

No better time than NOW for that new home?

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Rumor has it that now may be a bad time to buy a new home. But, is that the *truth*? Coolman Communities, one of Porter County's oldest and most experienced builders/developers, says that it's most certainly a BUYER'S MARKET. Rather than ignore the current, weakened economy, Coolman is facing the issue head on with its 2008 ASKCOOLMAN Campaign.

Through the campaign, the 50-year old business is making *itself* the resource for those reluctant, would-be homebuyers, asking and answering all the hard questions with regard to the reality of the home-buying experience.

THE "ASKCOOLMAN" CAMPAIGN

Coolman Communities' recognizes the legitimacy of buyer reluctance, given the state of the economy, and is gearing up to offer solutions that make sense through its ASKCOOLMAN Campaign. "It's our job to provide answers to real-life questions through the campaign," said Bob Coolman, President of Coolman Communities.

Coolman also encourages buyer shrewdness in recognizing the difference between a so-called *good deal* and a *real deal*; a topic the company goes into specific detail about in their campaign.

A series of questions will be asked in the campaign ads, and the reader will be urged to log onto **ASKCOOLMAN.COM** – a micro web site – to retrieve the answers. But because Coolman is striving throughout the campaign to be the prospective buyer's resource, it doesn't end there . . .

THE "ASKCOOLMAN" SOLUTION

The campaign offers a program called THE "ASKCOOLMAN" SOLUTION – a program designed not only to educate, but to also make buying a home almost hassle-free.

Through the program, prospective homebuyers are invited to ask any questions or raise their concerns about buying a new home. Coolman will have lenders available to answer lending and interest rate questions, realtors to answer questions about selling their existing home, and certified appraisers to answer questions about the value of their existing home.

SAVE THE DATE

Mark your calendars; **THE “ASKCOOLMAN” SOLUTION** will be offered Saturday, March 8th and Sunday, March, 9th from 1-4PM at the following Coolman Communities’ neighborhoods in Valparaiso, IN: Essex Park, Sagamore, North Hampstead, and Meridian Woods. Join the team for refreshments and straight talk about buying a home from the people that have the solution -- ASKCOOLMAN. We have the answers.