

## PRESS RELEASE

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**Contact:**

David Colegrove, Vice President of Sales  
Shelby Homes  
6363 NW 6<sup>th</sup> Way, Suite 250  
Fort Lauderdale, FL 33309  
954-318-1000 x126  
dcolegrove@shelby-homes.com  
www.Shelby-Homes.com

**Client: Shelby Homes**

### **INDUSTRY ACCOLADES CONTINUE TO ROLL IN FOR SHELBY HOMES**

*(FORT LAUDERDALE, FL)* - Shelby Homes has recently been cited with several awards from the leading building publications and Builder Associations while receiving plaudits in many leading media outlets. All this acclaim is due to its streamlined business mission to deliver high-quality homes at reasonable market-driven prices.

“We are elated to carry the title as the Fourth Largest Residential Builder/Developer in the region by the South Florida Business Journal,” states David Colegrove, VP of Sales for Shelby Homes. “We have worked many years to develop a reputation in the Florida market to consistently deliver a home in which people are proud to purchase. Shelby Homes was recently ranked as the 160<sup>th</sup> largest residential builder in the entire country, according to the renowned industry publication BUILDER Magazine. This is a top honor when considering there are thousands of builders nationwide.”

All of these accolades are coming in for a company whose roots trace back to Pembroke Pines in Broward County approximately 15 years ago. Since Shelby's commencement there at the Grand Palms Country Club, the company has reached several important milestones during the construction of over 3,000 homes to date within 26 completed communities.

Shelby Homes is currently building throughout the southern half of the state with offices from Ft. Lauderdale to Vero Beach on the East Coast and Estero/Ft. Myers on the Gulf Coast. Known as the 29<sup>th</sup> fastest-growing builder in the nation (and 6<sup>th</sup> in the state of Florida) by BUILDER Magazine, Shelby Homes' future is very bright. Within the coming months, Shelby's plans are to commence communities throughout the southern half of the state which will represent homes for nearly 2,000 additional families.

“We do luxury in a big way,” boasts Colegrove. “We definitely under-promise and over-deliver because our construction team produces a much grander home than people typically imagine for themselves. We obsess over many architectural details long since abandoned by most ‘production builders’ while meticulously caring about the quality of the features and options we offer to our customers. Shelby Homes eclipses its nearest competitors, leaving most buyers saying ‘Wow’ when they finally move in to the home of their dreams. With simple tweaks to budgets and cooperation from our subcontractors, it has allowed Shelby Homes to make people across all economic levels to experience this ‘Wow Factor’ when choosing Shelby as their builder.

Recently noted as the 8<sup>th</sup> Largest Custom Home builder in the nation, according to BUILDER, Shelby Homes has continued to evolve its business model with the creation of an entirely new entity known as JRS Custom Homes ([www.JRSCustomHomes.com](http://www.JRSCustomHomes.com)). The JRS Custom Homes President, Jason Shelley, is the son of Shelby Homes President and CEO, Robert Shelley.

A Licensed Contractor in his own right, Jason Shelley has developed his knowledge of the industry during his long tenure with the company and incorporated the best parts of the building industry into this new division. “While we are truly a custom home company, we are also mindful of giving our customers a sense of value. We can build to suit with one of our many floor plans in the company’s portfolio or take a customer’s plans and give them a home of their dreams. Our mission statement is built around the premise that the customer is king and we are here to serve.” JRS specializes in luxury estates for the discriminating buyer.

Whether buyers today or in the future are seeking a townhome, single-family home or customized estate home, the Shelby Family of companies is ready to help each and every person realize their dreams, one home at a time. If you are interested in learning more about Shelby Homes or any of its existing or upcoming communities, please visit [www.Shelby-Homes.com](http://www.Shelby-Homes.com) or call our New Community Information Request Hotline at **954-318-1000 x108**.