

*FOR IMMEDIATE RELEASE:*

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## **HOMEBUILDER KEEPS SELLING HOMES – EVEN THOSE IT DIDN'T BUILD**

(TRADITIONS OF AMERICA HELPS ITS BUYERS SELL THEIR EXISTING HOMES, WITH  
TREMENDOUS RESULTS)

**Radnor, PA** – April 23, 2009 – Outstanding sales results are nothing new to Traditions of America – this regional builder has a 20-year track record of excellence regardless of economic climate. But even company veterans are amazed at the sales figures the company released today, in part because those figures relate to a different kind of product than that to which they have become accustomed. This leader in lifestyle communities announced the recent statistics associated with the company's Traditions Realty division, which are significantly better than state norms.

Traditions Realty assists Traditions of America homebuyers who have an existing home to sell. The company offers a suite of programs geared towards making the purchase of a new home in one of the company's four, 55+ lifestyle communities stress-free. Results demonstrate why Traditions of America buyers are less stressed and anxious to move – they're getting more for their existing homes. Homes sold through Traditions Realty are selling at 97 percent of list price. As a result, sellers are left with increased funds with which to purchase their dream home in one of Traditions' resort-styled communities. This figure notably exceeds state wide norms for sale-to-list-price ratios.

But Traditions Realty clients aren't just selling their homes for more; they're also selling them more quickly. In the last 90 days, properties sold through the company's services have sold in an average of only 46 days. This compares favorably with a state average of more than twice that figure. Traditions of America clients see this as just a first taste of the carefree lifestyle that they are buying into. "The assistance we were given resulted in an offer for 99% of list price after only three days on the market," report Traditions homeowners Barry and Ruth Briceland.

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Demand for age-restricted housing of the type that Traditions of America builds remains strong. “Often, then only impediment to the purchase of one of our homes is the perception that selling an existing home will be a hassle, or that the sale will take many months,” states Traditions’ Principal, Timothy McCarthy. “We’ve proven those fears unfounded. By taking advantage of the programs offered by Traditions Realty, our buyers can start their carefree lifestyle even before they move in.”

In addition to the promise of faster sales and greater sale-to-list-price ratios, participating buyers receive \$5,000 to help sell their existing home, along with a suite of concierge-like services. “As the market has changed around us, it has presented an excellent opportunity for us to demonstrate to our clients what we mean when we say ‘carefree’,” boasts Traditions Realty Resale Manager, Vince Salvitti. “If we can do that while helping them sell their current home more quickly and for a better price, all the better.”

Traditions Realty programs are available through each Traditions of America community.

Additional information can be found at [www.TraditionsofAmerica.com](http://www.TraditionsofAmerica.com).

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Traditions of America is based in Radnor, Pennsylvania. It has a successful 20-year track record of developing award winning Lifestyle Communities and building the finest maintenance free homes for people age 55 and better. Nationally recognized as a leader in this growing industry, the firm has built communities in Pennsylvania, New Jersey, and Delaware. Traditions of America is currently selling homes in four Pennsylvania communities – Liberty Hill (State College area), Hanover (Lehigh Valley), Silver Spring (Harrisburg Area) and Liberty Hills (Pittsburgh area).

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