

Bucking the trends ... by listening to buyers



An artists' rendering of Athertyn depicts the stunning Residents' Clubhouse as a centerpiece for an array of social and recreational activities. The Clubhouse, a lively and luxurious Center, will be approximately six thousand square feet and house a heated pool with spa, state-of-the-art fitness center and luxurious amenities.

Athertyn at Haverford Reserve strikes a chord with Main Line 55-plus buyers

As The Pohlig Organization recently held a Founders-Only muddy boot preview at its Athertyn at Haverford Reserve site, the excitement was palpable among builders, signed buyers, and interested clients alike. Since home sales for this premier 55-plus lifestyle community opened in January, Pohlig Builders has sold 14 of the 32 condominiums available in the first release, with several more under pending contract.

Pohlig attributes the phenomenal success of Athertyn to the extensive research the builder conducted in the years leading up to the community's introduction. Aware of the growing demand for communities offering simplified, maintenance-free living on the Main Line, Pohlig conducted focus groups and surveys to delve into the specific desires of its target buyer.

"This isn't a case of an architect coming to us with plans already drawn," said Todd Pohlig, principal of Pohlig Builders. "From the very beginning, our clients have driven the design for Athertyn. We talk to buyers every day, and we've conducted surveys and focus

groups for nearly two years. We took the feedback about what people want and how they want to live to the architects, and we've worked with them to create the community our buyers have been asking for."

The results of Pohlig's thorough research are impressively showcased at the Athertyn Information and Design Center in downtown Bryn Mawr, where clients can walk through the bright and spacious Furness model, one of nine plans available at Athertyn, and view the myriad of options for millwork, appliances, fixtures, and other personalization options, as well as renderings of the community's spectacular clubhouse, extensive landscaping, and elegant front elevations.

Set in the 209-acre Haverford Reserve, Athertyn will feature an outdoor pool, miles of walking trails, and a bucolic location surrounded by more than 120 acres of preserved open space. Less than two miles from the Haverford train station, the community offers ready access to everything the Main Line has to offer.

Together with the upscale features and personalization options for which Pohlig Builders is renowned, Athertyn at Haverford Reserve appears to be just what the buyer ordered.

After 30 years of building the finest custom homes on the Main Line, Pohlig has become synonymous with personalization. Nationally recognized for their superior craftsmanship and attention to detail, the company was named "America's Best Custom Home Builder" and has been the recipient of numerous other industry, civic, and business honors. With Athertyn at Haverford Reserve, the Main Line's premier 55+ lifestyle community, Todd and Don Pohlig bring the elegance of Main Line architecture and culture to condominium living.

The Athertyn Information & Design Center, located at 934 W. Lancaster Avenue in Bryn Mawr, is open daily from noon to 5 PM or by appointment. For more information, please call 610-525-5110 or visit www.athertyn.com.