



# Location- Location-Location

Custom Homes  
Since 1974

## What does the saying Location, Location, Location mean?

**It is the real estate agents' mantra: Location, location, location. You've certainly heard the phrase enough and may wonder what inspires agents to say the word three times. In a nutshell, location, location, location means identical homes can increase or decrease in value due to location.**

"Building and selling houses for profit, particularly speculative building (building without a buyer), can be lucrative, but it's a high-risk, high-reward endeavor. Success depends on various factors, including market conditions, location, build quality, and effective cost management.

When successful, spec building can yield significant profits, especially in strong markets of 10% to 20%.

The real estate market is cyclical, and prices can fluctuate, impacting profitability.

Rising material and labor costs can erode profit margins.

Carrying costs like property taxes, insurance, and potential interest on loans can add up while waiting for a sale.

Large-volume builders and other spec builders can create competition, potentially affecting selling prices and time on the market."

Hi, my name is Waymon Meadows, and I'm reaching out because I see that you own a vacant lot in Sebring. I wanted to ask if you've ever thought about turning that lot into an investment property?

With the current demand for new homes in the area, this could be a great opportunity for you to significantly increase the value of your lot by building a new home. Not only would this add substantial equity to your property, but you could also generate passive income by renting it out, providing you with a steady cash flow.

Additionally, you may be able to benefit from tax deductions on construction costs, mortgage interest, and property taxes, which could further make this a smart investment.

Right now, there's a demand for new homes in the area, especially for rental properties. Many families are looking for modern, affordable homes, and the market prices in this area are on the rise. By building now, you'd be positioning yourself to take advantage of these growing trends.

I understand that starting a new construction project can seem overwhelming, but I want to assure you that I can help guide you through the process from start to finish. We can handle everything from the permits and construction management to finding tenants once the property is ready, so you don't have to worry about the complexities of the project.

You could have a move-in ready home that's designed to attract the type of tenants you want, and I'll be there every step of the way to make it happen smoothly and efficiently.

Real estate is one of the safest long-term investments available, and it has a proven track record of appreciating over time. Not only would you be increasing the value of your lot, but with the growing demand for homes in this area, you'd be securing a solid return on your investment.

I also understand that you may have personal goals in mind, whether it's providing housing for family members, creating a legacy, or simply making a wise investment. Whatever your vision, we can work together to build a home that meets your needs and adds long-term value to your life.

Would you be open to discussing this opportunity in more detail? I can share some specifics about how this would work, including estimated costs and timelines, and we can go over the potential returns you could expect from such a project.

What would be a good time for us to talk further or meet in person?

Thank you for your time, [Owner's Name]. I'm excited about the possibility of helping you turn your lot into a profitable investment!



"He is the happiest, be he king or peasant, who finds peace in his [community] home." – Johann Wolfgang von Goethe insert by Waymon Meadows

## Growth Factors & Opportunities:

**Population Growth:** Sebring's population has been projected to grow, indicating a potential increase in housing demand and a need for local businesses.

**Tourism:** Sebring International Raceway and the surrounding area attract visitors, supporting the local economy and presenting opportunities in hospitality, entertainment, and related services.

**Sebring Regional Airport:** Investments and infrastructure improvements at the airport can attract aviation-related businesses and support the local economy.

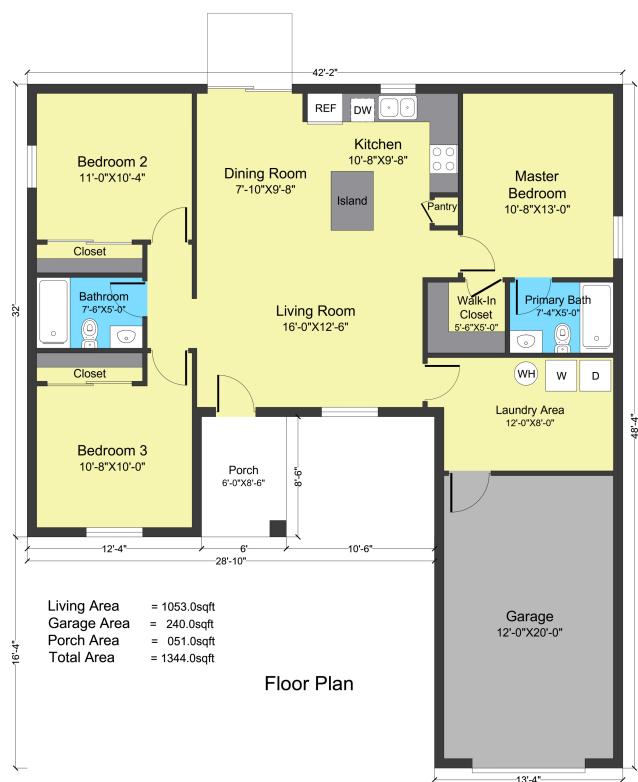
**Lower Cost of Living:** Housing and overall living costs in Sebring are lower than the national average, potentially attracting new residents and businesses.

**Retiree-Friendly Policies:** Florida's lack of state income tax and favorable tax policies for retirees can attract retirees and related businesses.

**HGTV's Hometown Takeover:** The recent HGTV show has brought increased attention and investment to Sebring, potentially stimulating further growth and development.



Front Elevation



Sebring centers around two key aspects:  
affordability and a strong sense of community.

When you come visit our model at 400 Miami Way, Poinciana, you will find your dream home. You will then select your lot in Sebring.

