



## **Builder Homesite, Inc. Launches Condo Search Site**

*Platform makes it easy to search for the newest downtown digs. Builder Homesite's (BHI) New Home Source (<http://www.newhomesource.com>), the leading consumer resource to new home communities throughout the U.S., has launched Urban Condo Living (<http://www.urbancondoliving.com>) – a comprehensive, new condo search website tailored to urban dwellers looking for their dream space in the sky.*

Austin, TX, May 01, 2008 --(PR.com)-- Builder Homesite's (BHI) New Home Source (<http://www.newhomesource.com>), the leading consumer resource to new home communities throughout the U.S., has launched Urban Condo Living (<http://www.urbancondoliving.com>) - a comprehensive, new condo search website tailored to urban dwellers looking for their dream space in the sky.

“Downtown living is truly exotic, and each neighborhood has its own vibrant spirit and creative outlook that gives residents an array of diverse cultures and endless opportunities,” said Kevin Wilson of Toll Brothers City Living division, which operates luxury condo and townhome communities in Arizona, New York, New Jersey, Pennsylvania and Ontario, Canada. “From Maxwell Place (on the Hudson in Hoboken, New Jersey (<http://www.maxwellplace.com/>) to Northside Piers in New York, (<http://www.northsidepiers.com>) residents can enjoy the best in city living.”

Through a sleek user platform that makes searching effortless, homebuyers can visit thousands of new condo developments online, free of charge. Features like interactive Google Maps means that prospective buyers can zero in on specific neighborhoods and see where their prospective condo is in relation to workplaces, nightlife, services and attractions.

With high-resolution Flash photo galleries and floorplans, users can zoom in on vivid images that show them all their options. Prospective buyers can also request that a sales representative call them when they find a community they like.

Research shows that buyers are increasingly looking at the benefits of condo ownership. According to the Urban Land Institute's “Condominium Trends” report, released in January 2007, the long-term outlook for the condo market is “promising,” with steady demand from baby boomers and urban hipsters.

“With the increased focus on new urbanism, launching a search website dedicated to the urban high-rise living market makes sense,” said Tim Costello, CEO of Builder Homesite, Inc. “As a marketing consortium wholly-owned by builders, our goal is to introduce buyers to the nation's best homebuilders. Our consumer outreach, which already uses unique destination sites to reach active adult and Spanish speaking buyers, now has a new vehicle to serve the condominium and multi-family market.”

Another big appeal for consumers is that condos are often less expensive and tend to maintain high resale profit potential as a long-term investment. Experts report that, with most investor and speculative buyers out of the market, the picture is returning to normal and is poised for growth, especially with the U.S. adding 30 million residents each decade and more people longing for the excitement that comes with



living at the urban core.

UrbanCondoLiving.com maximizes developer and advertiser investments in web marketing by broadly distributing their information in leading home portals such as New Home Source, Yahoo! real estate, AOL Real Estate, Trulia, and dozens of destinations where homebuyers look for new homes and condos. They list once and are everywhere.

About Builder Homesite, Inc.

Builder Homesite, Inc. (BHI) and its subsidiary, New Home Technologies, were both founded with the same mission - to bring homebuilding industry leaders together to develop world-class technology solutions that benefit consumers. Builder Homesite is a consortium of 36 of the nation's largest homebuilders; its flagship product is NewHomeSource.com, a consumer website with the most comprehensive information and selection of new homes available: <http://www.newhomesource.com>.

In 2003, BHI founded New Home Technologies, a subsidiary consortium of new homebuilders and product manufacturers whose focus is on homebuilding supply chain solutions. The first of these is Envision - an online integrated and standardized new home design options management tool. For more information on all Builderhomesite products, visit [www.builderhomesite.com](http://www.builderhomesite.com).

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