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"A Commitment to Quality"



PAUL HOMES

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Cape Coral, Florida 33904

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A PAUL HOMES PUBLICATION

JULY 2004

VOLUME 3 - ISSUE 2

The Time Has Never Been Better to Build a New Paul Home

The time has never been better to build a new home," said Gary Paul, president of Paul Homes. "The value of housing in our community is appreciating faster than ever before," Paul added. "The difference between appreciation and inflation - in the housing market - is in ownership!"

"The high cost of fuel is literally fueling inflation," Paul said. "Suppliers are raising their prices to cover increased shipping costs." Other pressures on the cost of homes include shortages of both concrete and lumber, and rising mortgage rates. Building now, locks in your housing costs, before the increases start taking effect.

But price is only one reason to purchase a Paul Home. According to recent home buyers, quality and service truly set the company apart. Tom and Diane Melcher purchased a Paul Home after a negative experience with another builder. Tom explains, "I made a special trip to Cape Coral to interview builders. I checked references, from subs and suppliers to

customers. One name kept coming out at the top of everyone's list - Paul Homes."

The models were a big help to Kathy Bernardo, who racked up many miles between her existing Cape Coral home and Southwind Preserve (where the Camelot II model was located). "It's difficult to visualize what a home will look like from a set of plans," Kathy said. "It's much easier to see yourself living in a home when there's a model."

continued on Page 3



INSIDE THIS ISSUE:

- Build a New Paul Home.....1
- Rapid Ready Homes2
- Customer Service is Their Pleasure.....2
- Paul Home Owners Since 20042
- Partners in Design3
- Sales Team in Training.....3
- Relay for Life.....3
- Paul Homes Welcomes3

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NORTH CAPE MODEL CENTER

3215 Ceitus Parkway
Cape Coral, FL 33991
(Just off Burnt Store Road, North of Pine Island Rd.)

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HERON'S GLEN MODEL CENTER

The Sanctuary at
Heron's Glen
3515 Odyssey Court
North Fort Myers, FL 33917

"A Commitment to Quality"



PAUL HOMES
Building Dreams Since 1985
www.paulhomes.com
CGC 047296

Rapid Ready Homes

Paul Homes offers a limited selection of homes that are complete, or nearly complete. To learn more, contact the North Cape Model Center at (239) 283-9010 or the South Cape Model Center at (239) 542-0607.

CAPE CORAL

CAMELOT III - 2 STORY

4809 SW 20th Place
Gulf Access lot with water/sewer, Bonus Room & 3-car garage
\$610,000
Available Fall 2004

AZALEA III

3220 Ceitus Parkway
(Oversized corner lot)
\$314,900
Available Summer 2004

AZALEA III

412 SE 23rd Street
Freshwater canal lot with water/sewer
\$349,900
Available Fall 2004

SOUTHWIND PRESERVE

CAMELOT ELITE

8213 Southwind Bay Circle
(Lot 100-Prime Lakefront)
\$434,900
Available Fall 2004

CORAL VIEW

8373 Southwind Bay Circle
(Lot 79-Lakefront)
\$454,900
Available Fall 2004

Customer Service is Their Pleasure

At Paul Homes, our relationship with you does not end when we turn over the keys. In fact, it's just the beginning of your relationship with our warranty team: Warranty Service Manager Gary Yaich and Service Specialist Paul Gatto.

Gary performs three-month and 11-month warranty inspections for homeowners. "The homeowner sends us a sheet with items that need to be repaired or replaced. I make an appointment, visit the home and see what we can repair, and what I need to call the sub back to do. And, I do the same thing again at 11 months." Gary also meets with the homeowner immediately after closing. He goes over the warranty service, makes sure that each homeowner has a complete list of subs, and discusses the homeowner's maintenance list provided by Paul Homes.



Gary Yaich (L) & Paul Gatto - the Paul Homes' service team

Paul is the service specialist. He comes in after the trades have left and before the homeowner moves in, checking to see that all work is done to Paul Homes' specifications. If there are minor problems that need to be corrected, from replacing door handles or trim, to touch-up painting, Paul completes the task.

Paul relocated to Southwest Florida six years ago, from upstate New York. A former data processing manager with Bank of New York, he was looking for something to do when he moved south. He asked the superintendent building his Paul Home if he knew of anyone who was looking for help. The rest is history. "I had my closing and job interview at the same time," Paul laughs.

