



Beazer Homes Launches Home Organization Tour to Showcase Unique SMARTDESIGN(R) Features

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Acclaimed Organizing Expert Dispenses Free Advice on Taming Clutter

ATLANTA, Apr 14, 2009 (BUSINESS WIRE) -- Beazer Homes USA, Inc. (NYSE: BZH), one of the country's top 10 homebuilders, today announced a multi-city spring 2009 Home Organization Tour with Monica Ricci, a nationally-recognized organizing expert known for her upbeat and inspirational advice for de-cluttering living spaces.

The tour includes personal appearances by Ricci at Beazer communities in Panama City Beach, Fla., Dallas, Phoenix, Las Vegas, Indianapolis, Sacramento and Inland Empire, Calif., where she will showcase Beazer's proprietary SMARTDESIGN storage and organization features and share her functional pointers with prospective homebuyers and real estate professionals.

Over the past two years, Beazer's planning and design team has worked closely with Ricci, named one of the nation's organizing elite by *Forbes Magazine* and a frequent guest on HGTV's *Mission: Organization*, to identify options that help homeowners reduce clutter and use space more efficiently.

"Monica's organizational philosophy has contributed greatly to the success of our SMARTDESIGN process," said Kathi James, chief marketing officer for Beazer Homes. "The partnership has allowed our design team to blend their best ideas with Monica's first-hand knowledge to bring fresh storage and organization solutions to our homes."

The unique collaboration has resulted in the introduction of more than a dozen optional features, including enhanced kitchen storage, built-in closet systems, home office workstations and garage storage units, available through Beazer's design studios.

"Today's buyers want their home to make their lives simpler," said Ricci. "Getting organized frees us from stress and removes obstacles that prevent us from becoming more powerful and successful in life."

Beazer's extensive research into homebuyer preferences found that a more organized house is at the top of the list of what people want most, but do not have the time or expertise to make happen. Of new and prospective buyers surveyed, more than 60 percent said their "dream home" would be designed so everything has its own place and include deluxe organization features.

"Bigger isn't necessarily better," said James. "By increasing storage and adding features that help reduce clutter, Beazer is designing homes that support the way families actually use their home."

Nearly 73 percent of those polled listed the kitchen as their top priority, with close to one in two women reporting they would give up luxury lighting and stainless steel appliances in exchange for a more organized kitchen.

Other high-priority areas included the home office and garage. Sixty-nine percent of homebuyers reported looking for a highly-organized home office that is easy to maintain, while 55 percent said they currently do not have enough room in the garage to fit the family car. Beazer Homes' SMARTDESIGN storage and organization options address these areas by providing homebuyers with flexible features that maximize space.

In 2008, Ricci visited 20 Beazer Homes communities nationwide, meeting with prospective homebuyers and more than 1,000 real estate professionals.

About SMARTDESIGN

SMARTDESIGN is Beazer Homes' unique approach to designing and building homes that actually *live* better. It begins by placing the homeowner at the center of the design process--listening to their needs and desires to gain a better understanding of how they want to live in the home. Beazer then brings together a team of in-house experts, including designers and builders, and draws more inspiration and advice from skilled sources like professional chefs and home organizers. With this blueprint in hand, Beazer designs and builds homes that reflect what the buyer wants today--smarter, more efficient and livable homes that maximize space and functionality.

Beazer Homes is one of the country's largest single-family homebuilders with operations in 17 states. For more information on Beazer's homes, visit Beazer.com.

SOURCE: Beazer Homes USA, Inc.

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