

CornerStone Homes Press Release

FOR IMMEDIATE RELEASE

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CORNERSTONE HOMES INCREASES “ON YOUR LOT” SALES BY 100 PERCENT IN FIRST HALF OF 2011

JACKSONVILLE, Florida (June 27, 2011) – CornerStone Homes’ successful “On Your Lot” division has experienced an astounding 100 percent increase in total sales in the first six months of 2011. Additionally, compared to the same six-month timeframe in 2010, “On Your Lot” sales accounted for only 29 percent of the home builder’s total sales, whereas in 2011 “On Your Lot” sales account for 50 percent of total sales.

“We see our ‘On Your Lot’ sales increase as a growing trend and expect the pace of those sales to keep up through the end of this year and into the future,” said Mark Downing, managing partner of CornerStone Homes. “Many people purchased lots at discounted rates and feel that with record low interest rates and construction costs the time is right to build their home.”

Called ‘On Your Lot’, the program makes it possible to access CornerStone Homes’ innovative and award-winning designs, which can be personalized for privately owned homesites. The program also assures that homebuyers enjoy the home builder’s incomparable customer service and attention to detail before, during and after the home’s construction.

“Building a new home is more than finding the right size floor plan to fit on a lot,” said Mark Downing, managing partner of CornerStone Homes. “Our customers want a distinctive new home that is designed to meet their needs along with the personalized attention and care that makes the home building process a pleasant and rewarding experience.”

The company’s step-by-step process is designed to make the building experience smooth and enjoyable. It often begins in a CornerStone Homes model center, where the customer can review plans and features. Soon after, a company home counselor will schedule an appointment to personally view the customer’s homesite and outline a detailed action plan for the site preparation, home construction and costs.

Before construction begins, the customer will meet their onsite builder, visit the company’s design center to view colors, finishes and fixtures available for their new home and meet with a CornerStone Homes Managing Partner, a builder with more than 30 years experience. The CornerStone Homes’ team will guide homebuyers through the financial process and frequently works with real estate professionals. Once the home is under construction, customers enjoy weekly builder updates as their new home is built and an impressive home warranty at completion. The company’s On Your Lot program is competitively priced. Buyers can select a home starting from \$60 per square foot.

“Our team works closely with each buyer throughout the entire process to best serve their needs,” Downing said. “We are passionate and take great pride in building homes the right way, and we want our customers to be satisfied. Our homeowners are involved in every step of the home building process. Communication is the key to our success.”

The award-winning new home builder, [CornerStone Homes](#), builds one-of-a-kind new homes with outstanding quality craftsmanship and incomparable customer service. The company has received accolades and high honors for its excellence in home building, customer satisfaction and community volunteerism. CornerStone Homes is the recipient of the [Grand Laurel Golden Service Award](#) for 2009 and 2010.

One of Northeast Florida's premier new home builders, CornerStone Homes is building in the finest neighborhoods including Austin Park at Nocatee, Palencia, Payasada Estates, Jacksonville Ranch Club, GroveWood at World Golf Village, Kensington, MuraBella, RiverTown, Hunter Oaks, Doctors Inlet Reserve, Eagle Harbor, Eagle Landing and Rolling Hills. In addition, the company builds new homes on privately owned home sites from \$60 per square-foot.

For more information, visit the home builder's website at www.MyCornerStoneHomes.com or call at (904) 786-7000.

Photography: CornerStone Homes, The Castille III home as built on a privately owned homesite through its highly successful "On Your Lot" program.