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PR Newswire - Press Release

Texas Home Builder Makes Bold Leap in Down Market by Adding Features, Going Green

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DALLAS, April 21 /PRNewswire/ -- While most of the nation is bemoaning the state of the housing industry, one Texas builder's 2007 sales were a 21 percent increase over the previous year, and it expects an even bigger increase in sales and profits this year.

Kent LeSueur of Dallas-based Newport Homebuilders expects to close almost 80 homes this year, an accomplishment he says the company achieved by doing the opposite of what most other builders are doing in a tough market.

"The tendency of most builders in this market today is to cut out features and reduce costs in order to lower the price of a home," LeSueur says. "Many think that for most buyers, cheaper is better."

While many builders were having fire sales, price cuts and major amenity give-a-ways, Newport actually added

features to their homes.

Last year when the real estate crisis was gathering steam, Newport took an even bigger leap of faith and began building homes that featured "all green" energy-efficient designs.

Newport's major green-building initiative offers new home buyers an environmentally-friendly home that improves air quality and provides a substantial savings on energy, water and utility bills.

"We spent months researching the latest energy-saving products and construction methods to create a comprehensive green-building program," he says. "We've branded it LiveGreen, Built Green to Save Green, with a focus on four major areas including energy efficiency, water conservation, air quality and green living."

Two-story homes in the program realize a minimum of 25 percent energy savings, 25 percent water savings and 50 percent improvement in indoor air quality.

Every home is individually inspected by an independent, third-party Home Energy Rater to certify it meets the EPA's nationally recognized EnergyStar Program. Newport homes also meet and exceed the

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ambitious GreenBuilt North Texas program developed by the Home Builders Association of Greater Dallas.

"This is a serious value-added program because the benefits realized in utility savings far outweigh the nominal costs involved in making a home completely energy efficient," LeSueur says.

"Our philosophy encourages buyers to think of the future and of what will give their home more value in the long run. Down the road, when they get ready to sell, they will have far more value, and the home will set itself apart from all the others. In the meantime, owners have spent far less money on operating costs."

He says the decision to go green and add amenities was easy. "We didn't want to stick our heads in the sand; we wanted to give the consumers something better, something in which they see an inherent value."

Newport currently builds in five communities in the Dallas area with homes from \$300,000 to \$750,000. This year Newport joined Greenspoint, an all-green residential community in Prosper by Willow Development. This 100 percent green-built neighborhood sits on a 27-acre lake at the top of Dallas' northern corridor with about 200 projected homes ranging from the \$300s to \$1 million-plus.

Newport's environmental sensibility begins with the building process. "Few people realize that more than 8,000 pounds of waste typically is thrown into a landfill during the construction of a 2,000-square-foot home," LeSueur says. "We recycle all wood and brick waste -- an enormously positive impact on the environment from just one house."

Outdoors, a high-efficiency outdoor irrigation system saves more than 30 percent on outdoor watering which accounts for up to 50 percent of residential water use.

"We're usually not the least expensive in any of our communities, but we offset that with the additional value of our energy-efficient construction and the significant savings on utilities our homes provide," LeSueur notes. "Smart buyers see the advantage."

For more information on Newport Homebuilders and its LiveGreen program, visit <http://www.newportlivegreen.com> or call 972-732-8800.

SOURCE Newport Homebuilders

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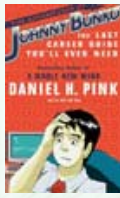
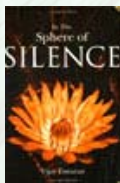
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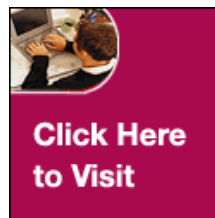
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