



JR WALKER & COMPANY

IT TAKES HANDS TO BUILD A HOUSE
BUT ONLY HEARTS CAN BUILD A HOME

BUILDER BULLETIN

WINTER 2009

1

www.whywalker.com



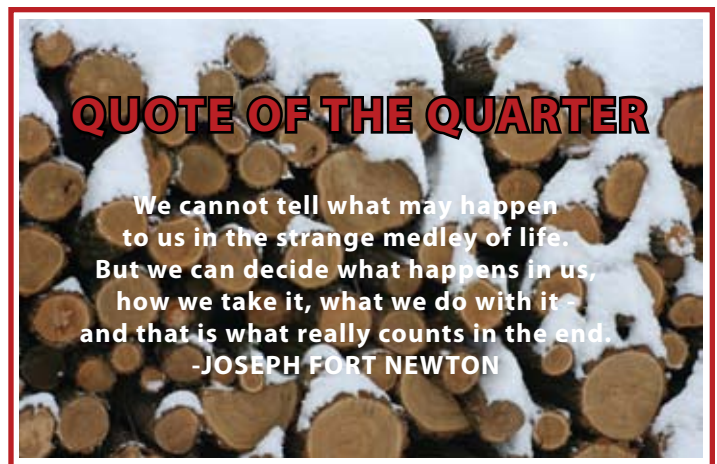
knows how to handle money and rarely comes out on the bad side of a bargain. She knows how to handle him, “Jimmy, don’t tell me no. You know I need to be able to see that door in place in order to see if I like it. Why is this so expensive? This is merely penalizing me for my good taste.” She nearly put us out of business, and she was an investor in the company!

So what we have in mind for our inventory lots is a deal like we gave Mom/Dee. **Dee’s Deal** is priced to reflect the costs of materials and the most basic of overhead costs. The pricing is lower than anything we have ever willingly provided. The home plans have been selected to reflect opportunities unique to their site. The specifications and selections are complete to facilitate the timeliness of the process. Our customer will have the opportunity to make minor changes prior to framing to personalize these to their tastes.

All of the leg work has been done on these homes; therefore, they can be ready to move in within a few months. We have worked out preferential mortgage financing. The time consuming selection process has been streamlined so that you can merely review what has been selected and change items to reflect your style and design palette. We have five plans that can be considered. They can be found on our website under Find A Home/Built To Sell. Call us today so your family can take advantage of **Dee’s Deal!**

In a market that most of us have never seen before, JR Walker & Company is responding. We are looking for a way to help folks solve their housing problems and at the same time move some of the lot inventory we purchased when we knew there was no end in site to the housing bubble. We thought about some of the tools our competitors have used: “Free Options”, “Employee Pricing”, and “If you dump it they will come”. None of this seemed to be what truly works for our homes. So then we turned to some of our toughest customers and the negotiations we engaged with these careful buyers.

Without exception, our toughest customer in our twenty two years that we have built for was Jim’s Mom. She used all the tricks that had worked so effectively to keep Jim in line through the years - and he needed keeping in line, so she had developed some pretty effective strategies. Jim’s Mom is a child of the depression. She



QUOTE OF THE QUARTER

We cannot tell what may happen to us in the strange medley of life. But we can decide what happens in us, how we take it, what we do with it - and that is what really counts in the end.

-JOSEPH FORT NEWTON



CELEBRATING 2008 WITH GRATITUDE & ABUNDANCE

We certainly hope that all of you had a delightful holiday season and your New Year is beginning as you wished. During trying economic times when it would be easy to give up, withdraw and focus on the negative, we are taking a DEEP BREATH and reflecting on what we have found.....GRATITUDE and ABUNDANCE.

All of our life experiences, the good, the bad, and the ugly, make us stronger and for that, we are immensely thankful! We invite you to celebrate along with us, not only the big moments so worthy of thanksgiving, but also the little blessings that come our way. Additionally consider the special people in your life who deserve gratitude and acknowledgment.

That being said, we felt like the most important thing to feature in this New Year's Edition of our Builder Bulletin is a CELEBRATION of the SUCCESS we found in 2008. We want to share these with you along with our GRATITUDE for all that you had to do with these successes.

To start the year off right, we are proud to announce that we won the HBAR Marketing Excellence Award. We work really hard in-house to create new and innovative marketing materials and it was exciting to get recognized for it. Of course, this only motivates us to work harder in 2009!

In April we teamed up with our Realtor Partners, Hometown Realty, throwing a highly successful auction for the Special Olympics in our new Mountain Run Model Home, Lot 78, The Auburndale. This type of event was a first for us and we not only raised lots of money for a great cause but we were also able

to show off our beautiful new home and celebrate the many people who had a hand in its magnificent craftsmanship. This summer we started construction in our newest neighborhood, The Pointe at Mountain Run. Our new home model, The Rosemont, is a very exciting home to introduce the new concept of this cohesive "New England Style" neighborhood. We are refining the details and "polishing the apple" as we write this, so please come out and help us celebrate its unveiling. It is a large and comfortable home with unending potential and charm.

Jim is grateful for both of his sons graduated this year and have super jobs. He finds great satisfaction in watching them strike off into the world after all of the years of their hard work. They all enjoyed a great celebration vacation this year together in the Outer Banks. Then Jim sneaked away for his sailing expedition to Bermuda. What a great summer he had to be thankful for.

Maurice bought his first home and is staying very busy with all the projects that come along with homeownership. Along with this he continues to make us proud in his ministry work with Rachel's Vineyard, helping to heal the trauma of abortion. He also managed to squeeze in a trip home to Ireland. As you can imagine, he is very thankful for this opportunity and as it always does, it brought him a new refreshed outlook for the New Year.

