

# YOUR BUILDER STORY

There is power in your ability to convey the GL Homes story and what makes us different from the rest. Your customers will frequently ask the question, "What makes you different from the builder down the street?" or "No I have not heard of GL Homes, tell me about yourself." In this section, take a moment to review the answers to these questions and start the process of constructing your 30 second builder story.

GL Homes has been in business for how many years?

We have built over how many homes?

Where do we build? (locations around the state) \_\_\_\_\_

What are some of the other communities that GL Homes has built nearby?

Describe how we build our communities and what makes them unique. \_\_\_\_\_

How will their experience be different when they build with GL Homes? \_\_\_\_\_

What are some of the highlights in our construction methods? \_\_\_\_\_

List the top 3 advantages GL Homes offers with our option programs.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

What does our typical fee structure look like? \_\_\_\_\_

Describe the Warranty provided for each home: \_\_\_\_\_