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community in northern Delaware.
pg. 46

An Open House Unlike Any Other

Schell Brothers' upcoming Monarch Parade of Homes offers prospective homebuyers a one-of-a-kind opportunity to explore a new resort-style community in northern Delaware.

Technically speaking, Schell Brothers LLC builds new homes in Delaware and other destinations across the country. Yet the Rehoboth Beach-based company does far more than construct elegant, award-winning living spaces; it cultivates communities designed to help homeowners lead lives of meaning, connection, and inspiration.

One of Schell Brothers' newest communities is Monarch, based in Middletown, a northern Delaware town tucked between the Delaware River and the Maryland border. Monarch, which will consist of approximately 680 homes upon completion, features an array of resort-style amenities that contribute to an elevated quality of life: an outdoor pool, indoor and outdoor

pickleball courts, a state-of-the-art fitness center, a golf simulator, an outdoor bar, miles of walking trails, and so much more.

"It's a really exciting community for us," says Alyssa Titus, director of marketing for Schell Brothers. "Middletown has been begging for our brand of community for a long time, so it's not surprising that Monarch has been extremely well received so far."

In September Schell Brothers will host a one-of-a-kind opportunity at Monarch, where prospective buyers can enjoy an up-close-and-personal look at the community—not only walking through the homes themselves, but also meeting the people who brought Monarch to life, meaning the Schell Brothers design team. The weeks-long event, known as the Monarch

Parade of Homes, enables guests to explore four distinct floorplans—The Bridgeport, The Cassidy, The Chesapeake, and The Shearwater—and get a clear understanding of the kind of lifestyle a Schell Brothers community affords.

"Our divisions in Boise, Nashville, and Richmond have participated in Parade of Homes events before, but it's the first time we're doing it here," Titus adds. "Basically it's an opportunity for guests to come in and explore homes from different builders, complete with some very special and cutting-edge finishes. We wanted each of the four homes to have its own personal feel and distinctive touches, so each one is unique."

Monarch's Parade of Homes event be-

Schell Brothers LLC

For more information about Schell Brothers LLC, including Monarch and other communities in Delaware, visit schellbrothers.com.



gins on September 12 with “Dine & Design,” where guests can savor the cuisine of four Middletown-area restaurants while touring four different Monarch homes. The following Saturday, September 19, “Monarch Sound-check” will feature performances from four artists—TANKSLEY, Julie Derrick, Jackie Johnson Trio, and Paul Cullen of Bad Company—each in a different Monarch home. Guests can expect a one-of-a-kind experience, with each mini-concert held in a setting unlike any other. On September 26, the Parade of Homes will conclude with “Pours for Nemours,” featuring exclusive local beer and wine tastings, including limited-release beers crafted by Tipsy Blokes and inspired by each home.

At each event, attendees will explore the homes and meet interior designers from Schell Brothers communities in Delaware, Tennessee, and Virginia, learning about their inspiration for Monarch homes. Guests can purchase a one-weekend ticket for \$10, or \$25 for all three. One hundred percent of the proceeds will benefit local nonprofit organizations, including the Delaware Restaurant Foundation, The Gibby & Everett Foundation, and Nemours Children’s Hospital.

“Supporting hyperlocal charities is very important to us,” Titus says. “Schell Brothers has a mission that prioritizes the happiness of its customers and employees, and this is a byproduct of that mission.”

Traditionally, Schell Brothers’ homes across the country have been most popular among retirees and pre-retirees, ages 55 and older. That said, Titus has noticed a shift in buyer demographics over the past five or six years. She expects the trend shift to continue with Monarch.

“With our Delaware communities, Schell Brothers buyers tend to be selling [their existing homes] in order to buy at the beach, and they may still be working but will probably retire here,” she says. “Monarch is a different buyer. We’re seeing a lot of Delawareans buying, local folks, including working families. A lot of multigenerational families are looking for homes with large floorplans, and we’re seeing that trend play out here, too.”

Besides the Monarch Parade of Homes, Titus suggests prospective buyers have other reasons to be excited about new developments within Schell Brothers. She cites Montchanin Estates, a new community in Delaware’s New Castle County, north of Wilmington. The project represents a rare and limited opportunity for buyers interested in estate homes, each on more than an acre of property. Montchanin Estates will be for-



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mally launched later this summer.

No matter the community, Schell Brothers prides itself on designing homes of extraordinary craftsmanship. Guided by proprietary technology and a desire to exceed buyer expectations, Schell Brothers builds each home to exacting standards in home construction, energy efficiency, and indoor air quality. Buyers can choose from numerous floorplan options and personalize their home by collaborating with the company’s design team.

Schell Brothers wants buyers to be intimately involved in the design/build process from start to finish. A communication hub known as HeartBeat connects buyers with all team members involved in the home’s construction. While HeartBeat helps buyers gather design ideas and track the progress of

their new build, the company continues to find new ways to utilize the technology as a tool to improve the overall user experience.

As for the upcoming Monarch Parade of Homes, guests can expect a memorable event at one of northern Delaware’s most desirable communities, all in support of a worthy cause. They can also expect cool giveaways and a few “unexpected surprises,” Titus says.

“Every Saturday there’s going to be something fun and unique,” she adds. “Our seasoned designers will be happy to talk about their inspiration and why they chose the designs they did. If you come to the Parade of Homes event at Monarch, you’re going to see something from Schell Brothers that you’ve never seen before.” ■