

Shelby Homes Is Blazing A Record In New Home Sales



Fort Lauderdale- Shelby Homes, a Ft. Lauderdale based builder/developer, has set new sales records for the month of January.

With the launch of two multi-family communities, Bradford Place located in Vero Beach and Coventry Townhomes located in Lake Worth, Shelby Homes introduced 246 homes available for sale. During the first week, over 190 homes were sold representing a sales volume exceeding \$50 million dollars.

"This was an outstanding launch on behalf of Shelby Homes", stated David Colegrove, V.P. of Sales and Marketing for Shelby Homes. "I feel this clearly shows the value Shelby Homes offers in its communities to experience such a wondrous event. We're so excited to have our family of home buyers expand so dramatically." He adds, "Bradford Place and Coventry Townhomes both fit a niche in their respective markets that was seen during the months of methodical research performed. From the location and the home designs selected to the features offered at a reasonable price, Shelby has created a new model for other builders to follow. Value still matters to the consumers in today's market place"

Company President and CEO, Robert Shelley, founded Shelby Homes in 1990. With over 30 years in the development industry, Shelley takes a "hands-on" approach to home building. With a dedicated team of building professionals, Shelby Homes has since earned a reputation of delivering high quality homes regardless of price point.

Delivering homes that exceed the highest standards for quality is what is known as the "Shelby Difference". After the storms devastated numerous South Florida communities, Shelby's construction methods were primarily responsible for the absence of any building defects. "The damage that Shelby received throughout its communities under construction was mainly limited to landscaping issues which were quickly resolved," states Shelley. "This past year was unprecedented, but a true test for a home builder. Shelby Homes passed the test with flying colors. It was gratifying to see our homeowners make it through with little inconvenience."

Shelby Homes carefully hand selects its contractors, procures the finest construction materials and continually monitors every detail of the process with a top-notch team of on-site professionals in each community.

Shelby's roots started in the Grand Palms Country Club in Pembroke Pines and quickly blossomed throughout Broward County. During the past few years, Shelby has supervised its growth to maintain a control over its quality and is now a statewide builder with communities from Fort Lauderdale to Vero Beach on the east coast to the Naples/Ft. Myers area on Florida's Gulf Coast.



Bradford Place, a 152-unit town home community will be located at the corner of Oslo Road and Emerson Avenue within the town of Vero Beach. Offering three designs with air-conditioned spaces ranging from approximately 1,500-1,900 square feet. Bradford Place will offer a number of luxury conveniences from a complete kitchen and laundry appliance package to finished flooring on the interiors to the stunning exteriors in a vibrant color pallet against the scenic backdrop of numerous sparkling lakes and serene nature preserves.



Coventry Townhomes, located on the east side of Military Trail in the area of Lake Worth, will contain 94 luxury townhomes with living spaces ranging from approximately 1,500 square feet to 1,900 square feet. Each design will feature the main living area on the first floor and the bedroom quarters on the second floor. Each design was thoughtfully planned with the laundry areas located near the bedrooms as well as easy access from the attached garage to the kitchens for convenience. Luxury interior features will include a full kitchen/laundry appliance package to the use of tile in the kitchen, breakfast area, entry, laundry area and baths. To meet a family's ever changing technological advances, each home is wired to meet today's and other future needs. The beautifully sculptured exteriors will be reminiscent of traditional Florida architecture replete with flat cement roofs, a tasteful color pallet and the use of concrete pavers for the walks and drive ways.

To obtain further information on these or other Shelby Homes' communities, please contact the company website, www.Shelby-Homes.com or call the corporate office at (954) 318-1000 x 308. Prices are subject to change without notice. Brokers are warmly welcomed.

Price and terms are subject to change without notice. Brokers are warmly welcomed.



Equal Housing Opportunity

Shelby Homes - Copyright 2005©