

HOMEBUILDER TRADITIONS OF AMERICA BREAKS OPENING WEEKEND TRAFFIC RECORDS

CONGRESSMAN DENT APPLAUDS COMPANY'S EFFORTS

Bethlehem, PA – Traditions of America, the Leader in Lifestyle Communities, enjoyed record-breaking buyer traffic at the grand opening of their latest Lehigh Valley community. Last weekend, more than 1,200 visitors including prospects, buyers and Traditions of America residents toured the newly opened designer homes at Traditions of America at Hanover. Over 20 percent of the homes in the new community were actually sold prior to the official opening.

Elected officials joined with company executives to conduct the ribbon cutting, with Hanover's first buyers leading the effort. Congressman Charlie Dent, State Senator Pat Browne and State Representative Craig Dally took advantage of an opportunity to tour the company's spectacular models, and learn more about how the company is able to deliver such stellar sales results. "We are spending a lot of time in Washington right now talking about additional stimulus options. It's nice to know that there's a company right here at home that doesn't need it," Dent shared, to cheers from the gathered crowd.

"Our pre-sales success at Hanover, combined with industry-leading homebuyer traffic, is a testament to the trust that this region's homebuyers have invested in Traditions of America," reports Traditions of America's Executive Vice President of Sales and Marketing, Sandra Quinn. "Our reputation is so firmly established in the Lehigh Valley that we were expecting a great result. Nothing could have prepared us for the kind of traffic we received last weekend" she adds.



Howard and Linda Winters join Traditions of America executives Tim McCarthy, Sandra Quinn, and J.B. Reilly, with Congressman Charlie Dent (foreground, Left to Right) to cut the ribbon officially opening Traditions of America at Hanover.

The company is anticipating buyer interest will remain strong based on Traditions' historical performance in the area.

The community offers 11 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. Traditions of America at Hanover will also offer the region's most attractive amenities package. Plans for the magnificent 10,000+/- square foot two story clubhouse currently under construction are on display and include an outdoor heated pool, indoor whirlpool spa, fitness center, aerobics room, ballroom, business center, game rooms, billiards and a full-time concierge.

The Traditions of America at Hanover information center is open daily, 11am – 6pm.