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SECRET TO BRISK SALES? LUNCH.

(TRADITIONS OF AMERICA CONTINUES TO THRIVE WHERE OTHERS STRUGGLE)

Radnor, PA – January 8, 2010 – When *Builder* magazine undertook a recent article about what needs to be done to thaw the 55-plus home buying market, they knew who to turn to. The staff at the international magazine for the home building industry knew that one company, Traditions of America, was gaining increasing renown for its ability to attract buyers, even in the toughest market. So it's no surprise that writer Teresa Burney reached out to Traditions of America Managing Director, Tim McCarthy, and used his company's success to educate other builders.

McCarthy's secret to reaching more buyers than his competition? He takes them to lunch. And as he told Burney, there's nothing relaxing about the process. "I always like to interact with our prospective buyers," says McCarthy, "but these aren't casual lunches." Prospective buyers dig deep into the details, insisting on solid evidence of the company's stability, and wanting to know why they should consider one of McCarthy's homes over the multitude of other options.

Buyers know that these are challenging times, and share their concerns with McCarthy. "These are people loaded with experience. Many are at the peak of their careers. So they are savvy consumers, but they are also cautious," McCarthy shares. Most have seen their assets significantly diminished in the stock market, or even in their current home, and they want to know that if they choose to buy, someone will be looking out for their best interest, and seeking to reduce their risk. As McCarthy says, "They ask the tough questions."

And, in the end, they buy. They buy because they have confidence in the company, and know it's not another builder ready to pull up stakes. They buy because the company not

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only listens to and hears their concerns, but because they systematically address those concerns. And they buy because Traditions of America offers programs and processes that make the transaction risk free for them. For McCarthy, the numbers remind him that all is well, and their approach is working. The fall season was tremendously successful for the company, with 63 homes sold in just three months.

These difficult lunches are about much more than what McCarthy shares, however. They're also about what he learns. From these types of lunches came the inspiration for the company's realty services, which assist buyers with the sale of their current home, offer price protection, and allow customers to be guaranteed that they won't be caught paying two mortgages while waiting for their current home to sell. Along with a handful of other attractive incentives, the programs have been immensely popular. Seventy-five percent of Traditions of America buyers are now using these programs which are saving them money and eliminating any risk.

Tough questions aren't the only constant when McCarthy's potential buyers join him for lunch. "I can look them in the eye and tell them, 'there's never been a better time to buy a Traditions of America home,'" McCarthy says. "And they know they can trust me on that."

More information on Traditions of America is available at www.TraditionsofAmerica.com, or at any of the company's five communities throughout Pennsylvania.

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