

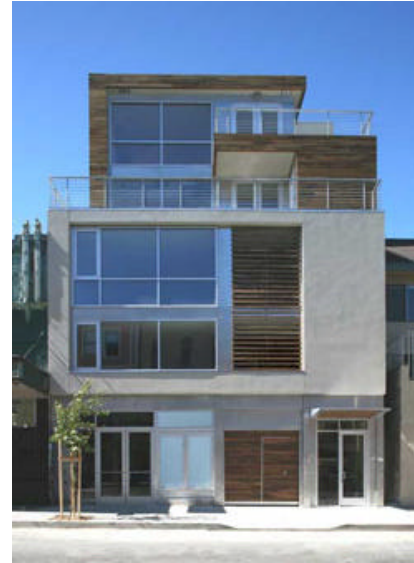
Writing Sample - Not for publication

Web content for a real estate broker  
specializing in NEW homes

## **The Best Deals on New Homes in Tampa Bay**

### Why We're Different

While many realtors excel at locating and presenting existing homes that meet a buyer's specific needs, we offer something unique and unprecedented in new home sales. Because of our trusted relationships with Tampa Bay's most respected builders and developers, we have the ability to negotiate with them on price, terms, closing costs, customization options and other important issues. Our intimate familiarity with Tampa Bay's new home inventories and their pricing structures allows us to help our clients save thousands of dollars.



Most realtors don't have professional relationships with builders, and the new homes in a builder's inventory are not listed in the Multiple Listing Service (MLS), which is the source all realtors use to find homes for sale. Realtors also shy away from introducing buyers to housing developments in which they might build their own homes, because the realtor's commission isn't paid until construction is complete, and that can be a long wait.

As a result, many buyers miss out on great new homes at extraordinary prices. That's why we've chosen to focus almost exclusively on these new homes, and because of our long-standing, established relationships with builders, we're able to negotiate exceptional deals on purchase price, closing costs, down payments and more.

### How Do We Do It?

Because we specialize in new construction rather than just the resale homes listed in the MLS, we've developed productive alliances with Tampa Bay's top homebuilders. These builders know us well and consider us to be part of their teams. We've referred hundreds of buyers to them, and in doing so, we maintain a leverage that works in your favor at the negotiating table.

Typically, a realtor will take a client to visit homes listed on the MLS without even considering new homes in new neighborhoods. Even if the new homes are within the client's budget, realtors -- by force of habit and tradition perhaps -- have a tendency to steer clients back to the resale homes. Many homebuyers don't realize that new homes are often better built and better priced, and that the prices are not set in stone. We've helped hundreds of buyers purchase brand new homes with zero down, zero closing costs and a selection of options that is not available in resale homes.

## ***FIND YOUR NEW HOME***

### **Weekly Hot Sheet**

A significant part of our work each day involves staying in touch with builders and visiting new neighborhoods to learn about new products and properties entering the marketplace. We also investigate incentives, promotions, closeouts and other tools that can help our clients negotiate the best prices and terms. Each week we publish this information in our Weekly Hot Sheet ([link for signup](#)).

### **Hottest Home Deals in Tampa Bay**

With XXXXX on your team, you won't have to drive around, call builders or even look in the newspaper to find new homes in planned communities, new custom homes or new vacation homes. We do it all for you by staying in touch with our network of builders and receiving weekly updates about their new products and best deals. Sign up for our Weekly Hot Sheet ([link](#)) to have these updates sent to you by email or snail mail each week.

### **Search New Homes in Tampa Bay**

Here you'll find a database of new home listings throughout the Tampa Bay area

### **Search Available Lots**

Looking for lots or land to build on? Check out our listings and let us help connect you with builders and other resources to help you build your dream house!