



“START FRESH, BUY NEW” HELPS HOMEBUYERS COMPARE THEIR OPTIONS

Buying a brand new home...there's nothing that compares. It's like multiplying that "new car right off the showroom floor" experience a thousand fold. It's one dream worth pursuing because it makes sense in so many ways.

"People lost track of that dream over the past few years," states Nat Hodgson, Executive Director and CEO of Southern Nevada Home Builders Association. "The recession caused everyone to re-think their financial decisions, and rightly so. But when it comes to weighing the financial benefits of a new home vs. a used one, buyers should consider more than the sales price."

That's why the SNHBA launched a new "Start Fresh Buy New Las Vegas" initiative. Designed to help buyers navigate the dilemma of buying a new home or used, it provides information about the long-term cost comparisons and benefits to consider.

Locals are seeing the arrival of the "Start Fresh Buy New" campaign as it pops up all over town – and they'll soon begin discovering new facts and data making the rounds on social media.

"We want homebuyers to be able to make an informed decision," continues Hodgson. "For those who ask "Would a new home be the best choice for me?"- knowing all the benefits can help them avoid a choice they're not happy with in the long run, or that incurs significant, unexpected costs."

According to Bonnie Hernandez, Executive Director of Marketing at American West Homes," A lot of people think new homes are more expensive, so they'll just compare the sales prices and that's where they stop. But if they continued to do the math, they'd find there's much more to it - not only in cost savings with monthly utility bills, but in lifestyle benefits, too."

"And those lifestyle benefits are huge," agrees Monica Caruso, Public Relations Director for SNHBA. "First, remember - everything is new. All the systems, appliances, and materials – so from the start, buyers enjoy long-term warranty protection and years of maintenance-free living. With new homes, buyers choose their neighborhood and floorplan, and personalize it to their own taste. And new home communities offer amenities that older ones don't, from shopping and dining to schools and recreation."

Hodgson adds "The Las Vegas real estate market is unique, and we've seen a slow, measured, sustainable pattern of growth over the past several years that is projected to continue. Now, new homebuyers get more value than ever before, and nowhere is that more true than in Las Vegas."

To learn more about how to consider all the facts when choosing to buy a home in Las Vegas, visit www.BuyNewHomesLV.com.

The Southern Nevada Home Builders Association ranks as the oldest and largest local trade organization representing the residential construction industry in the state of Nevada. It has nearly 500 members working in all facets of the homebuilding industry. SNHBA is an affiliate of the National Association of Home Builders, a Washington, D.C.-based trade association founded in 1942 to enhance the climate for housing and the building industry. NAHB is made up of about 800 state and local associations.

The 'Start Fresh Buy New' education campaign was created by Builders Digital Experience and NewHomeSource.com on behalf of the residential construction industry to teach the public about the many advantages of newly-built homes.

buynewhomeslv.com