

FOR IMMEDIATE RELEASE:

CONTACT:

Patrick McCabe
Firsthand Knowledge, LLC
(610) 316-5667 phone
(800) 811-3021 fax
pmccabe@firsthandknowledgecorp.com

REGION'S FIRST ACTIVE ADULT COMMUNITY PREPARES FOR BRISK SALES

(AS ECONOMY SHOWS SIGNS OF WARMING, TRADITIONS OF AMERICA AT LIBERTY
HILLS PREDICTS INCREASED INTEREST)

Economy Borough, PA – September 9, 2009 – As one local community gears up to participate in the annual Festival of Homes in the area, more buyers than ever will be tempted to make that community home. But Traditions of America, builder of Liberty Hills, warns that the time to act is now.

As the Pittsburgh region's first Active Lifestyle community, Liberty Hills has enjoyed a particularly warm welcome, including ample sales even prior to its official opening. Buyers have been drawn to amenities not available in other communities. The extensive package at Traditions of America at Liberty Hills offers a year-round, resort-like atmosphere. The magnificent 8,000 + square foot clubhouse includes an outdoor heated pool, indoor whirlpool spa, fitness center, aerobics room, ballroom, business center, game rooms, billiards and a full-time Lifestyle Director.

Coinciding with the improvement in consumer confidence, Liberty Hills' models have seen increased buyer traffic in the last couple of months. Now, the company is expecting popularity to soar as a result of the impending Festival of Homes sponsored by the Builders Association of Metropolitan Pittsburgh. "In recent weeks, we have seen many buyers commit as they realize that purchase conditions couldn't possibly get better", reports Traditions of America's Executive Vice President of Sales and Marketing, Sue Camara. "We're expecting the Festival of Homes weekend to be the tipping point for many more buyers." Liberty Hills will be participating in the event during the weekends of September 11 and 18.

LIBERTY HILLS (page 2)

Camara points out that her excitement is tempered with a caveat for buyers. “Increased sales mean that as the community progresses, later buyers will have fewer choices available in terms of the best lots and model selections. At the same time, purchase incentives could begin to disappear.” For buyers who are looking to get the widest range of choice, coupled with purchase incentives that will be expiring soon, delay is not an option. “If buyers are thinking about it, now is the time to get serious. Waiting could cost them thousands of dollars, while reducing the pool of options,” adds Camara.

Perhaps most motivating to buyers who remain somewhat reluctant is Traditions’ HomeFree program, which nearly eliminates the risk associated with selling your current home. The program tells buyers, ‘If you don’t sell your home, you don’t have to buy ours!’ Information regarding the program will be available throughout the Parade of Homes weekends.

Traditions of America at Liberty Hills offers 13 different floorplans. Each offers a luxurious first-floor Master Suite, and at least one additional bedroom and full bath on the first floor. All models include the option for a second floor.

The community’s information center is open daily, 10am – 6pm. Additional information can be found at www.TraditionsofAmerica.com.

CONTACT:

Patrick McCabe
Firsthand Knowledge, LLC
(610) 316-5667 phone
(800) 811-3021 fax
pmccabe@firsthandknowledgecorp.com

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 five Pennsylvania communities – Liberty Hill (State College area), Hanover (Lehigh Valley), Silver Spring (Harrisburg Area), Mount Joy (Lancaster area) and Liberty Hills (Pittsburgh area).

###