We are very proud of Tony for all of his work with The Blue Knights, who raise money for a number of charities throughout the year. When he wasn't building houses, Tony spent a minimum of 250 hours this year alone working on his contribution to this group. In November they raised \$21,000 through the Teddy Bear Run for the Children's Hospital. JR Walker & Company is proud to have donated through the Blue Knights for Melanoma research at UVA. It was one of five other charities that we added to our list this year. We feel so fortunate and want to "pay it forward" with others who need it most.

After working all summer on its development, in September we launched our new WWW.WHYWALKER.COM. Along with our own in-house design ideas, we worked with Active



GRATITUDE: GROWTH PERSISTS

CHANDELIERS AND SCONCES

Hanging and Shopping Tips - Article From Southern Living

Mounted fixtures don't just add light to a room; they are more like works of art, bringing beauty and personality into your home. Unlike lamps that you can move around, chandeliers and sconces are more permanent, so proper placement is necessary for them to work well and look good. Consider scale too. A too-small fixture will look lost; one that's too large will overpower a space. You'll probably hire an electrician to do the work, so you want to avoid a costly mistake. Follow these tips for shopping and hanging success.

HANGING TIPS

CHANDELIERS: For a dining room, a chandelier should hang above the center of your table. If the electrical connection in your ceiling doesn't work with your table's center, add a heavy-duty decorative hook in the ceiling above the center of your table, and then attach a length of chain to carry the wiring from the electrical connection to the hook.

In general for 8-9 foot ceilings, the bottom of your chandelier should be between 30 - 33 inches above the tabletop. Chandeliers for other rooms should be placed higher than 8 feet above the floor in the middle of the room or foyer for safety and style.

SCONCES: These should be hung so that the light source is at or just above eye level. You don't want to be able to look down into a sconce and see its inner mechanism. In a room with very tall ceilings, it is appropriate to place them a little higher.

Also consider traffic in the room. Don't allow a sconce to extend so far from the wall that people risk knocking into it when walking by. To avoid seeing a tangle of unattractive electrical cords, have an electrician install the wiring into the wall.

Nation to create a brand new look and navigation strategy. We are receiving positive feedback on the new format but would love to hear more comments and or suggestions. Feedback is the key to our continued improvement. We are very grateful to everyone involved in the process of creating this website and celebrate its ongoing improvement.

Our sale of seven homes in this market was amazing. We have been truly blessed in this regard. Our fingers are crossed as we are currently working on number eight! We began construction on a home in Mountain run for Roy and a home in Covington for Laura and Bruce. The process of the creation of these beautiful homes can be seen on our website under "CURRENT PROJECTS".

In December we were credited in the RTD with having the number one house sale in the list of Top 10 Home Sales in October. We are greatly enjoying building this home for Jay and Krissy and thank them for their help and trust in the process. We also made number five on the list thanks to our clients



SHOPPING TIPS

SIZE: When selecting a dining room chandelier, scale is important. You don't want the fixture to dominate a table or look too dinky. Take width and length measurements (or the diameter for a round table) when you are shopping. Subtract 12 inches from your table's width (or diameter), and the result is an appropriately sized fixture.

A small sconce will look lost on a long wall, so choose a complementary shape and size for the best display. For example, if your walls are tall, choose a long, vertical sconce.

STYLE: Times have changed when it comes to light fixtures. You don't have to match your table and your chandelier. If you have a traditional dining room table, it's perfectly fine to add a drum shade chandelier to give the room flair. Likewise, more streamlined polished nickel sconces will update a Federal-style mantel.

Joe and Susan. Both families are building in Lindsay Meadows and are setting the standard high for the new community. We are very grateful for both families.

We would also like to welcome the LeMay and the McComb families who moved into their JR Walker home in Mountain Run this year. The Mullin family also moved into their custom home built in Triple Oaks. The Weeratunga, Varney/Gill and McElreath families also moved into their homes in Covington. We welcome and are very grateful for all of our new families this year!

We invite you to take this time to recall the things you are most grateful for in 2008 and celebrate them. Make time for friends and find gratitude in everything that you do. We promise, it will make your 2009 the best year ever! Take care.

BUILDER BULLETIN

WINTER 2009

4

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WHERE WE BUILD

Your custom home must start with a neighborhood or location that you love. We have purchased sites in many of the neighborhoods in Richmond's premier locations. (Glen Allen's Covington, off of Nuckols Road, Hanover's Mountain Run off of Staples Mill Road, and Hanover's Lindsay Meadows off of 301.) In addition we are constantly being approached by developers who would like to see our unique homes in their new developments. In today's market you have more choice than ever before. Be sure to ask about other locations in which we can serve you. We have assisted customers in the location of sites in town as well as in the outlying counties. We can provide excellent guidance in regard to the processes required by all the municipalities around the Richmond area.

Frequently we are approached by customers who have owned a site for many years. Our services include assistance with feasibility studies, soil testing, site planning and the architectural design for a specific site. Our full service process provides a turn key service complete with all permitting and site analysis necessary to bring about your dream home on the site of your choice.



On your site or ours we would LOVE to build your dream home!

Check out our new website for a more complete inventory of our current lots available as well as a description of the neighborhoods they reside in. Look for our special offers too - hurry they won't last long.

It's only a click away: www.whywalker.com



FOR MORE INFORMATION REGARDING YOUR CUSTOM HOME, CONTACT OUR JR WALKER & COMPANY TEAM:
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OUR MISSION

WE ARE A TEAM OF KNOWLEDGEABLE PROFESSIONALS THAT STRIVE TO CREATE DISTINCTIVE HOMES THAT FULFILL YOUR DREAMS. OUR PROCESS AND COMMITMENT TO EXCELLENCE ASSURE YOU OF A QUALITY EXPERIENCE.