

# The Builder



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*Under Construction by Asis-Leif and Company, Inc.*

## New Mediterranean Custom Homes

The Company has completed the design phase of three new Mediterranean style homes. Designed by Arch. Cynthia Asis Leif, the new homes are being built in Citadella Subdivision in Las Piñas City; Rancho Vista Subdivision in Sta. Tomas, Batangas; and Valle Verde 5 Subdivision in Pasig City.



These home are the result of the new popularity of Mediterranean style architecture. In addition many of the new upscale developments, such as Brentville International in Mamplasan, West Grove Heights in Sta. Rosa Laguna, and Tagaytay Midlands, insist upon this architectural style. Mediterranean Pre-designed Models will be offered

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## Commercial Projects in the Design Phase



The commercial market is finally beginning to stir. The company has been asked to submit proposals for two new commercial buildings in Manila.

We are taking advantage of our new capability in structural steel design and fiber optic lighting to design buildings that can be constructed rapidly, are earthquake safe, energy efficient, yet cost no more than traditional buildings.

Let us know if you have a commercial project in mind. We will be happy to show you how our design capabilities can produce a beautiful structure that will be a source of pride without breaking your budget.

**Proposed commercial high-rise building in Mandaluyong**

## Tropical Greens' Aspen Models

*An Aspen Community Soon to Rise in Tagaytay*



Good things come in small packages! These country style model homes in the breezy Tagaytay area showcase exciting and compact design without sacrificing livability, an aspect usually set-aside in model home designs.

The exterior features a high-pitched roof, simulated sidings, decorative scroll detailing, and appealing color combinations. The delicately bracketed porch invites you to a well-planned interior.

The front door opens to an all-encompassing living, dining and kitchen area. Sunlight streams thru the bay windows in the living room and staircase. The swing type french doors in the

dining room, provides access to the lanai as well as views of the outdoors.

The well-lighted stairs adorned with wrought iron railing ascends to the second floor, which contains three bedrooms and two bathrooms. The master suite pampers the homeowners with a sitting area situated in the turret that has a vaulted ceiling, and a private bathroom that features a soaking tub. As an added feature, these model homes have provisions for an optional attic, which can be turned into an additional bedroom. The choice is yours.

Truly, this Victorian charmer would make an ideal starter home for the young family, or an enchanting weekend retreat.



The *Ibiza*: One of four new pre-designed Mediterranean Models



The *Barcelona*: One of four new pre-designed Mediterranean Models

### New Mediterranean Houses From Page 1 in August

Four new pre-designed models will be shown to the public starting in August. These pre-designed models meet the needs of our clients whose budgets

won't meet the cost of a custom home.

If you want to be notified when these new models are ready, please contact Mr. Harvie Calim, our Marketing Manager.



**www.real-list.com**

*Real Estate and Property Listings for Free*

The internet is the effective place for real estate and property owners to advertise and Real-List.Com is the perfect venue. Its unique features make it the best way to show your home or property to millions of anxious buyers and save thousands in commissions. Real-List.Com even has lists of buyers waiting to buy your home, time share or other property. And it cost you nothing because all our services are free.

At Real-List.Com, you don't just get to describe your property, you can even upload photos. You can post as many ads as you like. Our Keyword Advisory System alerts you of any new ad posted based on your subscribed keywords. Fully-automated ad posting, renewing, photo uploading and deleting makes you in total control of your online advertisement.

## Company Begins New Steel Projects

*Although structural steel has always been the preferred building material for residential and commercial projects, high cost forced us to use reinforced concrete, until now.*

What's changed? Two things have happened to allow us to switch to structural steel:

1. Cement prices are skyrocketing
2. New computerized design techniques allows for more efficient design

As you probably have heard, cement is now an international business with a few major producers. It used to be that prices were determined by 'demand and supply' only in the Philippines. Now, we are affected by demand in Malaysia and Thailand. This means that the cement goes to the highest bidder. The result is very high prices here.

Although steel is still costly, new computerized techniques allow for the optimum amount of steel where the loads are greatest, so that steel is not wasted.

Now, you can have the advantages of structural steel without paying more. These advantages are:

- Construction in half the usual time. The steel is fabricated (cut and welded) at a steel factory while the

concrete foundations are being constructed. Then the structure is shipped and bolted together at the site by erection specialists.

