

# Options

A PAUL HOMES PUBLICATION

NOVEMBER/DECEMBER 2004

VOLUME 3 - ISSUE 3

## Paul Homes - 20 Years Strong

**T**wenty years of building dreams. Twenty years of building relationships. Twenty years of defining the residential landscape of Cape Coral and Lee County. Twenty years ago, Gary and Linda Paul opened the doors of Paul Homes. Their concept was simple; to build homes of lasting quality and value. And, for 20 years, they have been doing just that.

During the past 20 years, the company has grown from what was once a small family business to include a current staff of more than 20 people. Production has increased as well. Paul Homes now builds approximately 60 homes each year.

For any business, simply remaining in busi-



PAUL HOMES

*20th Anniversary*

A Commitment to Quality  
Since 1985

ness for 20 years is an achievement. For Paul Homes, its another milestone as the company looks to the future. "We've met some incredible challenges over the past 20 years," according to Gary Paul. "Building code changes, regulatory changes that impact building, and an ever increasing migration into Cape Coral and Lee County. All of these factors have had an effect on our business, and will continue to have an impact for years to

come. One thing that has not changed over the past 20 years is our commitment to building quality and value for our customers. That's something that is ingrained in everyone who works for Paul Homes."



## New Web Site Revealed

**P**aul Homes has a new look on the world wide web. The web site has been revised and upgraded. "We wanted to make the web site more interactive, to include new features that would bring people back to the site over and over again," according to Tom Runyon, Director of Sales and Marketing. The new site includes videotaped welcome messages from the company's principals, and videotaped testimonials from several Paul Home owners.

Staff members are all listed on the site, along with a simplified means of contacting each person on staff - from our receptionist to the building superintendents. The Paul Homes Rapid Ready Homes are readily viewable, as are the model centers. A private entrance is also avail-



able for Paul Homes customers who want to review the progress of their home construction, as updates are posted at select progress points on each job. The Paul Homes web site is located at: [www.paulhomes.com](http://www.paulhomes.com).



### INSIDE THIS ISSUE:

Paul Homes - 20 Years Strong.....	1
New Web Site Revealed.....	2
Rapid Ready Homes .....	2
3rd Annual Sub BBQ .....	2
Paul Homes Launches "Job Site" Newsletter ...	2
Paul Homes to Build in Caloosa Preserve .....	2
Lessons Learned.....	3
New Home Buyer's Comparison Guide .....	3

### CORPORATE OFFICE

4524 SE 16th Place, #2C  
Cape Coral, FL 33904  
**239.542.1750**  
Fax: 239.542.0925

### SOUTH CAPE MODEL CENTER

4803 SW 20th Place  
Cape Coral, FL 33914  
*(Off Cape Coral Pkwy. just west  
of Chiquita)*  
**239.542.0607**  
Fax : 239.542.3335

### NORTH CAPE MODEL CENTER

3215 Ceitus Parkway  
Cape Coral, FL 33991  
*(Just off Burnt Store Road,  
North of Pine Island Rd.)*  
**239.283.9010**  
Fax: 239.283.3272

### HERON'S GLEN MODEL CENTER

The Sanctuary at  
Heron's Glen  
3515 Odyssea Court  
North Fort Myers, FL 33917  
Call 283-9010 for an Appt.

*"A Commitment to Quality"*



PAUL HOMES  
**Building Dreams Since 1985**

[www.paulhomes.com](http://www.paulhomes.com)  
CGC 047296

# Rapid Ready Homes

For information about these homes, call our South Cape Model Center at (239) 542-0607 or our North Cape Model Center at (239) 283-9010.

## CAPE CORAL

### AZALEA III

3219 SW 7th Lane  
Oversized corner lot  
\$354,900 Spring, 2005

### AZALEA III

2925 SE 8th Place  
Country club area;  
water/sewer  
\$369,900 Spring, 2005

### Camelot III

2117 SE 10th Place  
Coralwood area, water/sewer  
\$399,900 Spring, 2005

### CAMELOT III

139 Aviation Pkwy.  
Freshwater home site  
\$459,900 Summer, 2005

### ASHFORD II

3011 NW 46th Place  
Gulf access - no bridges  
\$699,000 Spring, 2005

### HERON'S GLEN

### ASHFORD II

20939 Skyler Drive  
Magestic Isles - Prime lakefront  
\$589,900 Summer, 2005

### SOUTHWIND PRESERVE

### CAMELOT ELITE

8213 Southwind Bay Circle  
Prime lakefront  
\$461,900 Spring, 2005



Good Cents Program  
Participating Builder

# 3rd Annual Sub BBQ

**M**ore than 200 Paul Homes vendors and subcontractors descended upon the Cape Coral Yacht Club on November 6th, for the Third Annual Paul Homes Sub BBQ. The annual BBQ is just one way that Paul Homes thanks those vendors and subcontractors who work so hard to ensure its success. As in previous years, there were numerous drawings for door prizes, and the year's past recipients of the Subcontractor of the Month awards were recognized. Food remaining at the conclusion of the picnic was donated to the Cape Coral Abuse Counseling and Treatment (ACT) shelter.



