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Griffin Residential, Yucaipa

Community Profile: Serrano Hills: Yucaipa, California



THE BEST OF PEACEFUL COUNTRYSIDE LIVING

Griffin Residential opens new scenic community in Yucaipa

By Tamara Philips

Griffin Residential is excited to share the success of their grand opening of Serrano Hills, its first new home community in the scenic hills of Yucaipa, Calif., which is bringing new innovative floor plans to the existing Chapman Heights master-planned community.

"The Grand Opening of Serrano Hills was very successful and we are delighted by the positive response we received about our community," Vice President of Sales and Marketing for Griffin Residential Emily Griffin said. "This is an outstanding opportunity for those wanting to improve



"It is important to everyone at Griffin Residential that our communities connect with individuals and families, and we take pride in every detail that has gone into the building of Serrano Hills."

– Ian Griffin, Griffin Residential CEO

◀ Griffin Residential has a family tradition of uncompromising attention to detail and architectural excellence, as well as setting the highest standards in customer service.

▼ Serrano Hills' homes have EER (Energy Efficiency Ratio) verification and offer Wi-Fi thermostats.



their lifestyle and functionality with modern living in homes designed with the entire family in mind."

Serrano Hills consists of 17 single family residences. Nine homes have been sold in the community to date. Two model homes are complete and seven homes in Phase 1 are nearing completion. Phase 2 has just been released and began construction on April 13th.

Griffin Residential has been built on family traditions for over a hundred years. Home is where family traditions are born and nurtured. It is where milestones are reached, achievements are attained, and generations of new ideas, knowledge and experience

are celebrated. At Griffin Residential, the team illustrates their understanding of this, because their history and legacy are rooted in creating homes and improving communities since 1903.

To further this tradition, all of the homes among Serrano Hills comply with the California Green Building Standard Code, known as CALGreen minimum requirements.

Ian Griffin, CEO of Griffin Residential and a fifth-generation member of the Griffin homebuilding family, is extremely pleased to have his team take strides to protect the environment during construction.

"We participate in a trash diversion program," Griffin said. "All of our

construction waste is sorted and recyclable materials are processed separately from construction debris."

Drip irrigation is used in all of the planter areas to conserve water and homeowners may select high-efficiency HVAC equipment that exceeds the current code and HERS verification.

In addition, Serrano Hills' homes have EER (Energy Efficiency Ratio) verification and offer Wi-Fi thermostats.

Griffin Residential assembled a design team for the community that includes the architect, the landscape architect, interior designers, exterior colorist and advertising agency.



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The team approach is a collaborative effort which creates synergy, and ensures project excellence on all levels.

The homes of Serrano Hills showcase the best of peaceful countryside living that are essentially close to everything in the surrounding community. The homes also can be customized to include early California Craftsman style and Spanish style architecture with exposed wood ceiling beams, large fire places, wood floors, and metalwork details from the kitchen to the chandeliers.

"The location of Serrano Hills is something special," Griffin said. "It is surrounded by mountains and beautiful serene views. The floor plans offer great indoor-outdoor spaces to enjoy the livability of the home."

Serrano Hills is an incredible setting at the foothills of the majestic mountains in Yucaipa, so it was important for the homes to have rooms that welcomed the outdoors in. "Today's homebuyers are looking for homes with spaces that connect the family and offer entertainment with outdoor living," Griffin said. "This community offers it all."

The floor plans range from approximately 3,057 to 3,489 square feet of well-appointed



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▼ Considering the target homebuyer for Serrano Hills is the move-up buyer, the area is great for families at every stage of life.



living space with up to six bedrooms and four-and-a-half baths.

Providing the opportunity to live entirely on the first level, the first plan offers abundant design flexibility in 3,057 square feet with three downstairs bedrooms, including the spacious master suite. The spacious and open kitchen is designed for family entertaining with a generously-sized island, and an outdoor “California Room” is perfect for relaxing evenings.

The second plan is designed with an open floor plan in 3,489 square feet including five bedrooms with four-and-a-half baths and an expansive office that flows into a great room. The chef’s kitchen, with its oversized island, large walk-in pantry and added owner’s entry into the garage, provides the convenience and luxury today’s buyers are seeking. A

spacious dining room is centrally positioned for entertaining, complete with an optional outdoor “California Room” that runs along the entire back of the home. The downstairs includes a private bedroom with an in-suite bath and walk-in closet, perfect for visiting friends and family.

“It is important to everyone at Griffin Residential that our communities connect with individuals and families, and we take pride in every detail that has gone into the building of Serrano Hills,” Griffin said.

Considering the target homebuyer for Serrano Hills is the move-up buyer, the area is great for families at every stage of life. Yucaipa is a town known for its warmth and friendliness and will welcome homeowners with new shopping just moments away and an array of over fourteen parks, festivals,

and fairs. For the avid golfer, the 18-hole Yucaipa Valley Golf Course is merely minutes away.

The success of Serrano Hills and the impact with regards to the open floor plans and demand for single-story living will influence future communities to come.

A privately held company, Griffin Residential has a family tradition of uncompromising attention to detail and architectural excellence, as well as setting the highest standards in customer service. The company is currently marketing Serrano Hills in Yucaipa, which will be soon followed by Bella Vista Estates in Riverside, and 30 new homes are planned for a new community in Wildomar.

“Wherever we build, the Griffin name will be part of every home, signifying the pride



► The floor plans range from approximately 3,057 to 3,489 square feet of well-appointed living space, with up to six bedrooms and four-and-a-half baths.

this family takes in providing discerning Southern California homebuyers with designs and living environments that surpass their expectations,” Griffin said.



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