

## MARKETING TIP OF THE DAY

Would you like to generate 27 warm inbound lead calls per day? It's easy. All you have to do is



# REALTOR<sup>®</sup>

## MAGAZINE ONLINE

YOUR BUSINESS SUPPORT TOOL

Search

 

[Home](#) [FAQ](#) [About Us](#)



[July Issue](#)  
[Current Links](#)  
[Past Articles](#)  
[Address Changes](#)

Daily Real Estate News | July 17, 2006

## No More Powder Rooms Underneath the Stairs

As floor plans have changed, the powder room has moved to a central location that puts it in full view of guests as they walk from the foyer to the kitchen or family room.

The move has also meant that the room is getting larger. In some high-end homes, the powder room is 8-by-6 feet.

As the powder room has become more elaborate, some home buyers are finding that one is not enough. They are splurging on two powder rooms, one for guests and one for family.

"One is the nice powder room with furniture-quality cabinetry and one is by the rear of the house and is more functional," says **Mark Perlman**, president of Empeco Custom Builders.

The functional powder room might include a vanity with a granite countertop and undermount sink. The faucet might be "kid friendly," with an easy-to-use handle and a modern style and finish. The floor might be a neutral-colored ceramic tile.

In the guest powder room, the vanity often is the main focal point, featuring hand carved detailing and rich cherry or mahogany finishes. The flooring might be fine Italian marble or slate.

Source: *Chicago Tribune*, Allison E. Beatty (07/15/2007)

[Browse all of today's news](#)

[E-mail Page](#) [Give Feedback](#)

### SEARCH NEWS

 

### SUBSCRIBE TO NEWS

[Subscribe to News](#)  
Daily and weekly real estate news, trends, NAR press releases, convention coverage, plus new online exclusive features and columns.

### MORE NEWS

[Daily News Archive](#)  
[Regional News](#)  
[Commercial News](#)  
[Blog: NAR in the News](#)  
[Press Room](#)  
[Research Reports](#)

### SHARE YOUR INSIGHTS

[Nominate an Influential Person!](#)  
Who has greatly influenced the real estate industry, recently or over time?

### SELLING

[Personal Marketing](#)  
[Property Marketing](#)  
[Prospecting](#)  
[Listing](#)  
[Working With Buyers](#)  
[Negotiating](#)  
[Closing](#)  
[Follow Up](#)  
[Handouts for Consumers](#)  
[For Rookies](#)  
[Personal Assistants](#)  
[Sales Coach Column](#)

### TECHNOLOGY

[Ask Mr. Internet](#)  
[Build a Better Web Site](#)  
[Buyer's Guides](#)  
[Tech Watch](#)

### TOOLS

[Architecture Guide](#)  
[Architecture Coach Column](#)  
[Web Site Reviews](#)  
[Book Reviews](#)  
[Online Exclusives Archive](#)  
[Quizzes](#)  
[License Reciprocity Chart](#)

**REAL ESTATE NEWS**

[Industry News](#)

[Regional News](#)

[Commercial News](#)

**BROKERAGE  
MANAGEMENT**

[Prepackaged Sales  
Meetings](#)

[Risk Management](#)

[Retirement Planning](#)

[Retaining Top  
Personnel](#)

[Hiring Personnel](#)

[Learn to Lead](#)

[Marketing Your  
Brokerage](#)

**GENERAL  
INFORMATION**

[Advertise With Us](#)

[2006 Editorial  
Calendar](#)

[Subscriptions](#)

[Reprints](#)

[About Us](#)

[REALTOR.org](#)



[Make REALTOR® Magazine Online Your Homepage](#)  
[Bookmark This Page](#)

[Home](#) [About Us](#) [Contact Us](#) [Privacy Policy](#) [Advertise With Us](#)  
[REALTOR.org Home](#)

---

© Copyright, 2006, by the NATIONAL ASSOCIATION OF REALTORS®

07/17/2006 03:43 PM07/17/2006