

BUYING A PIG IN A POKE!

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Back in the Middle Ages, when meat was scarce, young, suckling pigs were often brought to market in a sack, or a *poke*, and sold. At times, a dishonest seller would discreetly substitute a cat for the piglet. It was only a fool who would buy the animal in a poke without first seeing the animal. After the purchase, the poke was opened and the “cat was out of the bag!”

The housing market has been *challenging*, to say the least. In fact, it’s been about thirty years since the industry has seen days like these. What’s worse is that every day brings even more critical news about the impact of sub-prime mortgages, tightening credit markets, and alarming economic uncertainty.

With that said, the New York Times, Time and Newsweek Magazines, and even the respected Wall Street Journal have all recently printed articles suggesting to prospective buyers that NOW is a very good time to buy. The combination of low interest rates and an overwhelming number of sellers who are more than willing to make deals to sell unwanted inventory; the end result should be in the homebuyer’s favor. In other words, the buyer who is in a position to buy a home today can actually call the shots and should expect to *make a deal*.

The only problem, how can you be sure you’re getting a *great deal*? As a homebuyer in a buyer’s market, you’ll expect and assume you’re getting the best deal your money can buy. But just how can you be sure? How can you take advantage of the soft housing market and avoid buying a *pig in a poke*?

MAKING A DEAL

Let’s begin with price. If you’re planning to purchase a home in today’s market, then the house you’re hoping to buy should be competitively priced. But is that all there is to it? Find the seller that’s so desperate to make a sale; you’re bound to get the lowest possible price from him? Or do you run the risk of letting “the cat out of the bag” once you find out what you really bought and it’s too late to do anything about it?

One option is to hire a home inspector to find any *problems* with the house. But what would also benefit you is to know what’s *right* with the house, which the inspection will not tell you. In order to find out what’s right with the home, you’ll need to do a lot of homework, several hours and possibly days to make sure you’re truly getting a deal on this house.

A GREAT DEAL

Or, the second option is that you can buy a new home from Coolman Communities. You not only have the opportunity to have everything in your new home built your way. But we offer you a competitively priced home with a list of incentives –making your home purchase a truly *great deal*. We guarantee you’ll be impressed with our homebuyer package which sets apart from other builders. You should know that:

- Every Coolman Community home comes with a 10-year Insured Warranty – no other builder has matched or beat this offer.
- Every new Coolman Communities home is EnergyStar rated @ 5 stars “plus.”
- Every Coolman Communities home is “Certified Green-Built” (as far as we know, we’re the only builder in Northwest Indiana that certifies every single home we build is green and carries this label.)
- Every Coolman Communities home is built by craftsmen with at least 20 years of experience in their trade. We’ll give you a list of the trades who’ve worked on your home which will include their years in business.
- Every Coolman Communities home is serviced by our award-winning service department – no one does after sale service better than we do.
- Every Coolman Communities home is built in neighborhoods that have historically strong re-sale values. You’re not likely to see “fire sales” going on in our neighborhoods due to over building.
- We guarantee our pricing, and we guarantee on-time delivery.

No *pigs in a poke here*, Coolman Communities is simply the difference between a good deal and a ***great deal***.

ASKCOOLMAN.COM

Is now a great time to buy a new home? Ask Coolman. What do I need to know to get a “great deal” on a new home? Ask Coolman. Coolman Communities is your resource for home buying. For answers to these questions and more like these, log onto WWW.ASKCOOLMAN.COM.

JOIN US

We’re offering THE ASK COOLMAN SOLUTION this weekend, Saturday, March 8th and Sunday, March 9th from 1pm until 4pm at North Hampstead in Valparaiso, IN. Join the Coolman team for refreshments and straight talk about buying a home from the people that have the solution -- ASKCOOLMAN. We have the answers.

For more information on our homes and communities, log onto www.Coolmanbuilt.com to discover how to get a great deal in today’s housing market!!!