

continued from page 3

**CAMELOT III**  
139 Aviation Parkway  
(Block 911, Lots 21-22)  
Freshwater Homesite  
Water and sewer  
Available Fall 2005  
\$479,900

**CAMELOT III**  
213 Aviation Parkway  
(Block 911, Lots 39-40)  
Freshwater Homesite  
Water and sewer  
Available Fall 2005  
\$509,900

**AZALEA IV**  
3220 Ceitus Parkway  
Available Now  
\$349,900

# A Wealth of Information - [www.paulhomes.com](http://www.paulhomes.com)

Seeing is believing, and Paul Homes offers visitors to its web site, the opportunity to experience the Paul Homes lifestyle, through words and pictures. Take a virtual tour, then print out a floor plan of your favorite model. Watch and listen as the Paul Homes principals describe their "commitment to quality." Print copies of the Paul Homes brochure(s) for later review. You can also learn more about the Paul Homes staff and the communities where Paul Homes builds. And, you can view a listing of Rapid Ready Homes, homes under construction, or ready for immediate occupancy. If you're interested in what Paul



Homes' buyers have to say, there are also several videotaped testimonials from people who are living the Paul Homes dream. Whether you have just a few minutes to spend, or hours of time to browse, visit the Paul Homes web site: [www.paulhomes.com](http://www.paulhomes.com).



# Options

A PAUL HOMES PUBLICATION

MARCH/APRIL 2004

VOLUME 3 - ISSUE 4

## Paul Homes Wins Again

During the Annual Showcase of Homes, the Cape Coral Construction Industry (CCCI), once again recognized Paul Homes with three awards for their Coral View Model: Best Bath, Best Pool and Best Landscaping. Tom Runyon, Director of Sales and Marketing, and Bob Knight, Vice President of Finance, were on hand to receive the awards. Their photo appeared on the front page of the Cape Coral Daily Breeze!



In the Parade of Homes, sponsored by the Lee Building Industry Association, the Ashford II received recognition for Best Kitchen and Best

Pool. A special Merit Award for the pool was awarded to San Juan Pools.



## East County Model Moves Off Drawing Board

While plans are being finalized for the new Cape Coral Model Village, our new model in Caloosa Preserve is moving off the drawing board and closer to construction. Chateau Bleu will feature country French architecture, in a pristine setting located in a new river front community.

Chateau Bleu was designed by Cinnamon Designs. The home offers 2,800 square feet of living area, along with an



expansive lanai, gourmet summer kitchen, and a three-car garage. Construction on Chateau Bleu is expected to begin during the second quarter of 2005.



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

*Cinnamon Designs*  
**20th**  
PAUL HOMES



"A Commitment to Quality"

**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

**HERONS GLEN MODEL CENTER**  
The Sanctuary at Herons Glen  
3515 Odyssea Court  
North Fort Myers, FL 33917  
Call 283-9010 for an Appt.

"A Commitment to Quality"



PAUL HOMES

*20th Anniversary*

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## 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.

**SOUTHWIND PRESERVE - CAMELOT II**  
8213 Southwind Preserve (Lot 100-Prime Homesite)  
Available Summer 2005  
\$468,900

**HERONS GLEN - ASHFORD II**  
3569 Odyssey Ct.  
Lot 945-Sanctuary  
Golf course lot  
Available Fall 2005  
\$614,900  
(Pre-construction Price. Pick your colors)

**CAPE CORAL - AZALEA III**  
410 SE 22nd Terrace  
(Block 934 Lots 15-16)  
Water/Sewer  
Available Fall 2005  
\$379,900

**AZALEA III**  
410 SE 22nd Place  
Water/Sewer  
Available Fall 2005  
\$379,900

**AZALEA III**  
3219 SW 7th Lane  
(Block 5333 Lots 38-39)  
Oversized Corner Homesite  
Available Fall 2005  
\$361,900

**AZALEA III**  
2925 SE 8th Place  
(Block 825 Lots 31-32)  
Water/Sewer  
Available Fall 2005  
\$369,900

**CAMELOT III**  
2117 SE 10th Place  
(Block 668, Lots 13-14)  
Water/Sewer  
Available Fall 2005  
\$399,900

## Moving Up to Paul Homes

After living in Cape Coral for 10 years, Gary and Kathy Bernardo decided it was time to "move up." Since they were familiar with the area, they quickly narrowed their choices to two builders.



