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HOLIDAY GREETINGS



Can it really be December already? I guess there is no denying it as the Christmas decorations are displayed on the streets, Santa is at the mall, and Christmas music is all that can be heard on the radio. Christmas is an exciting time, but the fact that another year is coming to a close so soon is disconcerting. Did 12 months really go by so fast?

The Aiken housing market showed definite signs of improvement as more of our clients found a way to realize their dream of retirement despite a challenging economy. We are thankful for all who chose us to be their builder during 2011 and hope we not only met but exceeded your expectations.

May your Christmas be filled with love, peace and joy. May your life be richly blessed with good health, happiness and success and may 2012 be the year all your dreams



Where's the Value? New Homes, Existing Homes, Short Sales or Foreclosures

In the current housing economy, it's tempting to buy a "short sale" or recently foreclosed home, especially one that was built during the recent housing boom and is being offered at a bargain-basement price.

But that strategy is full of pitfalls and potholes. It's well-documented that owners of homes in foreclosure tend to neglect their property, knowing there's no point in maintaining it. They are likely distraught and distracted at the prospect of being evicted from their home, and understandably might focus on more important things than fixing the gutters or repairing a leak.

The result is often a home in poor condition with extra expenses required to bring it back up to par, much less to your standards. After all, a home is the center of your family's life, a safe haven, a shelter. Walking into a money pit of repairs and service issues -- some of which you may not even know about until after you've moved in -- threatens that security and quality of life. Is it worth the risk?

By comparison, a newly built home provides you with exactly what you want from the get-go. It reflects your specific needs now and into the future, as well as your style and other aesthetic preferences. It's fresh, unblemished, and ready for making memories.

A new home offers other advantages over an existing home, and especially a short sales or foreclosure, including:

Better Quality. As a professional builder, we are dedicated to delivering a high level of construction and finish quality in our new homes. Not only do buyers demand that our homes be better-built (and rightly so), but we also have the knowledge, skill, strong trade partnerships, and commitment to continually evaluate and refine our building practices and materials to improve that high level of quality.

Better Plans. We and other quality builders were offering "customization" long before it was necessary to satisfy or attract potential homebuyers. That means we work closely with you to determine your needs and find a floor plan and house style that matches your tastes and lifestyle

are realized.

BUILDING SUCCESS 101

Q: Have building materials followed the downward trend of home prices?

A: Unfortunately, no. When the housing downturn first hit in 2008, building materials suppliers were left with a large surplus and production capacities (much like their builders), so they dropped prices to sell off inventory. Since then, they have slowed their production and lowered their inventories to serve a much smaller building demand - allowing them to raise prices for their products. At the same time, they have been hit with greater transportation costs (gas prices), more government regulation, and other costs that also affect pricing.

requirements.

The result is a floor plan that is uniquely yours: functional, comfortable, flexible, and efficient. Trying to find exactly what you want and need in that regard in a foreclosed home or older house is unlikely, and probably would require remodeling.

Better Technology. Today's homes and their occupants demand a high level of technological capability and convenience. Personal computers and other electronics have become part of our daily lives. Homes now require a "future-proofed" design that won't become obsolete anytime soon, everything from a docking and sync station for smart phones to a network of cable and communication wire for flat-screen televisions.

Technology is moving so quickly these days that few homes built even five and certainly 10 or more years ago simply can't compete on that level, leaving you and your family wanting (and needing) more. Current wiring and wireless networking systems are available and increasingly affordable ... ready for the foreseeable future.

Better Service. If the recession taught the building industry anything, it's that customer service needed to be improved. Existing homes, bank foreclosures, and short sales offer zero service after the sale.

Meanwhile, a professional builder offering a new home tailored to your needs -- especially a company that survived the downturn -- is well equipped and eager to make sure the experience is satisfying from start to well past the finish, giving you peace of mind and the highest quality living environment.

Warm Regards,

Todd

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