



For Immediate Release

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Helping home buyers make informed decisions

Stanton Homes demystifies detail work in custom homes through initial launch of
Industry Information Guideline series

Holly Springs, NC, November 26, 2007 – In an effort to help home buyers understand what they're paying for in a custom home, Stanton Homes today announced its intent to launch a series of Industry Information Guidelines that explore home building – from ceilings to floors to walls and everything else – inside and out.

“In a market where people are looking for bargains, we feel it is important to define the differences – and point out that it doesn't always cost more to have the kind of special touches you've always wanted,” said Stan Williams, CEO of Stanton Homes.

Williams pointed out that in today's home market, buyers have more choices than ever. Particularly in a growing area like the Triangle, where a number of custom home builders like Stanton Homes create one-of-a-kind homes, and many production builders offer homes in a variety of neighborhoods. The savvy buyer will spend time comparing and contrasting before deciding what kind of investment they will make.

“One advantage to buying from a custom builder is knowing, upfront, what the full price of the home will be,” said Williams. “Walk into a production builder model home, and you'll ooh and aah. The sales person will hand the buyer a price list that shows the base price for each of their several floor plans. At first glance, the buyer may think the price is too good to be true. And in many cases, it is.”

Williams said that potential home buyers need to know what they're looking at. “They've walked through the model, and noted the crown moulding throughout the first floor, the beautiful tile in the master bathroom, the gorgeous cabinets in the kitchen. But how much of the trim is

included in a 'base price' home? What about those granite countertops, the hardwood floor, even the ceiling fixtures in the bedrooms? With most production builders, once the unwary client walks into the design center and sees the 'base' finishes, they are surprised to see that it takes as much as a 50% markup to get their new home to look like the model home!"

Stanton Homes' Industry Information Guidelines are designed to help home buyers understand the difference. Its first informative piece notes that with custom homes, a production builder's "upgrades" are often standards. Many custom builders include hardwood floors – often "site finished" oak.

"Buyers who want to know the difference between 'laminated' hardwood floors and 'prefinished' hardwood might be confused by marketing materials and option price lists that lump everything into 'hardwood' and 'tile' – and not understand how wide a range that covers," said Williams.

"Go into a 'base home' and you will probably find linoleum in the kitchen, foyer, bathrooms, and laundry room," said Williams. "Custom homes often includes tile in each of these areas, with lavish tile in the master bathroom, which is becoming a relaxing retreat in many homes."

Many base production homes may include both a tub and shower, but they are most often fiberglass with sheetrock surround. Custom builders like Stanton Homes include an extra deep soaking tub with tile surround and separate tile shower in every home.

"The purpose of our Industry Information Guidelines is to help buyers really notice the differences," said Williams. He cited the fact that many custom home builders include screen porches, with or without ceiling fans, so that buyers can take advantage of the mild Southern climate. "Buyers looking at production builders should ask what is included – often even the bare minimum concrete patio is an 'option,' and each option can add considerably to the total cost of the home."

Because most custom home builders list their homes with real estate agents, buyers can find the asking price of each home – including any custom items – immediately online through any site that accesses the MLS (multiple listing service).

"Buyers should visit model homes of production home builders as well, but they should be sure to get a price for a home that includes everything seen in the model, not just a 'base price,' so that sticker shock does not occur after an initial contract has been signed," said Williams. "In many cases, a buyer signs a contract, writes an earnest money check, THEN visits the design center and finds that a home will cost much more than anticipated."

"This is a terrific market for home buyers, but any buyer should make an informed decision, and make a point to visit homes by both production builders and custom builders," he added. "Know what you're looking at. And make sure you're dealing with a home builder you can trust, like Stanton Homes."

Throughout the Research Triangle region of North Carolina, Stanton Homes is building a reputation of quality, through outstanding craftsmanship you'll love to call home. Find out more at www.StantonHomes.com.