

Affordable Luxury

Combining excellent design, state-of-the-art technology and outstanding customer service to build distinctive homes at affordable prices.

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Custom details bring luxury home.

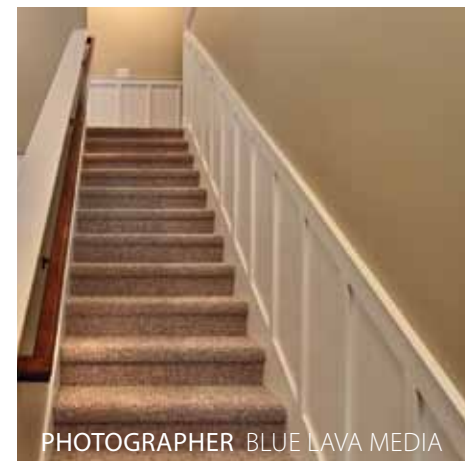


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Expansive kitchens, custom trim details and quality construction are company hallmarks.



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You don't have to be George Lucas to own a home with a custom media room.



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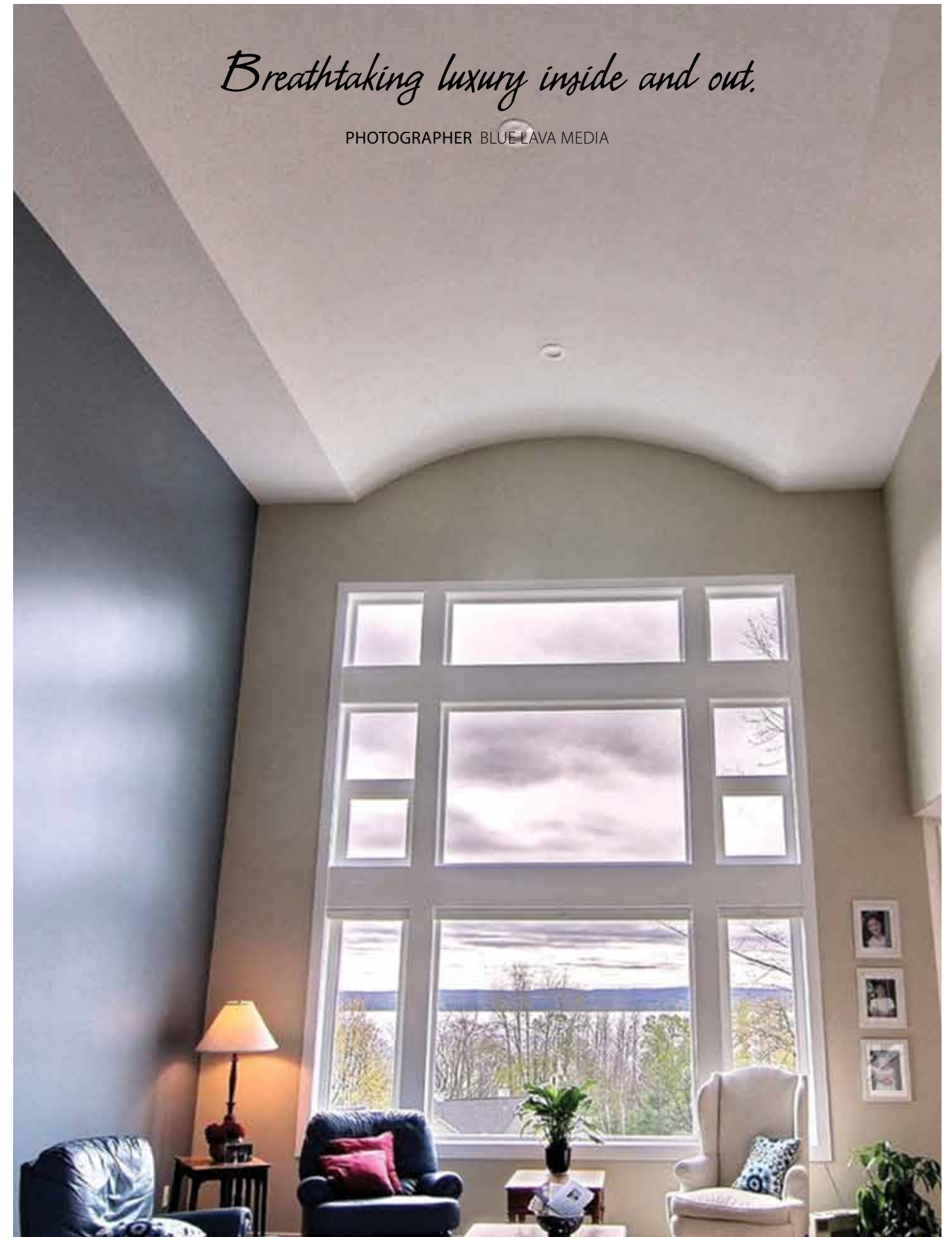
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Breathtaking luxury inside and out.

