

## **FOR IMMEDIATE RELEASE : August 1, 2006**

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### **County-wide “New Homes Showroom” Offers Free Marketing Opportunity For Builders & Developers In Southern Delaware**

Lewes, DE- Anthony Kulp and Andy Staton, owners of the Beach To Bay Real Estate Center are proud to offer area builders a free opportunity to market their new home designs, developments and communities in a non-competitive atmosphere at the Beach To Bay Real Estate Center’s New Homes Showroom, located at 17316 Coastal Highway/Route 1 in Lewes, Delaware.

This one-of-a-kind marketing concept is a free service to builders and developers, who are only asked to supply the showroom with their developments’ promotional materials for distribution to potential new home buyers. According to Beach To Bay Real Estate Center broker Anthony Kulp, “It’s a very convenient win-win situation for both the buyers and the builders!”

The New Homes Showroom was designed to help direct home buyers in their search for new construction. The interior space of the showroom is divided into stations including single family communities, townhouse and condo communities; golf communities and active adult/55+ communities. In addition, lots and land, custom builders and community resources round out the stations in the New Homes Showroom facility.

“This new and exciting concept maximizes the home buyers’ search time while efficiently utilizing the Showroom’s county-wide online information structure in their search for their dream home.” Kulp continued, “This is marketing concept unlike any other in the state, let alone the country. Home buyers will be able to find it all with just one stop at the Beach to Bay Real Estate Center’s New Homes Showroom.”

Mike Ferris of Ferris Homes LLC was one of the first to jump on board the New Homes Showroom program. “I was so excited about the Showroom when I first heard about the concept. But once I visited the facility, it is easy to see how convenient searching for and buying new construction can be for the new home buyer. Anthony and Andy have done a really outstanding job creating a space conducive to sell property.”

According to Beach To Bay Real Estate Center owner Andy Staton, “Our New Homes Showroom boasts buyer-friendly computer technology enhanced by our state-of-the-art website located at [www.BeachToBayREC.com](http://www.BeachToBayREC.com). Thanks to our intense market research and the builders’ responses toward New Homes Showroom participation, we are totally convinced that Beach To Bay Real Estate Center’s New Homes Showroom will be the only place you need to visit when you’re looking to buy a new home in Sussex County.”

The Beach To Bay Real Estate Center, a full service real estate facility covering all of Sussex County and member of the Home Builders Association of Delaware And National Association of Home Builders, will provide outstanding service to potential new home buyers through an experienced team of licensed real estate agents, who will be available to assist every visitor to the New Homes Showroom.

In addition, the New Homes Showroom can accommodate groups and will be available for builder and realtor educational seminars and meetings (call to schedule). In the near future, Maria Mercedes Nande of the National Association of Home Builders will be conducting educational seminars

at the New Homes Showroom. The Showroom is also the perfect place for builders to introduce new developments to a large number of people.

“It is a very large undertaking gathering the resources for the New Homes Showroom.” commented Beach To Bay Real Estate Center’s Director of Marketing Carol Fezuk. “If you are a builder or developer and we have missed contacting you, please feel free to call me at the New Homes Showroom (302) 644-3130 or email me at [carol@beachtobayrec.com](mailto:carol@beachtobayrec.com). We want to be sure every builder and community is represented in the New Homes Showroom.”

Future plans for the Beach To Bay Real Estate Center include opening a New Homes Showroom in Western Sussex and Kent counties in Delaware.

For more information, contact the Beach To Bay Real Estate Center, at 302 644-3130, email [carol@BeachToBayREC.com](mailto:carol@BeachToBayREC.com).