



# The New Homes View

Q1: 2024

## Put a *Dent* in Your Business: Unleashing Success with Pauline Dent, National Director!

### Hello, fellow New Homes Members!

I'm Pauline Dent, your guide to navigating the winding roads of success in the new construction realm. As your National Director, I've decided it's high time we put a "*Dent*" in the way we approach our professional lives. No, I'm not suggesting we cause chaos, but rather, I'm here to bring a fresh perspective and a dash of humor to our journey toward excellence.

### The Dent Philosophy

First things first – let's talk philosophy. I believe that success is not just about hitting targets and meeting deadlines; it's about leaving an indelible mark on everything we do. That's why I've coined what I call "Leadership Dentistry." No, we won't be pulling teeth or filling cavities, but we will be crafting our path with precision, care, and a healthy dose of laughter.

### Leaving a Lasting Impression

In the world of business, standing out is crucial. How do you ensure your presence is felt, remembered, and celebrated? Simple – you put a *Dent* in it! Whether it's through innovative ideas, a unique approach to problem-solving, or simply a contagious sense of humor in your next builder meeting, leaving a lasting impression is key. Remember, it's not just about making waves; it's about creating a ripple effect that resonates.

Here's to putting a *Dent* in your business! Stay tuned for more...

## NEW HOMES

POWERED BY LEGACY INTERNATIONAL

**Mission:** We will provide comprehensive and specialized training to real estate professionals, enabling them to excel in the field of new home sales and business development. The virtual community will equip our members with the knowledge, skills, and resources necessary to thrive in this dynamic and competitive real estate segment. By delivering high-quality training programs and fostering a culture of continuous learning, we aim to empower individuals to reach their full potential and achieve exceptional results in their careers. We will position New Homes as the primary source for new home purchasers, agents, builders, and developers throughout the Americas.

We are the virtual community of resources for those who specialize in builder and developer products including single-family, luxury estates, condominiums and townhomes, 2nd homes & resort properties, and active adult communities. Our services are tailored to help agents at different levels of their careers, and we offer strategic partners, marketing support, and developer services to help boost sales immediately.

### As part of the Community, you'll continue to enjoy:

- **Simplified Understanding:** We break down the conversations into digestible content, helping you to immediately apply your learnings to boost your productivity, career, your customers experience, and to further support your builder and developer partners.
- **Latest News & Tools:** Stay updated with the latest happenings and the most effective tools in the new construction world.
- **Discussions:** Engage in enlightening discussions about the new construction world, including expert interviews.
- **Referral Network:** Your membership includes exclusive access to the global referral network. This network will include... builder and developers requesting assistance with their projects, and agents, just like yourself, so you can engage in opportunities with like-minded, equally talented professionals like yourself.

Join the Virtual Community **TODAY** by clicking **HERE**

## Factoid:

Almost a Third of Homes for Sale Are New Construction—the Highest Share of Any Third Quarter on Record.

They stated, nationwide, 30.6% of U.S. single-family homes for sale in the third quarter (2023) were new construction. That's the highest share of any third quarter on record and up from 28.9% one year earlier and 25% two years earlier.

If new construction is not part of your business, you are losing sales and venue!

[SOURCE](#)



# New Homes Territory Leaders:

Do you think you have what it takes to be a Territory Leader? If so, let's talk.

The industry is ever changing, your community is growing, and the need for influencers and leaders has never been more important.

## What it is:

- Lead a defined Territory.
- Fully activating the Territory for new homes' participation, training, and business development.
- Ensuring ongoing support of programs necessary in selling new homes and representing builders and developers.
- Provide support specific to the New Homes Suite of Services.
- Compensation based on engagement (training and business development).

## What it is not:

- The opportunity is not meant to replace your current business...just an enhancement.
- This is not brand specific: you should be proud to remain who you are, continue to service those who expect and deserve your attention, and you should plan to continue supporting and promoting your preferred brand. The difference? You would have the depth and breadth of the New Homes Community, including a full suite of services (sales, marketing, and operations), at your disposal.
- You are not in a vacuum. You are joining an exciting team of leaders sharing similar values and visions!

We all recognize the new homes segment is very different from resales. We also know the trends we may see are driven by local markets. One of the primary priorities as a leader is helping others gain traction in their new homes business.

If you would like to explore this further, reach out to us at [info@NewHomesLegacy.com](mailto:info@NewHomesLegacy.com) or toll-free 866-986-0017.

Visit: [NewHomesLegacy.com](http://NewHomesLegacy.com)



## Project Spotlight

We are thrilled to extend our warmest congratulations to Craig Wilburn for his outstanding achievement in securing a new construction community listing! **Archer Place**

This milestone is a testament to his dedication, hard work, and expertise in the real estate industry.

The addition of this fantastic community to his portfolio opens up exciting opportunities for his customers!

Join us in celebrating Craig's success and wishing him continued prosperity in the world of new construction real estate. If you or your customers are in the market for a beautiful condominium in Gainesville, Florida, be sure to reach out to Craig for top-notch assistance!

Let's congratulate Craig for this remarkable achievement!

## Industry Experts

In March, you will see a powerful session drop in the Kajabi Library. We had the pleasure of sitting down with one of our most esteemed Strategic Partners.

Gary Okonowsky is one of the most admired and respected Fractional CFOs in our industry. Gary brings a wealth of financial expertise to the complex world of real estate and construction. With a passion for optimizing financial strategies and mitigating risks, he has become a trusted advisor to those seeking to navigate the ever-evolving landscape of real estate. He has been a Strategic Partner to our team and builders nationwide, including some of the most recognizable brands in our business such as KBHOME, DR Horton and Shea Homes.

Throughout his career, Gary has successfully collaborated with builders, steering them through financial complexities, and contributing to their overall success. What does this mean to you and why is this important to your new homes business?

## As We Close...

We all get tons of unwanted and useless e-mails. We pledge to be certain this Community newsletter isn't one of them. You'll hear from us when, and only when, we have something important to share.

**Until then... Join the conversations:**