"The availability of models was very important to us in making a decision," Kathy said. "Looking at floor plans is fine, but there's nothing that replaces walking through a completed home." The Bernardos quickly settled on the Camelot II model. Since there was no Camelot II in Cape Coral, they used the model in Southwind Preserve as their guide.

Being able to adapt the floor plan to meet their needs, was critical to Gary and Kathy. "One of the things we really wanted was an air conditioned storage space," Gary explained. "We were able to build an air conditioned room in the garage that meets this need."

"The entire Paul Homes staff was wonderful to work with," Kathy said. "They were very responsive, cordial and helpful. They never made us feel like we were bothering them with our questions." According to Gary, Paul Homes procedures have been designed to ensure that the building process runs smoothly. "The pre-construction meeting was key. At this meeting, we made final decisions about what we wanted. As a result, there were very few change orders during construction."

"Our building experience was exceptional," Gary added. "We hesitated at first because of the time involved in building, so we looked at newer existing homes. What we were looking for wasn't on the market. Once we made our decision, we were very happy we had chosen Paul Homes."

"Our friends and family have also been impressed with the home," Gary concluded. "My brother was looking for a home in Cape Coral. He loved our house and the quality of construction so much, he is now building a Paul Home."



## New In Sales

The newest additions to the Paul Homes sales team, are Damien Maass and Barbara Smith.

A native of Huntington Beach, CA, Damien was raised just outside New York City. Prior to relocating to Southwest Florida in December of 2003, Damien had a long career (15 years) as a radio DJ. Damien attended Mercy College, and graduated from the Allen Singer Broadcasting School (Trenton, NJ). Damien has worked at Paul Homes since May of 2004.



Originally from Pittsburgh, PA, Barbara moved to SW Florida in 1985. If her voice sounds familiar, it may be because she has sung radio and television commercials for local and out-of-state



clients. She recently acquired her Florida Real Estate Salesperson's license and joined the Paul Homes Sales Staff in December, 2004.



## Dare to Compare

By Gary Paul

Paul Homes, we invite our potential customers to compare the value found in our homes, to that of any other builder. When you compare, it's equally important to be sure that the list of features you're considering is "apples to apples." We stress this because, at Paul Homes, we include many features that other builders regard as "upgrades." The items listed here are just a few of the Paul Homes standard features:



Manabloc Plumbing System offers energy and water savings and faster hot water delivery than any other plumbing system on the market.

Color-thru roof tile; the color is baked completely through each tile ensuring a longer lasting and more durable roof.

DuPont Corian® or Zodiaq® countertops with a 10 year manufacturer's warranty.

Specialized floor tile preparation and protection, offers 10-year warranty against cracked tiles.

Structured wiring system provides upgraded and higher quality telephone and video wiring with a flexible, home-run design.

If you need assistance comparing our "apples" to those of the competition, visit our web site at: [www.paulhomes.com](http://www.paulhomes.com). Under "Media Center," choose the brochures button, and print out our New Home Buyers Comparison Guide.



## Changes In Construction

Mark Kessler has been named Construction Manager for Paul Homes, filling the shoes that have been so capably worn by Dave Moore, for the past year. Mark has been with Paul Homes for two years. Before joining the company, he spent three years working as a design and permitting coordinator with a local custom builder. The Colorado native, has six years of construction experience. As Construction Manager, he will work closely with Gary Paul and the superintendents, ensuring that the Paul Homes' commitment to quality is carried through each phase of the

home building process.

Paul Homes is also pleased to welcome Tom Bates to our team of superintendents. Originally from New Jersey, Tom has returned to Southwest Florida following a six year stint in his home state. He lived in the Fort Myers area for 13 years, owning and operating his own business, before family obligations forced a return home. Tom and his family returned to the area in January, and he signed on with Paul Homes in February!

Tom started working in construction as a framer, following high school. He worked



Kessler



Bates

his way up to a foreman's position with a luxury residential builder, in Pennsylvania. He has 14 years of residential construction experience and an additional six years in commercial construction.



## Paul Homes DVD Still Available

Take an in-depth look at Paul Homes, from the comfort of your home or office. 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 where Paul Homes builds. There are also testimonials from several of Paul Homes' buyers.

To obtain your free 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!

## Meet Ricarda

Originally from Germany, Ricarda Hyler has lived in Cape Coral, and worked with Paul Homes since 2000. Although her title is "Administrative Assistant," much of Ricarda's time is spent providing customer support. When a customer has a question, Ricarda is often their first contact. She makes it a priority to get quick, accurate answers to customer queries.

