



## **Internet Record Set -- Beazer Homes Sells 30 Homes On-line**

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ATLANTA, March 2 /PRNewswire/ -- Beazer Homes USA, Inc. (NYSE: BZH) ([www.beazer.com](http://www.beazer.com)), one of the nation's largest homebuilders, has sold an entire 30 home subdivision through an on-line sales event in which prospective buyers bid for their homes. This sets what is believed to be a record for the greatest number of new homes ever sold on-line in a single event. Beazer held the on-line sales event in conjunction with iBidCo ([www.ibidco.com](http://www.ibidco.com)), the leading provider of on-line real estate sales systems.

The Internet sales event was conducted for the grand opening of Beazer Homes' Summers Gate community in Laguna, CA. The community featured three and four bedroom homes, with base values from \$179,900 to \$209,900. On-line sales events were planned for February 5 and February 12, in which buyers would actively bid against each other. A prospective homebuyer, however, could pre-empt the on-line sales event by clicking the "buy now" button to purchase their home at a specified premium over the minimum price. All 30 homes being offered were purchased prior to the sales events using this "buy now" feature.

Ian McCarthy, President and CEO, Beazer Homes USA, Inc. noted, "We feel this on-line format offers value to our homebuyers and an efficient sales process for Beazer. The success of this event also proves that customers embrace the concept of purchasing a home on-line."

Tom Vetter, Founder and Chairman, iBidCo, attributed the event's success to Beazer's aggressive promotion teamed with iBidCo's state of the art technology. Mr. Vetter commented, "Our success comes not just from the iBidCo on-line technology, but our extensive experience in conducting both Internet-based and more traditional sales events for real estate. Combined with my co-founders, Chris Albrick and Richard Jackson, we bring over fifty years of experience in the new homes and real estate industry. We apply this expertise in the upfront market analysis and the consulting work we do with the builder before, during and after the sale. Our goal is to accelerate the sales pace and provide a pricing model that ensures the builder achieves top fair market value."

Beazer Homes USA, Inc., based in Atlanta, Georgia, is one of the country's ten largest single-family homebuilders with operations in Arizona, California, Florida, Georgia, Maryland, Nevada, New Jersey, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas, and Virginia. Beazer Homes also provides mortgage origination, title and insurance services to its homebuyers.

Oakland, CA based iBidCo provides on-line sales systems for builders and developers nationwide. As the new homes industry's leader in Web-based sales, iBidCo provides technology and experienced based expertise for grand openings, inventory and community closeouts and model home sales. These fully managed solutions work directly with the builder's sales and marketing team, enhancing performance in accelerated sales and dynamic pricing, with emphasis on ensuring a convenient and positive consumer experience. SOURCE Beazer Homes USA, Inc.

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