

TRADITIONS OF AMERICA EXPANDS PROGRAM AIMED AT HELPING HOME BUYERS

(BUYERS LAUD CONCIERGE-LIKE SERVICES)

Radnor, PA – April 8, 2009 – Traditions of America announces today enhancements to the company's HomeFree program. HomeFree is TOA's unprecedented home sale contingency program for homebuyers in its four 55+ communities throughout Pennsylvania. Already wildly successful, improvements to the existing program include \$5,000 to help Traditions of America's buyers sell their existing home, permitting buyers to select a qualified Realtor in addition to those identified by Traditions of America, and reduced likelihood of an interim move after buyers sell their existing home.

By many accounts, the 55+ consumer is the strongest buyer in today's market. 55+ Buyers have ample home equity, substantial net worth, and desire to reduce home maintenance and square footage. Their most significant obstacle to purchasing a new home is selling their existing home. HomeFree all but eliminates the stress associated with this process.

Once a customer enters a contingent contract with Traditions of America, its sister company, Traditions Realty, guides buyers through its concierge-like HomeFree service. The in-house resale manager coordinates expert Realtor evaluations of the buyer's home, identifies affordable value-enhancing improvements to make to the home, and finalizes a listing price and agreement. Improvements may be as little as reducing clutter to larger changes like de-personalizing a home by removing wallpaper and painting with neutral colors.

Many buyers have lived in their home for decades and may be intimidated by the process of selling a home. This is made more challenging because they are inundated with messages about the troubled housing market. But Traditions of America's HomeFree program offers a comforting, helping hand. "We have been in our present home for 12 years and were uncertain about whether our home would sell quickly and about the current real estate market. Traditions Realty helped the process go smoothly from the start. Interviewing top real estate agents, providing recommendations on data-based market pricing and preparing our home for sale resulted in a sale just two weeks after it was listed," says Rick Wagner, a new resident at Traditions of America's Hanover community in Bethlehem."

In addition to concerns about selling their home, buyers want to avoid making two moves. With the latest program enhancements, Traditions of America is doing more than any other builder to

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reduce the need for interim housing by getting a head start on HomeFree buyers' homes. The company will begin the foundation of a HomeFree buyer's home, thereby shortening the time to complete it from 120 to 90 days. Many buyers will then be able to negotiate the settlement of their home to afford only one move. "The assistance we were given resulted in an offer for 99% of list price after only three days on the market," report Barry and Ruth Briceland. "When our buyers asked to settle in only 60 days, we were amazed that Traditions Realty agreed to 'fast-track' the completion and settlement of our new home so we didn't have to make two moves."

These are familiar words to Resale Manager Vince Salvitti, who works with each of the participating buyers. "As the market has changed around us, we have endeavored to keep ahead of any concerns that our buyers may have. Our goal is to make sure this process is as carefree as owning a Traditions of America home," he says.

The new HomeFree program is available at all Traditions of America communities. Additional information can be found at www.TraditionsofAmerica.com.

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