

FOR IMMEDIATE RELEASE:

CONTACT:

Patrick McCabe

Firsthand Knowledge, LLC

(610) 316-5667 phone

(800) 811-3021 fax

pmccabe@firsthandknowledgecorp.com

ACTIVE ADULT HOMEBUILDER SELLS MORE THAN JUST ITS OWN HOMES

(TRADITIONS OF AMERICA BUYERS EXPERIENCE LESS STRESS, HIGHER RETURNS
WITH HOMEFREE PROGRAM)

Radnor, PA – May 25, 2010 – For more than 20 years, Traditions of America has built award winning homes in 55+ Active Adult Communities. Increasingly, however, active adults are turning to Traditions of America not just to purchase their new home, but for help selling their existing home. The result has been increased home sales and better customer service.

Launched in 2008, the builder's HomeFree Program helps buyers sell their existing home in order to move to any one of the company's five Pennsylvania communities. By telling the purchaser, 'if you don't sell your current home, you don't have to buy ours', HomeFree eliminates the risk of being caught with two homes. While the initial intent was simply to mitigate this risk for buyers and make the purchase process easier, the program has expanded to include other benefits. Interest has grown, and company veterans are amazed at the sales figures the company released today.

So far in 2010, more than forty Traditions of America buyers have sold their existing home using HomeFree or its sister program, HomeAssist. While offering help in selecting a Realtor to list the home and assistance in setting the listing price are integral to the program, most clients also agree that the end result is that they make more on the sale of their existing home. "If I had done this on my own, I don't think I would have done as well as I did," reports Fritz Retsch – a homeowner at Traditions of America at Liberty Hill. Retsch adds, "More than that, [HomeFree] was a hand to hold." Fellow Traditions' homeowners concur that having an ally in the process was at least as valuable as the financial benefits.

The program provides benefits like cash incentives and home staging to maximize sales prices and achieve a quick sale. So far this year, 30 buyers have opted to take advantage of HomeAssist, a similar program offering greater incentives to non-contingent buyers. Results demonstrate why Traditions of

HOMEBUILDER SELLS MORE (page 2)

America buyers are less stressed and anxious to move – they’re getting more for their existing homes. Homes sold in HomeFree and HomeAssist are selling at 97 percent of list price. This figure exceeds statewide norms for sale-to-list-price ratios. As a result, sellers have more money with which to purchase their dream home in one of Traditions’ active adult communities.

Demand for active adult housing of the type that Traditions of America builds remains strong. “Often, the 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 using HomeFree, our buyers can start their carefree lifestyle even before they move in.”

HomeFree and HomeAssist programs are available through each Traditions of America community. Additional information can be found at www.TraditionsofAmerica.com/homefree.

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).

###