



For Immediate Release

THE VILLAGE AT PARADISE RESERVE INCORPORATES STUNNING NEW INTERIOR DESIGN TRENDS BY ROBB & STUCKY, RYSSO-PETERS, ETC.

Scottsdale, Ariz., Dec. 21, 2010 – Arizona luxury home builder [Cullum Homes](#) today announced its selection of exclusive partners for the [unique luxury home community](#), The Village at Paradise Reserve. In preparation for the highly anticipated March opening of its model homes, these partners have been crafting a stunning integration of new trends with beloved traditional detailing. Exclusive partners involved in the construction and finishing of The Village at Paradise Reserve homes include [Robb & Stucky](#) interior design and furnishings, [Rysso-Peters](#) luxury cabinetry, [Viking](#) kitchen appliances, Kohler fixtures, Trane heating/cooling, Sierra Pacific windows and doors, and Cyber Sound smart home/security systems.

According to Robb & Stucky Manager of Design Robyn Randall, ASID, for the first time ever, Robb & Stucky plans to showcase ten designers throughout the two models, with each designer putting his/her creative talents to bear in one specific area of the home. Five designers will be included in each model. Normally, industry tradition dictates one designer having responsibility for designing the entire home. "We are honored to be part of this community, and tremendously excited about how we are incorporating fresh trends in sustainability and design. These are truly unique, exquisite homes in every way. We look forward to announcing more details in the near future," Randall stated.

"Rysso-Peters is proud to be launching an exclusive line of new cabinets at The Village at Paradise Reserve with incredibly rich finishes. They include every bit of the incredible quality and design you expect from Rysso-Peters, but with a cleaner, simpler overall design. There is nothing comparable on the semi-custom market at such an affordable price point," added Rysso-Peters owner Jeff Bolstad. "It is very exciting, and we are delighted to be partnering with Cullum Homes and Robb & Stucky to create such an incredibly appealing community."

Rysso-Peters cabinets will be included in the bathrooms, along with Kohler luxury multi-head showers and a marble-topped bathtub. [Viking](#) will offer new homebuyers at The Village at Paradise Reserve their choice of 20 exclusive color finishes on their appliances, including the "Viking Blue" showcased

in one of the models. [Sierra Pacific](#) will be installing SFI-certified ([Sustainable Forestry Initiative](#)) windows, which are also Energy Star® rated and powder-coated to reduce VOCs (volatile organic compounds). Trane will be installing [XL20i](#) 20 SEER air conditioner units, the highest rating available today with revolutionary double compressors to handle mild and extreme heat weather, and [Cyber Sound](#) will be installing an Apple®-based home automation system by Savant.

For the latest news and information about the project, please visit the [Cullum Homes Facebook page](#) or <http://cullumhomes.com/>.

About Cullum Homes

Founded in 1985, Cullum Homes is one of the oldest and most reputable luxury homebuilders in Arizona. The Scottsdale-based business specializes in custom and semi-custom homes in affluent areas of the Phoenix metropolitan area such as Scottsdale, Paradise Valley, Silverleaf, Firerock and Desert Mountain. Cullum Homes is the proud recipient of a *Custom Home* magazine Pacesetter Award for innovation, and has been listed twice among the "Fastest-Growing Residential Construction Companies" ranking in *BUILDER Magazine*. Their projects have been profiled in both local and national publications.

Founders Rod and Kim Cullum are both [Certified Green Professionals](#) and alumni of ASU (Arizona State University). They live in Paradise Valley. Their two children, Brad and Lindsay, are currently students at ASU: Brad is a senior working on his bachelor's degree in the School of Sustainable Engineering and the Built Environment, and Lindsay is in her final year of graduate school for a Masters in Architecture.

For more information, visit <http://cullumhomes.com/>.

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