

Clayton Showcase of Homes Goes Green - Revolutionary iHouse Unveiled

Clayton Showcase of Homes at the Knoxville Convention Center will feature the company's new "ihouse" - an Energy Star rated home offering energy savings over traditional homes. Showcase is open 9 a.m. until 9 p.m. Oct. 31 through Nov. 2, 2008.

Oct. 23, 2008 - [PRLog](#) -- KNOXVILLE, Tenn. – The Clayton Showcase of Homes returns to Knoxville Oct. 31 through Nov. 2 at the Knoxville Convention Center. This year, Clayton Homes will showcase its new i-house, a completely new concept in “green” housing, along with nearly 30 other designs.

For the past 34 years, the Clayton Showcase of Homes has given tens of thousands of interested home buyers an opportunity to tour an entire neighborhood of new, fully-furnished homes. The last five consecutive years the show has been held inside the comfort of the convention center. With streets, sidewalks, landscaping and 29 new homes, the Knoxville Convention Center looks like a quaint neighborhood

Every year, people walk into the Clayton Showcase of Homes and leave as homeowners. Because of Clayton’s approach to mortgages, the company still has numerous financing options readily available to qualified homebuyers and – as it has done for decades – will sell many new homes during the Showcase weekend.

“The Showcase provides an opportunity for people to tour a variety of homes and see how dramatically the homes have changed in recent years,” said Kevin Clayton, CEO of Clayton Homes. “The homes they see at the Showcase are ready and available for purchase. The amenities are unbelievable – from nine foot ceilings and stone fireplaces to deluxe master suites with wet bars in the master bath. And, this year, they’ll get to see our new energy efficient i-house for the very first time.”

The new i-house is Energy Star ready, which means the home is at least 30 percent more energy efficient than standard, traditional homes according to the Environmental Protection Agency (EPA). Although home buyers are likely to first notice the stylish design, cutting-edge color combinations and modern furnishings, the i-house also features solar panels, a rain water catchment system, high-end windows, a tankless water heater, low flow faucets and other energy saving items.

More than 70 housing consultants from 18 Clayton model home centers will be on hand at this year’s Showcase of Homes to answer questions for attendees. Homebuyers will also have access to 20 financing specialists who can provide information about home loans, including on-the-spot financing.

Clayton said, “This is a chance for us to bring a unique event to our customers in East Tennessee. They’ll experience a variety of homes they don’t usually see at the centers”. The Berkshire-Hathaway company is headquartered in nearby Maryville, Tenn. and employees more than 4,000 people in Tennessee.

“Our unofficial motto is ‘Best Home – Best Price’ and we take that very seriously,” said Clayton. It has been Clayton’s mission since taking over as CEO ten years ago to produce housing that surpasses any home in look, quality, and value. It is a message, Clayton says, that seems to be resonating with the market in today’s economy.

The Clayton Showcase of Homes begins at 9 a.m. Friday, October 31. Children who attend the Clayton Showcase of Homes on Friday evening will get to trick or treat at the i-house. The event is open from 9 a.m. until 9p.m., Friday, Saturday and Sunday. Admission to the show is free and guests can get free hot

dogs, drinks and free popcorn. One-hundred dollar gas cards will be given away throughout the show; a drawing will be held every hour on the hour.

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