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Doing It Better For Less

BY KAREN VANDER WERP



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fitting into the marketplace and creating a new one are two different things. That is exactly what Gary Jurkovich of Pathway Homes did. Believing that everyone deserves a level of self-indulgence along with constant disappointment in seeing “the same old thing,”

Gary made it his mission to build energy efficient homes with touches of luxury not seen elsewhere in the housing industry for the price.

He tagged it “affordable living” and made it just that. It shows up in detailing and product selection, showcasing tumbled marble and granite along with arches and trick ceilings in all his homes as a standard. The list of high style and craftsman detailing goes on and on: wood floors, tile showers, curved staircases, coffered ceilings and custom fireplaces are a few examples.

All this luxury at an affordable price has given Pathway Homes a competitive advantage. That goes without explanation. “I want people to feel like they got a great home regardless of the price point,” shares Gary.

Gary has also taken green building to heart. He is committed to building homes that are in compliance with strictest Energy Star certifications. Pathway Homes was awarded an energy grant from DTE Energy. They also built Traverse City’s first green built community with one of northern Michigan’s largest rain gardens.

Pathway Homes has won more than 50 awards, most of them for interior and exterior design inclusive of master suite and kitchen design. The list also includes Dow Diamond Award and People’s Choice Award. They have also been featured on “Dream Smart” and “Ask the Builder” television shows.

Pathway Homes has been in operation since 2007, and is the combination to two existing family companies with a focus on new home construction and land development. “Our primary focus is putting some level of luxury into every home regardless of price point and location,” explains Jurkovich.

Jurkovich is passionate about creating homes that are packed full of goodies people would never expect to get, regardless the price point. This combined with a desire for high customer satisfaction and utilizing the latest technologies is the driving force behind Pathways Homes, making it one of the fastest growing companies in northern Michigan.

Pathway Homes continues to set a benchmark for excellence in the industry by utilizing the best building practices, energy efficiency along with being the first to embrace the latest in discoveries in the world of science and technology, product innovation and materials.

Jurkovich’s an advocate of “more isn’t always better” philosophy. He offers his leading warranty policy, along with the best building practices and an opportunity to not only build a home but discover the pleasure and enjoyment it can bring with a surprisingly affordable price.

For more information about Pathway Homes: call (231) 946-2506; visit pathwayhomes.com; or check Pathway Homes on Facebook.



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Testimonials

We were showing our house to some friends tonight and they said we have a beautiful house...they thought it could be a parade home! They just loved it, and said our house makes them want to build an exact copy! Feels great to hear that... so I wanted to share. Thanks for building us such an awesome house!

- *Bonnie Schumaker*

Rick and Gary,
We received a letter from Talon today saying they found an extra \$82.98 in our account—enclosed was the check. Thank you for the remarkable integrity you both have shown. We are going out to eat now with it!

- *Dana and Tom Broderick*

Our Dream Vasa Home is coming together beautifully—exceeding even our expectations!

- *Jim & Donna*