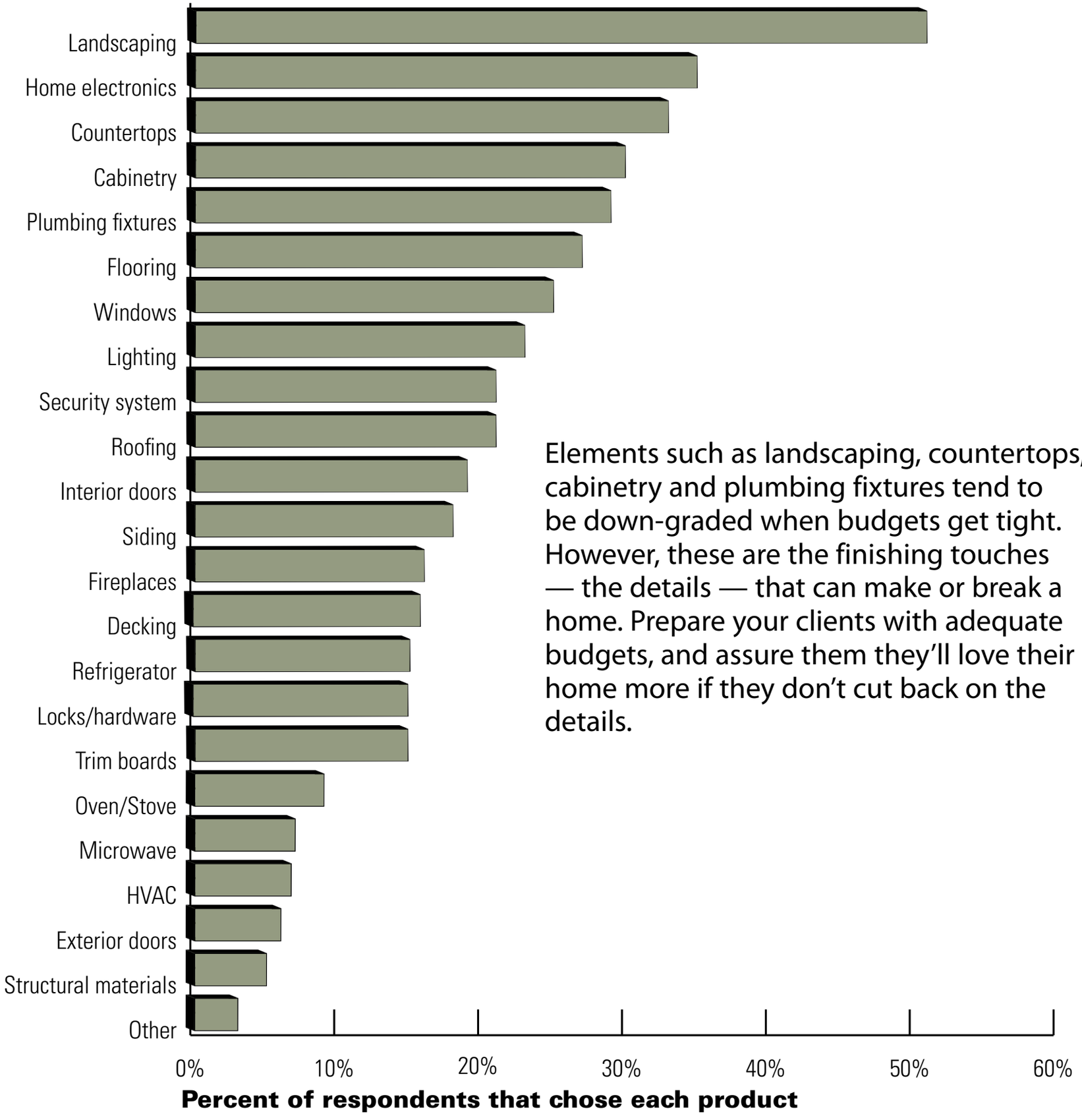
Where customers scale back when budgets get tight



Elements such as landscaping, countertops, cabinetry and plumbing fixtures tend to be down-graded when budgets get tight. However, these are the finishing touches — the details — that can make or break a home. Prepare your clients with adequate budgets, and assure them they'll love their home more if they don't cut back on the details.