

# NEWPORT HOMEBUILDERS ANNOUNCES ENTRY INTO DALLAS MARKET

Led by seasoned industry professionals, Newport Homebuilders is now selling homes in the Dallas/Ft. Worth area single-family market. With an average sales price of \$325,000, Newport targets the first and second-time move-up buyer at its communities in Plano, Park Cities, Lantana and Garland.

Newport Homebuilders takes a slightly different approach to homebuilding – one driven by the philosophy that “less is more”. The intention is to keep the business small and growth carefully-measured. By doing so, Newport is able to give buyers a seldom-seen degree of personal service at every level of the buying process.

“At Newport, it’s all about enhancing the lives of families and giving them a real sense of home that goes far beyond mortar and bricks,” says **Vicki Dooling**, Director of Sales and Marketing. “Every detail in a new Newport home speaks of excellence and lasting value. From discovering the home that best suits the buyer’s needs, to finding the best financing programs, Newport makes the home buying process an effortless one, designed to make the home purchase enjoyable.”

One of the ways Newport creates this buyer-friendly environment is through its own design center located at the corporate office. Here buyers meet with Newport’s own professional decorator to ensure that the new home offers all of the buyer’s personal touches and features.

This unwavering commitment to personal service starts at the top with **Kent LeSueur**, president of Newport Homebuilders. A seasoned 25-year homebuilding veteran, Mr. LeSueur is known for his hands-on leadership, starting his career on a construction framing crew and working his way to the top of one of the nation’s largest homebuilding companies.

His integrity, devotion and enthusiasm permeate throughout the company, and these characteristics are evident in every aspect of the business. Each Newport employee, whether in the front office, marketing, sales or construction, shares Mr. LeSueur’s passion for homebuilding and the resulting benefits are evident.

“Our personal service orientation will result in a visible difference to the customer at every stage of the home buying process,” says Mr. LeSueur. “We are targeting a specific buyer with a different product than is currently being offered in this market.”

With a modest growth goal over the next four years, the company plans to remain small, building no more than 250 homes a year at its peak in order to maintain the personal attention on which it bases its reputation.



As the economy continues to improve, Mr. LeSueur feels an underserved market will be attracted to the company’s product.

“Since the economy has picked up, buyers in the \$250,000 to the \$350,000 price range are in a much better position to make a purchase now, so we feel confident about our timing as well our product and price point,” he added.

Newport began in 2004 with one community in the D/FW area, opening its first model in July at Timber Brook Farms in Plano. Through November, Newport has sold 18 homes.

The company will head into 2005 with four beautiful communities including its newest addition, Lantana. It also has plans to open its fifth in the fall and three additional communities in 2006.

Tucked into the eastern edge of Plano, **Timber Brook Farms** offers homes from the low \$200s to the \$300s. The natural beauty surrounding the community provides peace and tranquility.

Newport has also handpicked a selection of premium lots in the **Park Cities** area offering homes from the \$800s. Nestled five miles north of downtown Dallas, Park Cities neighborhoods are timeless landmarks. These historical communities, are among some of the most beautiful and luxurious residential areas in the United States.

**Lantana**, an award-winning, master-planned, golf course community north of Flower Mound has some of the finest amenities found in North Texas. Newport began building in this peaceful Texas Hill Country-enclave in January and is projected to have a model home and inventory homes ready for touring in March. Located in the Sierra neighborhood, homes will be priced from the \$250s to the upper \$300s.

Located in Garland, Newport is opening **Rosehill Meadows** with pre-sales beginning this month. A nature lover’s paradise, Rosehill Meadows will offer homes from the \$180s to the upper \$200s consisting of 41 home sites close to the shores of Lake Ray Hubbard.

For more information on homes and communities please visit [www.newporthomebuilders.com](http://www.newporthomebuilders.com) or call 972-732-8800. Newport’s corporate office is located at 17300 Dallas Parkway, Suite 2080, Dallas, Texas 75248.

