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You might expect new luxury homes to overflow with advanced technology, but most would disappoint you. Incredibly, when so many households have a computer for each family member, when even tract homes come pre-wired for home theater, many builders wire luxury homes for little more than a few telephones.

But if you stroll through a home built by developer Prime Sites of Greenwich, Conn., you will find your every technical whim accommodated in full. Wiring is already in place for home theater systems—and not just in the family room, but in the master bedroom and the library, too. Rooms are laid out to specifications that will please both interior designers and acousticians. Special closets await computer networking and rack-mounted audio equipment. Even the swimming pool is ready for home entertainment gear.



Tech Equity

Technology-savvy real-estate developer Sabine Schoenberg explains why luxury home buyers should not tolerate retrofits, headaches or wall acne.

BY BRENT BUTTERWORTH
PHOTOGRAPHY BY PAUL MUTINO

To learn more about Prime Sites' philosophy of technology, we speak with President Sabine Schoenberg and tour one of the company's Greenwich properties, a 15,000-square-foot lake-front home on 2.2 acres. The home is nearly complete at the time of our tour, but still at the stage when we can see much of the wiring that will someday provide a happy family with more entertainment options than they ever dreamed possible.

BRENT BUTTERWORTH: *I would assume every luxury builder is prepping new homes for entertainment systems, computer networking, home automation, etc. Am I wrong?*

SABINE SCHOENBERG: Most builders and developers are behind the times when it comes to home technology. For the most part, the prospective buyers know more about technology than the developer does. That's why you so often end up with these extensive retrofits.