- Higher ceilings because steel beams are thinner and stronger than concrete.
- More open spaces in your home since steel can go twice as far as cement without support.
- More cantilevered decks and balconies for more beautiful designs.
- Much stronger resistance to earthquakes and typhoons.

If you are wondering about what disadvantages there are to using steel, the only one that we have found so far is that there is less time to choose tile and paint colors. Also, if you are building on a tight cash flow budget, the much faster completion time might cause some problems for you.

If you want your new home to be built this way, give us a call and we will give you a free quotation.



To get the latest on what's happening at Asis-Leif and Company, visit our website regularly at [www.asis-leif.com](http://www.asis-leif.com).

Use our No-Obligation Free Custom Home Estimate for your future home. You can also find the latest bank mortgage rates here.

The Quality Suppliers' page will give you in-depth information on the different suppliers that we use in building your new home, including detailed product specifications.

Of course, the online version of this newsletter is available at our site.

Make it a habit to visit [www.asis-leif.com](http://www.asis-leif.com).

## Quality Supplier Conference at Shangri-La Makati



The company held its first ever annual Quality Supplier Conference last April 25, 2000 at the Shangri-La Hotel in Makati. Awards were presented to The Quality Suppliers who participated in the 1999 program. The program included a workshop concerning such subjects as new product introductions, ways to make catalog information available on the Internet, and additional ways to reach potential customers, e.g. outdoor and television advertising.

## New Headquarters in High-Tech PhilamLife Bldg

To keep pace with our rapid growth, we have found a new home for our office. And what a home! It is a new high-tech building with a power-backup for all circuits and air-con. This

means that we can safely operate in any weather conditions.

The new office also boasts a new high-tech conference room supplied by Lee Designs. We can now meet in a quiet,

comfortable environment with lots of space to show our great designs.

Come by and join us for a cup of coffee. We love to show off our new office. See you soon!

## Concentrating on Design and Project Management

*Bringing great designs and quality monitoring*

We now offer design only or design with project management. This means that you can have someone else build your home or commercial project and still get the great designs from us. If you want us to handle the management of the contractors and do quality assurance, our project management program will meet your design needs.

### 5% Design Fee

For just 5 percent of the projected building cost, you get complete designs and working drawings with computer-generated floor plans and 3D external perspective views.

### 13.5% Project Management Fee

Peace of mind is yours when you let us Manage Your Project. For an additional 13.5% of the projected building cost, our engineers and quality assurance architects will continuously check the contractors, the material used at the site, the work itself for compliance with the plans and make certain that your project is built the way you want it. You will also get a special project website where all the documents, status reports and construction images are accessible to you at any time.

### Of Course We Still Do Construction

If you don't want to worry about construction at all, we'll do everything including interior design. You just have to move in to your new home, and enjoy a new quality of life. Whatever your needs, we have a solution for you.



The Owners of this Proposed Ultra-Modern house in Quezon City has availed of the 13.5% Project Management Fee.

### The Company Starts Worldwide CAD Service with Cad-Express.com

In May, the company began a worldwide computer aided design (CAD) service on the Internet. Cad-Express.com is a service aimed at Architectural & Engineering firms that need rapid conversion of manual drawings or outdated CAD formats into current CAD formats.

We will be utilizing our large staff of highly trained architects to efficiently render this service wherever it is needed.

The Company is currently hiring experienced CAD operators with architectural or engineering degrees for our second shift operations.

Visit [www.cad-express.com](http://www.cad-express.com) now

### Fiber Optics is a Cool Way to Light

Fiber optics is the technology that sends light through a small glass or plastic fiber. This can be used to send information or illumination a long distance.

Fiber optics lighting uses one large light source and many bundles of fibers to send light to where it's needed. Since the light comes without the heat, it is a great replacement for pin lights and cove lighting.

For cove lighting, side emitting fibers provide a cool light that illuminates evenly without hot spots. Also, dichromatic filters allow you to easily change the color of your cove light, e.g. green or red for Christmas.

What about the cost? Yes, even though prices are dropping fast, fiber optics cost more than conventional lighting in the beginning. However, as most investments, it pays for itself in the long run.

If you want to learn more about fiber optic lighting, give us a call.

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