



FOR IMMEDIATE RELEASE

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Grayhawk Homes Innovations

- First area builder to offer a new-home orientation, as well as a 30-day and 11-month follow up orientation.
- The market's first and only one-stop home selection showroom with thousands of options for home buyers. Grayhawk introduced custom home design options at affordable prices along with the ease of making those selections in one centralized location.
- Offered the first CAD (computer aided drafting) department to help each home buyer visualize the home before construction start.
- The first builder in the market to offer a retail/open-to-the-public home design showroom where current home buyers and prospective home buyers could visit unannounced and learn about home product lines, design selections, the home buying process and Grayhawk Homes communities.
- Every new home buyer that chooses a new build is aided in designing their home by a professional designer in the Grayhawk Homes Design Showroom.
- First to offer name-brand home components in every home across every price range.
- First to establish preferred mortgage company relationships to make the entire home buying process simpler and less stressful for home buyers.
- First to offer guaranteed closing dates when the initial contract is signed.
- First to consistently place model homes in a multitude of communities and staff them seven days a week with licensed REALTORS.
- 100 percent commitment to working with real estate agents for more than 20 years.
- Implementation of the area's first vertically driven developer, builder, REALTOR sales model.



- First home builder in the area to create a high volume, even flow construction cycle.
- First home builder in the market to use leading-edge technologies across all home product lines. Examples are:
 - Vinyl windows
 - Dow SIS, WeatherTape and BlueBoard
 - JamesHardie Cement Board Siding
 - JamesHardie Color Plus Siding
 - Norboard Radiant Barrier
 - Monolithic Slabs
 - Computer-controlled, multi-zone HVAC thermostats
 - ENERGY STAR® 2.5 and ENERGY STAR® 3.0 compliance across all home product lines
 - Shaw Luxury Vinyl Plank Flooring
 - Pre-wiring all homes standard for security systems

For more information on Grayhawk Homes, please visit www.grayhawkhomesinc.com.

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