



The Willows is Outperforming a Housing Market That Has Rarely Looked Better!

There's no longer any doubt. Real estate prices hit bottom during the second quarter of 2009, and they have begun to rise. This summer, the National Home Price Index of real estate values increased for the first time in three years. In June, new construction home sales rose 11%, the largest increase in eight years, and existing home sales rose 7%.

"A multitude of factors make it right for homebuyers to purchase now," says Wallingford developer and VW Homes partner, Liz Verna. "Not only are interest rates the lowest in years, but there is not a lot of new construction being built. Buying a new home NOW may turn out to be the best investment a homeowner will ever make."

According to the Warren Group, home prices in Connecticut are down 25% since their peak in 2006. Mortgage rates are at a 40 year low at 5%, which makes buying a home more affordable than ever.

THE WILLOWS SINGLE FAMILY COMMUNITY OUTPERFORMS THE MARKET

Since its Grand Opening last year, seventeen homes have been purchased at The Willows, a sixty-five home new old-fashioned neighborhood in Wallingford. What's more, The Willows has been named Best Traditional Community in Connecticut by the state Home Builders Association in recognition of the construction quality and sales success achieved by builder, VW Homes.

"The Willows reminds me of the neighborhoods many of us grew up in," VW Homes partner, Bob Wiedenmann explains. "There's twenty acres of beautiful open land to enjoy, yet smaller - to 1/3 acre lots are easier to maintain, and sidewalks encourage walking and getting to know your neighbors. Owning your own home and yard is very popular in Wallingford and The Willows is the first large single family community developed in town since 1995."

Homes at The Willows are designed for comfort and enjoyment, and feature two car attached garages and 1,664 to 3,000 square feet of living space. There are fourteen different floorplans, five with first floor master suites. Prices start at \$379,900, and every home can be customized to meet its buyer's needs.

VW homes conducted focus groups to determine the features buyers valued most. As a result, each of

the fourteen models offers the option of a Traditional or Craftsman style front elevation. The homes are designed with low maintenance vinyl siding, nine foot ceilings with crown moldings, as well as a hall coat closet, first floor den, and a spacious Great Room, which is open to the kitchen, breakfast room and oversized deck. The kitchen features granite countertops and a center island with bar stool seating, and each model offers a large master bedroom, tiled master bath, ample closet space and gas heat and extra insulation for energy efficiency.

The Willows was recently featured in a front page business article in the New Haven Register. It was clear from the headline, "New Homes Loaded with Perks", that VW Homes partner and builder, Liz Verna, gets it! As a mother and busy professional, she knows that women want homes designed to help them relax, entertain and organize their lives. Such features include a handy drop zone located just inside the garage entrance; a spacious kitchen pantry and a convenient second floor laundry with plenty of storage. A multi-purpose flex room accommodates changing needs, and a master bath soaking tub is perfect for de-stressing.

ATTRACTING A VARIETY OF BUYERS

A mix of transferees, empty nesters and young families have fallen in love with the beautiful site, customized homes and friendliness of The Willows community.

"Why would you buy an older home, when you can buy a brand new one at The Willows," said Jason Newby, who is moving to the Willows with his wife, Andrea. "We looked at homes throughout central Connecticut, and some houses were less expensive, but when you add in property taxes, they would cost more money each year. Wallingford has one of the lowest property taxes in Connecticut, and The Willows gave us the most bang for our buck."

The Newby's chose the handsome three bedroom, two and one-half bath Hickory model with open Great Room, breakfast room and kitchen, which is ideal for entertaining. The Hickory offers 2,082 square feet of living space at a base price of \$439,900.

Brian and Terrell Reichow and their young son are another of the six families moving to The Willows this fall. The Reichows had been renting for

the last year, but the young couple recognized this as a window of opportunity.

"For us, this was the right time to buy," said Brian. "We were looking for new construction and there isn't very much of it in Connecticut, and the current low interest rate was a big factor," Brian explained.

The Reichows purchased the Juniper model, a four bedroom, two and one-half bath classic home with 2,132 square feet and a base price of \$429,900. The Juniper features a view from the front foyer to a generous deck and backyard, an open country kitchen, breakfast area and large Great Room that stretches across the entire width of the rear of the house.

QUICK DELIVERY

For transferees and homebuyers who have already sold their existing home and want a home that is move-in ready, The Willows has two homes that can be ready for closing in 30 days. The Birch model is a charming three bedroom, two bath Cape style with a first floor master suite, a two story Great Room and cozy loft. The Juniper is a striking four bedroom, two and one-half bath home.

IS NOW THE TIME TO BUY...

If ever there was a time to act, it's NOW! Interest rates are at an all time low; inflation is in check, and homes are a great value. And if that's not convincing enough, demographic experts predict that demand in Connecticut will soon far exceed supply, because so few new homes have been built over the past two years. Wallingford has the added advantages of a convenient location, quality school system, and low tax and electricity rates. Right now, The Willows offers the two most important reasons to buy real estate: Location, Location, Location and Timing, Timing, Timing!

Homes at The Willows are being offered through William Raveis Real Estate. The sales center and two furnished models are open Thursday - Sunday from 12-4 p.m. Please visit www.thewillowsct.com or call (203) 741-1111 for an appointment. The Willows is located at 751 North Farms Road between Route 68 and the center of town.

By Bernadette Blaze