **Dec. 5 Christmas Tree Lane Walk Night.**
6 p.m. – 10 p.m., Van Ness Blvd. between Shields and Shaw, 225-3116
- ▶ **Dec. 7 - Clovis Christmas Tree Lighting.**
6:30 p.m., Clovis City Center, 324-2780
- ▶ **Dec. 11 - Holiday Fun in the Tower District.**
6 p.m. – 8 p.m., Fresno's Tower District, 497-8362
- ▶ **Dec. 12 - 80th Annual Holiday Parade.**
9 a.m., Downtown Fresno, 621-2900
- ▶ **Dec. 15 - Christmas Tree Lane Walk Night.**
6 p.m. – 10 p.m., Van Ness Blvd. between Shields and Shaw, 225-3116

Local did you know?

Did you know that ground was broken on October 19th for a new middle school at Central Unified's Koligian Education Complex?

The new middle school is located on the northwest corner of Ashlan and Bryan Avenues and will accommodate up to 1,000 students. Not yet named, the school is expected to open in August 2011.

Did you know that Matt Damon's latest film "The Informant!" is based on the life story of Fresno-area executive Mark Whitacre?

The movie tells of Whitacre's role in unraveling a price-fixing scheme perpetrated by agribusiness giant Archer Daniels Midland Company in 1992 involving the feed additive lysine. Directed by Steven Soderbergh, "The Informant!" re-teams Damon and Soderbergh and has an "Ocean's 11" feel.

Did you know that the innovative design plans for the Loma Vista Urban Village North and South Community Centers were recently honored with a first-place award from the Central California American Planning Association?

This master planned community, which includes neighborhoods by McCaffrey Homes, will have 22 miles of walking and bike trails and a Village Green with an amphitheatre for outdoor concerts and plays.

Did you know that you can enjoy this *Picket Fence* newsletter and help the environment by "reading green?"

Now you can receive our newsletter via email and help us protect the environment and conserve trees. Send an email to green@McCaffreyHomes.com with "newsletter" in the subject line and your name. We'll take care of the rest.



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McCaffrey Homes Honored with Awards for Architectural Designs & Sales Success

At McCaffrey Homes, we're thrilled to have added a number of awards for architectural design and sales volume to the coveted industry honors we've



The McCaffrey Homes team accepts the Gold Nugget Grand Award for the Genoa plan Palmina in Clovis.

earned over the years.

We recently received three Gold Nugget Awards from the Pacific Coast Builders Conference for outstanding single-family detached

homes. Our Tuscan

Castle and Villa Siena plans from our Madison Place collection each received a Gold Nugget Merit Award; and the Genoa plan from our Palmina collection took home the Gold Nugget Grand Award. This competition has long been regarded as one of the most competitive and prestigious in our industry.

Continuing the winning streak, our Palmina community in Clovis garnered a 2009 Central California Real Estate Award of Excellence from *The Business Journal* for Architecture/Interior Design.

Our company was also named in May one of the nation's top home builders for 2008 in an annual ranking by *Builder* magazine. McCaffrey Homes was named number 113, and earned the highest ranking of any local Central San Joaquin Valley home builder.



"As a local family home builder, we take great pride in the homes we build," said Robert A. McCaffrey, CEO of McCaffrey Homes. "The awards honor our entire team which works so hard to make McCaffrey Homes superior. Our dedicated team will continue to strive to earn the confidence of local families."



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