



# Gallagher and Henry

---

## Gallagher and Henry Introduces the Briarcliffe as the Latest Addition to the Lifestyle Series

New 2-story model is the second open-concept home plan to debut

Home buyers searching for a new home that maximizes their investment in a challenging housing market will be quick to recognize the wonderful opportunity the Briarcliffe presents. Offered in several of Gallagher and Henry communities, the Briarcliffe is attractively affordable.



The Briarcliffe 2-story model is the newest addition to Gallagher and Henry's Lifestyle Series portfolio of homes. The four-bedroom, 2-1/2 bath home, which starts at \$364,200 in select Gallagher and Henry communities, is a modern and efficient integration of space and function. The home features walk-in closets in each of the four spacious bedrooms, a three-car garage, 9-foot first floor ceilings, and brick construction.

Gallagher and Henry's latest addition to the Lifestyle Series of homes, the Briarcliffe, a four-bedroom, 2-1/2 bath home, is part of the ongoing strategy by the veteran Chicagoland homebuilder to introduce excitement into the housing market while expanding the Lifestyle Series portfolio. Continuing the tradition of building quality homes while meeting the needs of today's home buyers is a core principle applied to the Lifestyle Series.

"Buyers that have been on the sideline looking for a modern 2-story plan don't have to wait any longer," notes Gallagher and Henry sales manager Sandie Kanakes. "Interest in the Briarcliffe in all of our communities is expected to be strong."

As the newest member of the Lifestyle Series of homes, the Briarcliffe effectively incorporates the Lifestyle Series' focus on open-concept living and thoughtful design. Featuring ranches and two-story residences, Gallagher and Henry created its Lifestyle Series of homes to offer the prime features and amenities desired by today's homebuyers, including open-concept, family-orientated floor plans with shared living areas, ample storage spaces, and value-conscious pricing.

"The positive reception we received when we introduced the Amberwood in 2010 let us know that we're on the right track with our strategy of creating well-built, luxurious homes at value-based pricing," Gallagher and Henry's John Gallagher said. "We're committed to finding ways to enhance and broaden our offerings with a keen eye on the needs of today's prospective home buyers. The Briarcliffe is another milestone in that journey."

In creating the Lifestyle Series, Gallagher and Henry performed extensive market research, collecting data from its prospective homebuyers as well as its current homeowners about their housing needs. Open-concept floor plans, storage, three-car garages, and brick construction all weighed heavily, a reality which prompted Gallagher and Henry to create the Lifestyle Series as a response to today's unique needs.

“The Lifestyle Series is about digging in and getting to know more about prospective homebuyers,” Gallagher said. “We wanted to understand the features they preferred and needed, the kind of spaces they desired, and the design elements they wanted to see in a new home; the Lifestyle Series brings all of this to fruition.”

The Briarcliffe base home, starting at \$364,200 in select Gallagher and Henry communities, has a comprehensive list of standard features in its 2,700-square foot package. The Briarcliffe also carries the Energy Star label, which ensures the home’s comfort, long-term value, and energy efficiency.

*For additional information on Gallagher and Henry, its Chicago area communities, and the debut of the Briarcliffe model, please visit [www.gallagherandhenry.com](http://www.gallagherandhenry.com).*

---

May 16, 2011