Customer service is Gary and Paul's focus. "We help people fix things," Gary says. "It's a good feeling to know that you're helping people."



Pat & Jim Magestro Paul Home Owners Since 2004

Jim and Pat Magestro weren't planning on building a new home. The couple was happy in their Heron's Glen home, enjoying the semiretired life and all the benefits that come with it.

When Pat's best friend (and former next door neighbor) from Wisconsin decided to move to Florida, and to purchase a lot in The Sanctuary at Heron's Glen, she thought it would be great fun to be next door neighbors again. After extensive thought, Pat and Jim decided to build. With friend (and soon to be neighbor Nancy) Pat and Jim began looking at builders and



models. They fell in love with the Coral View.

"Tom [Runyon] was wonderful at making small changes within our budget," Pat said. "We wanted a fourth bedroom/sitting room, and were able to create one. Paul Homes was very willing to accommodate our lifestyle

and our needs. As one gets older, you spend more and more time in your home," Pat notes. "Now that we're retired, the house is like a third person in the marriage. We have our together spaces and our separate places."

"Gary Paul has a vision of the company," Pat adds. "He believes that they are in the business of making dreams come true. Through the people [at Paul Homes] and the process of building our home, we were able to see that vision in action."



Interiors by Patricia; Partners in Design

One of the "value added" featured services that comes with the purchase of a new Paul Home, is the assistance of the professional design team at Interiors by Patricia. "We're here to assist Paul Homes' buyers with their color and fixture selections," according to Jeff Houfek. "We have a one-stop-shop, right next door to the company's corporate offices, for everything from flooring to roof tiles."

"All builders offer their customers assistance with color selections," Jeff says. "The difference is that instead of a sales assistant helping you with your choices, you're working with a design professional. They can really bring the whole look together for

the customer.

We can do window treatments, shutters, and wall coverings. We can even help you with selecting and ordering furniture." And, buyers have an incredible range of items to choose from. Instead of choosing between five or ten floor tiles, at Interiors by Patricia, customers may choose from more than 120 styles and colors of floor tile, and more than 100 different wall tiles.

As partners in design, the Interiors by Patricia staff have a relationship with each Paul Homes' customer from the time they sign their contract through construction, closing and beyond.

"We offer over 100 years of combined experience in the design field, and that gives Paul Homes' customers a tremendous resource to draw upon, ensuring that they achieve the look and style they really want," Jeff concludes.

(From Left) Sam Terzagian, Clair Tramonte, Rosemarie Drygala, Jeff Houfek and Gary Weaver



Sales Team in Training

World-renowned new home sales guru Tom Richey, President of Richey Resources, Inc. of Houston, Texas, recently visited the Paul Homes' Sales Staff for a hands-on training seminar. "Tom has been very instrumental in our ongoing Sales and Marketing Programs," according to Tom Runyon, Paul Homes' Director of Sales and Marketing. "Our Sales Staff is one of the most highly trained and skilled teams in Southwest Florida. Their expertise and commitment to customer service enhances the new home buying experience for our clients a great deal," adds Runyon.

Build a New Paul Home continued from Page 1

The level of quality built into Paul Homes was a deciding factor for all Paul Homes' buyers. "You see the quality in the models, and it is repeated in our home," Jim Magestro said. "People we know, who know construction, have visited here. They all say that the construction of this home is unbelievable."

When building a home, all buyers agreed, it's the people who really make the difference. "We were treated with such courtesy," Pat said. "Every phone call was returned, every e-mail answered. Regardless of who you call," Kathy adds, "they are responsive, cordial and helpful. They are all just great to work with."



Relay for Life

Paul Homes fielded a team in the Cape Coral "Relay for Life," the annual 24-hour fundraiser for the American Cancer Society. More than \$3,500 was raised by Paul Homes. The team captain Fatima Mustafa would like to give special thanks to those subs who contributed to the success of the Paul Homes team: Corinthian Marble, Southern Styles Landscaping, Meiser Concrete, and Interiors by Patricia (event co-chairs).

Paul Homes Welcomes John Rushton, Purchasing Manager

The newest member of the Paul Homes team is Purchasing Manager John



Rushton. A Maryland native, John has lived in Southwest Florida for nine years. He's been involved in purchasing for six of those years, and has earned his stripes in construction as well, working as a job site superintendent and purchasing manager.

John joined Paul Homes to make use of the talents he's spent the past several years developing. "People spoke highly of Paul Homes as being a quality company, and that is what I wanted to align myself with."