

# CornerStone Homes Press Release

April 2, 2009

## **FOR IMMEDIATE RELEASE**

For further information contact:  
Mark Downing, Managing Partner  
CornerStone Homes  
Telephone: (904) 733-5551  
mark.downing@cornerstonehomesjax.com  
www.mycornerstonehomes.com

Dana Foltice, Marketing Manager  
Clockwork Marketing Services, Inc.  
Telephone: (904) 280-7960  
dana@clockworkmarketing.com  
www.clockworkmarketing.com

**\*\*\* DRAFT # 3 \*\*\***

## **CORNERSTONE HOMES CONTINUES TO REWARD REALTORS WITH VIP TREATMENT**

JACKSONVILLE, Florida – Many real estate professionals have discovered that working with CornerStone Homes is smart business. The company offers a great VIP Realtor benefits program with many incentive-based rewards, and the CornerStone Homes team goes above and beyond to make sure their homebuyers are genuinely satisfied.

“They were so wonderful to work with and very accommodating,” said Realtor Naomi Wilkinson of ReMax Unlimited in Ponte Vedra Beach about her experiences working with CornerStone Homes. “My buyers are very happy with their new home.”

The benefit program offers great rewards including Visa gift card bonuses for each home sold and payment of relocation fees. However, customer satisfaction is the real advantage in selecting CornerStone Homes.

-more-

CornerStone Homes recently commissioned Woodland, O'Brien & Associates, an independent consulting and research firm working exclusively with homebuilding companies throughout the United States, to complete a survey regarding their homes and experience with the company. The survey results showed customers have unparalleled enthusiasm and confidence regarding their experience with CornerStone Homes.

In fact, 100 percent of the company's customers surveyed indicated they would enthusiastically and willingly recommend CornerStone Homes to their friends, co-workers and relatives. The survey also showed nearly 40 percent of the company's current buyers were referred to the company from past CornerStone Homes clients.

Wilkinson's experience supports the survey results. She was particularly impressed with the company's careful attention and hands-on approach with clients.

"After my client signed a contract, I received a telephone call from CornerStone Homes managing partner Mark Downing personally thanking me for bringing my clients to visit CornerStone Homes," Wilkinson said. "And when we went to the closing, he thanked my buyers for selecting one of his homes. I have never had that happen before and I think it says a lot about the company and the kind of homes they build."

Customer care and satisfaction is important to Downing and the CornerStone Homes team. The company has numerous designs and will personalize floor plans for homebuyers or build on their individual homesites. Realtors are welcome to bring clients to the company's design center to review selections before making a purchase.

CornerStone Homes' Realtor VIP Benefits program has been inspired with that same kind of care and concern. In addition to the Visa gift card bonus dollars, the

-more-

Realtor benefits include payment of 50 percent commission at the start of construction with commission based on the total sale price instead of the base price.

Visa gift card bonus dollars are determined by the number of CornerStone homes a Realtor sells during a calendar year. Realtors will receive a \$1,000 gift card for the first sale, a \$2,000 gift card for the second sale and a \$3,000 gift card for three or more sales. The more CornerStone homes they sell, the more bonus dollars they will receive.

CornerStone Homes will pay up to 35 percent of relocation referral fees so Realtors can enjoy their full commission with relocation buyers. The company also offers client registration protection, making sure Realtors who register their clients and accompany them on their initial visit to CornerStone Homes will get paid if the client returns to the company on their own within three months.

More than 160 Realtors have already enrolled in the Realtor VIP program. All Realtors are invited to register for the program on CornerStone Homes' website or at any of the company's model homes. Additional details about the program and its benefits are available at [www.mycornerstonehomes.com](http://www.mycornerstonehomes.com).

The award-winning CornerStone Homes builds one-of-a-kind homes with outstanding quality craftsmanship and incomparable customer service. Personalizing homes is the company's specialty. In addition to new home construction, the company also offers professional remodeling and home repair services.

CornerStone Homes is building in Northeast Florida's finest neighborhoods, including Austin Park at Nocatee, RiverTown, Kensington, GroveWood at World Golf Village, Eagle Harbor, Eagle Landing, Doctors Inlet Reserve, Rolling Hills and Hunter

-more-

Oaks. The company also builds on individual homesites.

For more information, call (904) 786-7000 or visit  
[www.mycornerstonehomes.com](http://www.mycornerstonehomes.com).

**Photography:**

**TBD – Photo with Realtor?**

CornerStone Homes offers a great Realtor VIP benefits program with many incentive-based cash rewards.

###