

The Kanowna

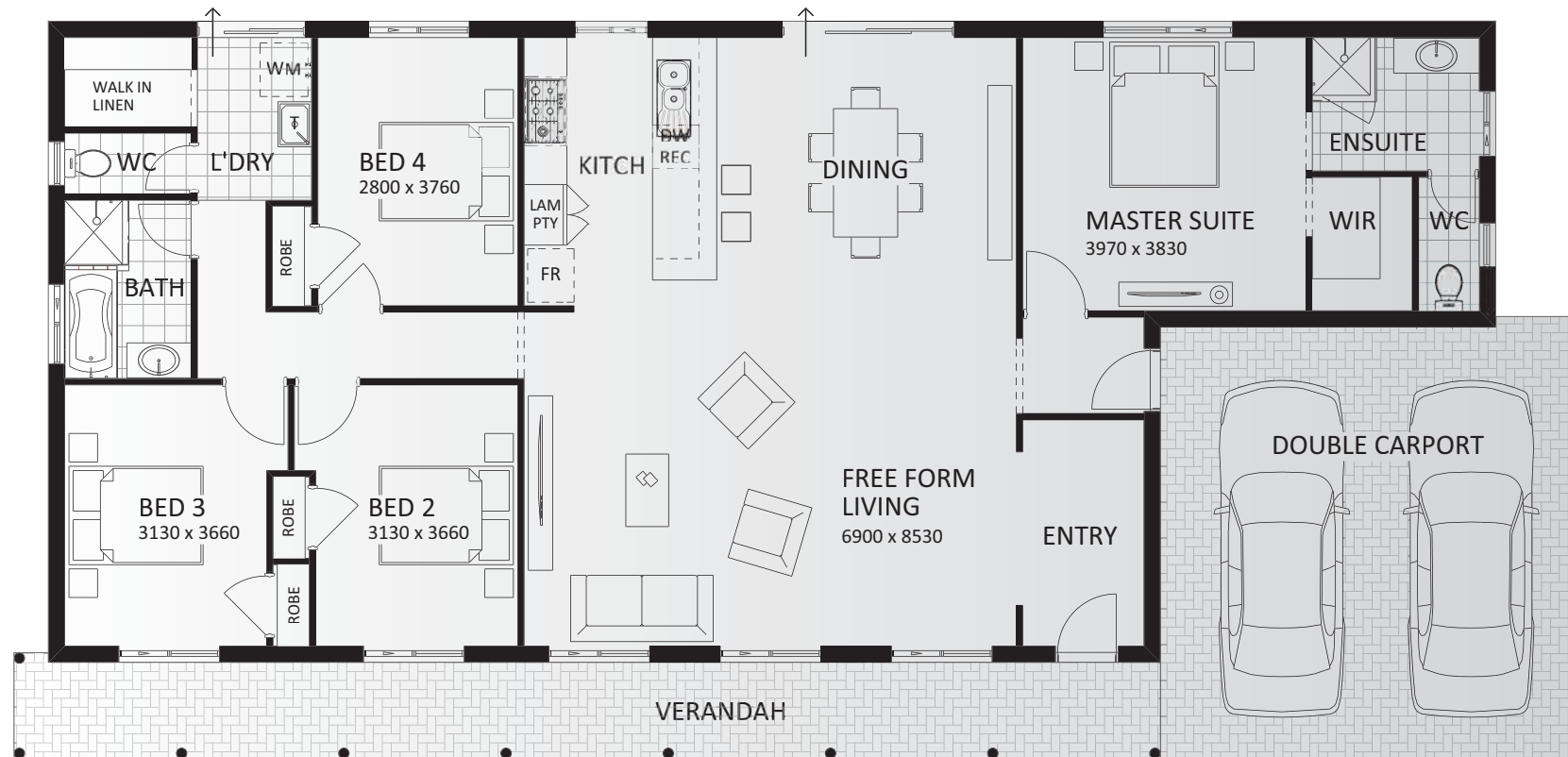


At The Rural Building Company we do things differently from other builders. Firstly, and most importantly, our overall attitude is very different from the typical project builder, and is reflected in our product. We choose not to represent a demographic or conventional consumer grouping but instead cater for people that have a differing sense of values. Our customers are discerning, but most of all are lifestyle orientated. Our product reflects their situation, but not in the accepted sense. It's about difference, design, image, sustainability, romance, flair and sensibility. It's about adventure and individuality. Most of our customers reflect their unique position in society.

Unlike most building companies, we are not driven by the need to provide a range of houses for a particular demographic group. Everyone can afford a Rural Building Company home. As our vision statement says, we cater for individuals who are looking for homes that are not mainstream. To that end we have homes that could be suitable for a first homebuyer or a weekender on that special block of land. Our home designs break down into a number of differing alternatives while reflecting the very core nature of the original design. This allows everyone to share in The Rural Building Company experience.

WE UNDERSTAND



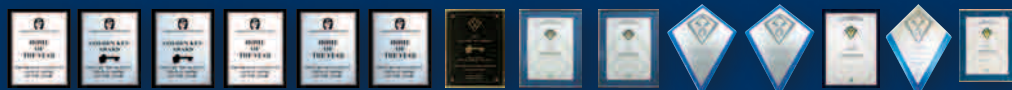


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The Rural Building Company - promoting environmentally friendly dwellings.

Award winning designs. Since The Rural Building Company commenced operations we have won an impressive number of awards for design excellence, including six Golden Key awards. Each year we add more to our collection. Our homes are available as far north as Kalbarri, Albany in the Lower Great Southern, Augusta in the South West, east as far as Merredin and just about everywhere in between. In regions not serviced by The Rural Building Company we entrust the building of our homes to WA Country Builders. All Rural Building Company homes offer a range of materials. Depending on the region you are building in, some construction methods and materials may not be available. **Free-call 1800 643 800 www.ruralbuilding.com.au**

A MEMBER OF THE JWHGROUP

WE UNDERSTAND

