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Why New Construction?

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Obtaining a real estate sales license and joining the residential real estate industry requires time, self discipline, commitment, and money. New Realtors frequently focus on existing homes and quick sales, something strongly emphasized in licensing courses. However, there is another element to residential real estate that can be exciting, lucrative, and open up your business to a large percentage of the buying public. That, of course, is new construction.

Greater Cincinnati is home to many respected and conscientious builders eager to work with real estate professionals and their buyers. We consider it our responsibility to educate you and your clients about the rewarding process of building and/or buying a brand new home.

We encourage Realtors to visit our model homes, with or without clients, to learn about the new construction process. New home professionals are happy to explain the details of finding a community, home site, floor plan, site preparation and home placement, writing a contract, making selections, understanding warranties, and managing every element through to closing. We can explain the pros and cons of writing a 'contract to build' vs. purchasing a model or market home. We can help you understand the roles of the builder and the Realtor throughout the process.

Why should your clients consider new construction? Home tastes, trends and construction materials change every day! Consider this:

- Buyers get a true 'clean slate' in terms of décor. No lighting fixtures to be updated, wallpaper to strip, painting to pay for, floors to be refinished or expensive carpet to replace!
- They build exactly the home they want and get all of today's sought-after amenities. There's no need to take on expensive remodeling jobs such as moving walls or replacing dated kitchens or baths. They may select cabinetry, bath fixtures, 9' ceilings, cathedral and vaulted features, built-ins, sunrooms, finished lower levels and more. The sky is truly the limit to personalize a brand new home.
- New construction offers the most energy efficient materials and mechanics available, which is an important factor with utility costs continuing to rise.
- Builder and manufacturer warranties are provided on all big ticket items, giving buyers' increased peace of mind.
- All the appliances are new!

Your client is the ultimate winner when Realtors and new construction representatives work in cooperation with one another. All we ask is that you be involved from the

beginning. Don't hand out business cards and send buyers to model homes and builder open houses – accompany them and introduce yourself! Allow the builder to take the anxiety out of the new construction process. We can show you how to meet your client's timeframes – do they need a market home that's immediately available or want to start from the ground up? The buyer gets exactly the home he wants and appreciates your input throughout the transaction. You establish a good repore with a builder which helps with the next client. *And*, you receive a lucrative commission. What could be better?

For 40 years JCB Homes has been building great homes for great families. We promise unsurpassed personal service and attention to detail. From your first meeting to well after closing, we'll stay in touch, available to answer any questions you may have. To contact JCB Homes, please visit www.jcbhomes.com or call 513-247-0020.