



NewHomesSection.com Finds Niche in New Home Marketing

NewHomesSection.com is a brand new website where homebuyers and Real Estate Professionals can find information about Arizona new home builders. The website displays Arizona new home builder ads in the same fashion as your local paper, but the new home ads are always available, and each ad clicks-through to the home builders website. NewHomesSection.com has received a great reaction from homebuyers, real estate professionals, and home builders.

Phoenix, AZ, July 10, 2007 --([PR.com](#))-- After taking notice to how real estate is evolving in the Valley, two Arizona natives started an informative new home web site that can be used by homebuyers and Realtors during the new home research process.

Arizona State University graduate Jayson Gibson and current student Paul Escobedo started NewHomesSection.com in June and have since watched their company grow as the site now features several [Arizona home builder](#) ads.

NewHomesSection.Com features weekly home builder ads that click-through to the home builder's web site.

“The basic idea of NewHomesSection.com is to make the [Arizona New Homes](#) Section of the local newspaper always available online,” Escobedo said. “We realized that the home buying process is changing and we wanted our company to accommodate that change.”

According to a survey conducted by the National Association of Realtors, using the internet during the home buying process is on the rise. In 2005, 77 percent of people used the internet while searching for a home.

Realtor® Magazine named Arizona as the “fastest-growing state” in 2006 with a 3.6 percent growth rate. With the population growing in the Valley, the real estate market is a booming one.

Alan Bradford, a real estate agent with Larry John Wright Real Estate, thinks using the internet as a means of selling or purchasing a home is a useful alternative to browsing the newspaper or out-of-date home directories.

“As a Realtor, I need to have the most up to date information in order to stay competitive,” Bradford said. “I am excited to see this website grow and am happy to see that the Arizona new home builders are starting to realize its potential.”

Perhaps the people most excited about companies like NewHomesSection.com are potential buyers in the Phoenix area.

Susan Brennan, a Valley resident who has been researching information about condo living in Phoenix, found online services such as NewHomesSection.com to be very valuable in her hunt for a new home.



“All of the information I needed was in one location,” Brennan said. “The web site was very user-friendly.”

Gibson and Escobedo hope that with a combination of residents looking to purchase homes in the Valley and the popularity of the internet increasing every day, their company will prove to be a resourceful tool in the home buying and selling process.

“It is only a matter of time before all businesses are operated via internet,” Escobedo said. “We just hope that our business will revolutionize the way people buy and sell their homes.”

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To find out more information about NewHomesSection.Com visit NewHomesSection.Com or contact Jayson Gibson at Jayson@NewHomesSection.com.



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