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Pioneer Homes

Brian Falck and Paul Rhoades took their years of experience to create Pioneer Homes in 2000. Since then, Pioneer Homes has built more than 1,600 homes across the Treasure Valley. While many homebuilders did not survive the downturn of recent years, the word-of-mouth reputation of Pioneer Homes kept them in the game. Falck and Rhoades take a personal, hands-on approach to homebuilding and stand behind a strong 1-year warranty, specializing in custom and semi-custom homes with a variety of floor plan models you can easily personalize.

Pioneer Homes has three models in Fall River West, and two of those homes will be featured in the upcoming Canyon County Parade of Homes. In the 2014 Parade, Pioneer Homes took home awards for floor plan, kitchen, master suite and curb appeal. The Fall River West homes range in price from about \$210,000 to \$275,000.

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Pioneer Homes Speaks With Its Hammers

15-year-old company has built hundreds of homes across the valley

by Dusty Parnell

If you haven't heard of Pioneer Homes, it's because they've been busy.

More than 1,600 homes have been built across the valley by Pioneer Homes since 2000, through good times and bad. They just keep building houses.

Reputation and word-of-mouth have kept the hammers going. They'd rather build homes than talk about building homes.

"We are who we are, and we've been very successful," said co-owner Brian Falck. He and Paul Rhoades started the company 15 years ago, and they're still going strong.

One home they recently finished sold inside of 24 hours, and three more buyers were right on their heels.

They have five homes finished and ready to view, with two more entered in the Canyon County Parade of Homes this June 5 through June 21. Last year's Parade entry took home honors in four categories, including three first-place awards.

"We can compete with anyone in the valley," Falck said.

Pioneer Homes is primarily a semi-custom homebuilder, which makes selecting a home very easy. Find a plan you like — bring your own or pick one of theirs — then tweak it so it fits you, and put it anywhere in the valley you like.

"There's a lot of flexibility," Falck said.

If you just want a home you can move into right away, Pioneer Homes offers a variety of choices.

"Every house looks different. No two homes are identical," said Robin Falck, Brian's wife and a Realtor with Coldwell Banker Tomlinson Group. "Each home's interior is individually designed for its own personality. We even pick different exterior stonework."

She credits the company's partnership with Design Innovations by Franklin Building Supply for their help personalizing each model home. Pioneer Homes has also

built a strong relationship over the years with longtime subcontractors.

The company's biggest relationship is, of course, with the homebuyer.

"You are working with one of the owners from start to finish," Falck said. He and Rhoades are the kind of hands-on builders that discerning buyers want when purchasing a brand new home.

Pioneer Homes also brags a strong 1-year warranty. Falck and Rhoades want to make sure you are just as happy after one year as you were after one day. They not only have

a complete bumper-to-bumper warranty — or "hose-bibb to hose-bibb" as Falck likes to say — but they have a checklist and a process to ensure your castle is perfect.

Before they even close on a home, Pioneer Homes does a complete orientation walk-through

with the homeowner. That is followed up with a 30-day and a 6-month checklist, as well as an 11-month notification, in case anything has been missed.

Robin says it's another indication of Pioneer Homes' attention to detail. There are already plenty of quality touches, like the woodwork, which features fully wrapped windows that help give a custom feel to an affordable home that brings more value to your home right off the bat. Or the popular mud bench, one of those requested features that are part of today's trends.

Pioneer Homes likes to stay on top of today's trends. Nobody wants yesterday's house. Everybody wants the latest designs and personal attention, and they want it to fit their budget. And that's what Pioneer Homes is out there doing right now, while you're reading this. They're making homes you want to live in.

"You should be able to have a quality, affordable home with a little pizzazz," Robin said.

Pioneer Homes - Consistent Quality ... Always

Brian Falck and Paul Rhoades took their years of experience to create Pioneer Homes in 2000. Since then, Pioneer Homes has built more than 1,600 homes across the Treasure Valley.

While many homebuilders did not survive the downturn of recent years, the word-of-mouth reputation of Pioneer Homes kept them in the game. Falck and Rhoades take a personal, hands-on approach to homebuilding and stand behind a strong 1-year warranty, specializing in custom and semi-custom



Two New Models Available Soon

The Summer Brooke

This 2,083-square-foot home is a traditional style, 3-bedroom home with a den, 2 baths and a finished 2-car garage with an RV pad. You can't beat a large front porch, fireplace, hidden pantry and other features.

The Willow Creek

This arts and crafts-style home packs a lot into its 1,813 square feet. With a coffered open-beam ceiling and open floor plan, this house also has 3 bedrooms, 2 baths and a finished 3-car garage with an RV pad.

Fall River West

This neighborhood is located in one of the most popular areas of Southwest Nampa, not far from Lake Lowell and close to Hunter's Point Golf Course. There is also easy access to the Nampa Recreation Center and Treasure Valley Marketplace as well as other shopping, dining and entertainment opportunities.

There are 25 large lots still available here.

DIRECTIONS: From S. Middleton Road, take Lake Lowell Avenue east; almost immediately, turn south onto Rising Sun Drive to S. Spring Valley Drive and you're there.

CANYON COUNTY PARADE OF HOMES COMING SOON — JUNE 5-21

The Canyon County Parade of Homes begins SOON with 19 homes available for view. Pioneer Homes is a regular participant and has TWO homes featured in this year's Parade. Last year, Pioneer Homes took home honors for floor plan, kitchen, master suite AND curb appeal for its Stonebriar model.

Sponsored by the Snake River Valley Building Contractors Association.

www.srvbca.com

JUNE 5-21 PARADE HOURS

SATURDAY Noon-8 p.m.

SUNDAY Noon-6 p.m.

MONDAY-FRIDAY 5-8 p.m.



CHECK OUT THESE PIONEER HOMES MODELS

If you want to check out some Pioneer Homes models before the Parade, here are some other models around the valley. One recently completed home in Nampa's Trinity Hills sold in less than 24 hours, so why wait to start learning more about this established and well-respected homebuilder?

WEST BOISE
11532 W. Tahiti St.
Princeton Place

CALDWELL
10422 McKinley St.
Castle Peak

NAMPA
1826 W. Marsh Creek Way
Creekside Park

11157 W. Chadford Ave.
Morningside

1027 S. Spring Valley Dr.
Fall River West

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