



Beazer Homes Ramps Up Deals During National Sales Event

June 1, 2009

Builder Introduces the Buy Low, Live Smart Sales Event, June 12-14

ATLANTA, Jun 01, 2009 (BUSINESS WIRE) -- Beazer Homes USA, Inc. (NYSE: BZH), one of the nation's top 10 homebuilders, today announced it will offer some of its best deals of the year on newly constructed homes during its Buy Low, Live Smart Sales Event, June 12 to 14. Exceptional savings and additional incentives will be offered to qualified buyers on select move-in ready and to-be-built homes in all Beazer communities during these three days.

Beazer's national sales event will spotlight the tremendous buying power available right now for those who take advantage of the limited-time special savings, record-low interest rates and government-sponsored tax credits. Additionally, the builder is emphasizing the ecological and economical benefits of new Beazer homes, which are more energy efficient and have lower operating costs when compared to older homes.

According to Kathi James, senior vice president and chief marketing officer for Beazer Homes, this is truly an extraordinary time to be in the market for a new home, but many prospective buyers remain ill-informed about key factors that impact a buying decision.

"There has never been a housing market that more clearly favored the consumer. While we're definitely seeing more traffic in our sales centers, our research indicates there is a significant segment that remains cautiously on the sidelines," said James. "Our goal is to educate prospective buyers about the facts of the current market and offer data that explains the benefits of purchasing a new home today."

James points to the research Beazer conducted in April among prospective homebuyers as an indication of the opportunity for additional education. The survey found gaps in the level of awareness or understanding for several areas that typically impact the home buying decision, including 26 percent of those considering the purchase of a new home did not know that mortgage interest payments are tax deductible and 31 percent were unaware of the \$8,000 federal tax credit for first-time buyers.

According to James, among those who could benefit most from the current market there appears to be an even greater need for information.

"Forty percent of the renters and first-time buyers surveyed did not know that mortgage interest payments are tax deductible and nearly half were unfamiliar with the benefits of the federal government's \$8,000 tax credit," said James. However, 53 percent of would-be first-time buyers surveyed said the availability of a tax credit would impact their likelihood to purchase a home now.

To fill the educational void, the national homebuilder last month introduced "Beazernomics," an educational campaign supported by a user-friendly website (beazernomics.com) filled with fact-laced tables, charts and pictographs to help inform and enlighten prospective buyers.

"We're using historical data and industry research to explain why factors like low interest rates, low home prices and tax credits make 2009 an unprecedented time to purchase a new home," said James. "We're talking to buyers about the benefits of purchasing a brand new Beazer home over a re-sale or foreclosed home, which can come loaded with hidden costs."

New home builders like Beazer provide buyers a warranty that covers materials and workmanship for the first year and continuing coverage through the second year that includes specific components of major mechanical and electrical system. Also, new home buyers have the added benefit of manufacturers' warranties for kitchen appliances, air conditioning and heating units and the roof, just to name a few examples, which are passed along to the buyer at closing.

Additionally, Beazer includes up to 10 eco-friendly features in every home it builds, including CFL bulbs, programmable thermostats and EnergyStar(R) dishwashers, which reduce the home's operating cost. Other standard features include water-saving faucets and showerheads, as well as MERV-8 air filters and low-VOC paints and carpet that contribute to healthier indoor air quality.

Beazer Homes is one of the country's largest single-family homebuilders with operations in 16 states. For more information on incentives available by market, visit Beazer.com.

SOURCE: Beazer Homes USA, Inc.

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