
Exceptional Living

Todd Pohlig: A Move in the Right Direction for 2014 Housing Market

By Betsy Dru Tecco

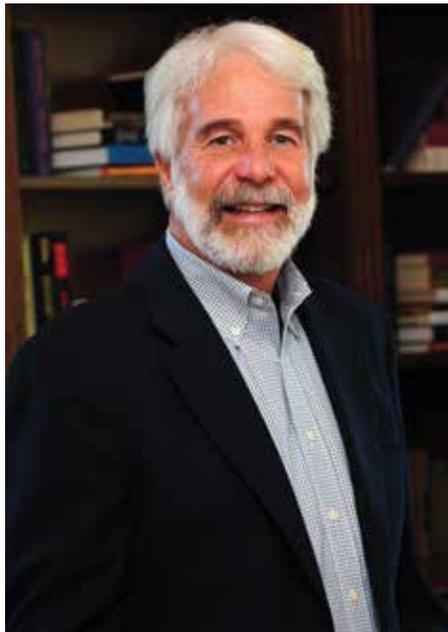
Optimistic. That's how experts and homebuyers feel about the 2014 housing market. And Todd Pohlig, Principal of Pohlig, shares this outlook, seeing the positive impact on his organization's luxury living project Athertyn, based in Haverford.

Just under construction, Athertyn's Phase III already has 13 pre-sales for the 34-unit building. Buyers are drawn to the classic Main Line architectural style, with sturdy steel and concrete construction that contributes to superior sound attenuation and security. Each custom home features nine-foot ceilings, beautiful millwork, and an impressive array of premium quality options. Open floor plans range in size from 1,600 to 3,000 square feet, and are priced from the \$500,000s to more than \$1 million.

In recent interviews with the media, Pohlig shared, "Our homebuyers are very discerning and appreciate our attention to design and detail. They love having the ability to customize their homes just about any way they want. We've been custom builders for 40 years, and the same finish craftsmen that build our multi-million dollar houses are building Athertyn. The fit and finish is spectacular."

Athertyn homebuyers are affluent empty-nesters, who are approaching their second act on their own terms, at their own pace. The huge boomer market is just on the cusp of a mass

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social migration in which people are choosing to jettison large homes that served growing families well for maintenance-free, amenity-filled living that provides the freedom to pursue new passions.

“Before we conceived Athertyn, we conducted in-depth research of our target market to learn what this group valued and how they envisioned life during the traditional retirement years,” explained Pohlig. “From our focus groups and surveys we discovered that people plan to stay active and involved, and not retire as their parents may have. They are less apt to ‘age in place’ or move downtown. Rather, they want to remain near family, friends, and familiar places along the Main Line while simplifying their life.”

Athertyn provides an unmatched opportunity to live in the heart of Haverford and enjoy a private, high-end condominium within a community of like-minded individuals. The Athertyn Clubhouse, just steps away, serves as a beautiful place for meeting and entertaining. It also has a fully



equipped fitness center for a great workout. Outside is a swimming pool, tennis court, putting green, and walking trails.

“Here on the Main Line, the 50 to 74 age cohort is experiencing the largest growth. The time is ripe for a community like Athertyn,” noted Pohlig, who emphasized the need to tour Athertyn in order to grasp

the notion of lifestyle living and how completely different it is from a retirement community.

In fact, Athertyn is not only the region’s #1 best-selling luxury lifestyle community of its kind but also ranks number one in the nation. The National Association of Home Builders awarded Athertyn its prestigious Gold Award for the 2013 Best 50+ Lifestyle Housing Award.

2014 should be a great year for real estate. “We’re expecting solid sales for both our custom home business and our lifestyle product,” said Pohlig. “Home prices have risen steadily throughout 2013, which is a good sign. It feels a lot more comfortable moving into 2014 than it has in a long time.”



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