## Paul Homes Launches "Job Site" Newsletter

**P**aul Homes has launched a new newsletter - this one developed especially for our subcontractors. Job Site is published six times annually, as a means of maintaining open communications with subs and suppliers. The newsletter

features a column from Gary Paul, along with notes from the purchasing and accounting departments, sales and warranty updates, and a column from Construction Manager, Dave Moore.



## Paul Homes to Build in Caloosa Preserve

**P**aul Homes is heading east, to Caloosa Preserve. The new community is located in eastern Lee County, and offers large home sites on the Caloosahatchee River. A total of 133 home sites are planned for the 240 acre community. All home sites in Caloosa Preserve are more than an acre in size, with some

offering as much as 130 feet of river frontage!

Amenities currently planned for Caloosa Preserve include several community lakes, a water front pavilion, a private boat ramp, and a secure entry way.

Paul Homes is building a new great room concept home in Caloosa Preserve.

The model, which contains 2,800 square feet of living area and a total of 4,400 square feet, will be open for viewing in 2005. The new model will be offered with either a Mediterranean or French Country elevation.



# Lessons Learned

Gary Paul

**F**or more than 40 years, Southwest Florida successfully dodged the hurricane "bullet." But, during the summer of 2004, our streak of seasons without a major hurricane came to a dramatic end. During a period of just six weeks, we faced the wrath of four major hurricanes. While only one actually made a direct hit on our area, all four devastated our collective comfort zones.

There were numerous lessons learned from Hurricane Season 2004. First and foremost, we learned that being prepared is the best defense when storms threaten. We learned the importance of things like potable water, the availability of electrical power, and ICE. We learned to value our friends and neighbors, and to lend a helping hand whenever possible - for you never know when you will be the one needing that helping hand.



At Paul Homes, we've always known that we built homes of the highest quality, but this was borne home time and again, in the aftermath of Charley. Our homes weathered the storm beautifully. The most significant damage seen by our homeowners was to their pool cages! Numerous Paul Homes' clients sent us letters and e-mails after the storms, letting us know how happy they are that they suffered little or no damage! In fact, all Paul Homes include a hurricane ready generator panel and hook-up, along with a full storm panel package.

The summer of 2004 is behind us, and hopefully, we'll never face another summer quite like it again. But, if we do, it's good to have the experience of this year behind us, and the lessons learned.



## New Home Buyer's Comparison Guide

**B**uilders often quote their home prices based on different specifications and included features. Paul Homes invites you to compare its pricing to that of other builders. For an online version of this form, as well as other downloadable items, visit:

[www.paulhomes.com/brochures.php](http://www.paulhomes.com/brochures.php)



## Paul Homes DVD Available

Paul Homes DVD Available Now, there's a new way to see Paul Homes, from the comfort of your home. Paul Homes has produced a DVD which is jam-packed with information. The DVD features virtual tours of the Ashford II (North Cape Coral), The Veranda (Heron's Glen), and The Coral View (South Cape Coral), as well as general information about the company, its construction and warranty policies, and the communities in which Paul Homes builds. There are also testimonials from several of Paul Homes' buyers.

To obtain your copy of the Paul Homes DVD contact the North Cape Model Center (239)283-9010 or the South Cape Model Center (239) 542-0607. Please mention you read about it in the Options newsletter!

## Laurie Miller Joins Paul Homes

Laurie Miller has joined Paul Homes as the company's Controller. Laurie brings seven years of construction accounting experience to her position at Paul Homes. Prior to entering the construction field, she worked as a customs analyst and A/P functional support representative for General Electric - Client Business Services, in the Fort Myers office.

Laurie is a graduate of the International College (Fort Myers). She is also a licensed US Customs Broker, Realtor and Notary Public.



# HURST FINANCIAL GROUP

Licensed Mortgage Lender  
Erik Herman ~ Mortgage Broker

8695 College Pkwy., Ste 103  
Fort Myers, FL 33919  
eherman@swfla.rr.com



The Great American  
Mortgage Lender

Phone: (239) 849-3700 Fax (239) 415-6911

*"A Commitment to Quality"*



**PAUL HOMES**

4524 S.E. 16th Place #2C  
Cape Coral, Florida 33904

PRESORT  
STANDARD  
U.S. POSTAGE  
PAID  
FT. MYERS, FL  
PERMIT #569