A typical lot with large pine and oak trees in Sebring is characterized by the presence of both pine and oak trees, creating a blend of evergreen and deciduous foliage.



# First-time Buyers

Custom Homes  
Since 1974

**"Owning a home is a **keystone of wealth...** both financial affluence and emotional security."** – Suze Orman

Buying a house is a financial goal for a lot of people. Many countries have favourable mortgage or tax policies for first-time buyers to sponsor their initial foray into horsemanship. **NO MONEY DOWN**

Although first-time buyers are not necessarily naïve given the amount of information available online, they lack direct experience and do appreciate expert advice from agents. Being their trusted advisor is a great way to build relationships and progress towards the deal. **NO CLOSING COST**

What they look for: usually small to medium properties in a reasonable price range, as they are just getting on the property ladder. Also, transportation to the city center or business district is usually a large factor as these buyers tend to be in the early to mid-stage of their careers. **ASSISTANCE PROGRAMS**

How to prepare: be ready with information regarding government incentives, possible mortgage providers, price trends, local repair company information, and anything else that will make the new buyer feel more at ease.



**CAUTION**

Do you need help obtaining a mortgage?  
Can you qualify for MRC' No Money  
Down program?  
Need to buy a select home that includes No  
Closing Cost?  
Are you short on cash and need MRC'  
FREE money Assistance Plan?

Act today for help before MRC'  
discontinues the programs!



first-time home buyers \$7,500 government grant  
first-time homebuyer program florida qualifications  
first-time home buyer programs  
first time home buyer programs florida  
first-time home buyer loans with zero down  
free grants for first-time home buyers  
first-time home buyer florida no down payment  
best first-time home buyer programs florida



# Downsizers

Custom Homes  
Since 1974

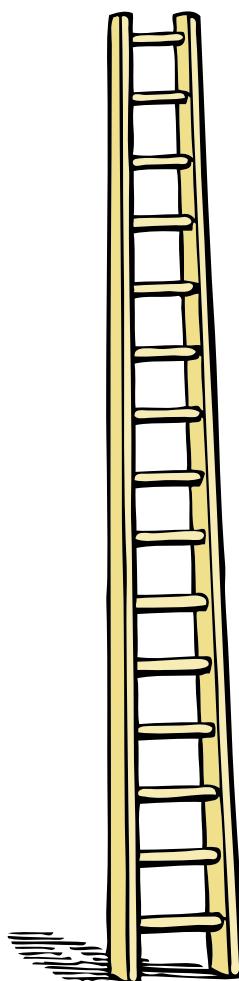
"Real estate is an imperishable asset, ever-increasing in value. It is the most solid security that human ingenuity has devised." – Russell Sage

**Yes, people can move up or down the property ladder.** For individuals or couples in a stage of life where career is no longer a factor and children have left the nest, the big space or urban location near schools and offices may not seem as important anymore. Instead, these buyers look to enjoy their regained flexibility in a smaller, quieter space that fits their future lifestyle more.

Downsizers obviously enjoy financial benefits: mortgage, insurance, utilities, repairs, and ongoing expenses are much less. However, do check if they will need to sell their current house before buying the new one, as this may impact the purchase timeline.

What they look for: a humble house that is spacious enough for daily activities and has easy access to public facilities such as parks, food shops, healthcare, etc. Elderly-friendly design is a great value-added feature, as the downsizing buyers tend to look for a place for retirement, too.

How to prepare: focus on aspects of the property that will help the buyer's lifestyle in the coming 10 years. Neighborhood safety, proximity to services, and demographics are also necessary to have on hand.



**CAUTION**

Where are you on the ladder? Is your family growing and need more space or is it time to downsize?

"Prepare to be captivated by a home unlike any other. Step inside and discover architectural brilliance and innovative design."

Come see our unique model at 400 Miami Way, Poinciana.

Call now for a private showing of this unique model home.



# Investment Income

Custom Homes  
Since 1974

"Real estate is the closest thing to a proverbial pot of gold." – Ada Louise Huxtable

## Buy-to-let investors

Buy-to-let is a popular model for many investors because of the potential for a stable, passive monthly income covering the mortgage payments. In fact, many developers advertise their new residential projects as investment-worthy and attractive to tenants in order to attract these investors.

These investors need to ensure that the expected monthly rent exceeds expenses such as tax, mortgage payments, tenant management, and occasional renovations.

What they look for: properties with high yield, stable tenants or potential tenants, existing infrastructure, in areas with a positive long-term outlook.

How to prepare: prepare and be ready to show comparable and estimate yield numbers, tenant demographics and long-term trends, proof of price stability, and favorable government



Description of  
Waymon Meadows  
FL LIC # CBC 1250530  
Since 1974

A "golden contractor" is a term that could be used to describe a contractor who consistently delivers exceptional quality and service, surpassing industry standards. Such a contractor embodies a set of ideal traits and practices that lead to successful projects and client satisfaction.



"Fool's gold" most commonly refers to pyrite, a mineral that can be easily mistaken for gold due to its metallic luster and pale brass-yellow color. While it might resemble gold, pyrite is a sulfide mineral with the chemical formula  $FeS_2$  and is much less valuable.



# The Niche

Custom Homes  
Since 1974

"I still think buying a home is the best investment any individual can make." – John Paulson



Target market:

Identify a **niche** market (e.g., luxury homes, starter homes) and build in areas where there's strong demand for those types of properties.

Location, location, location:

Choose locations with desirable amenities, good schools, and strong growth potential.

Build efficiently:

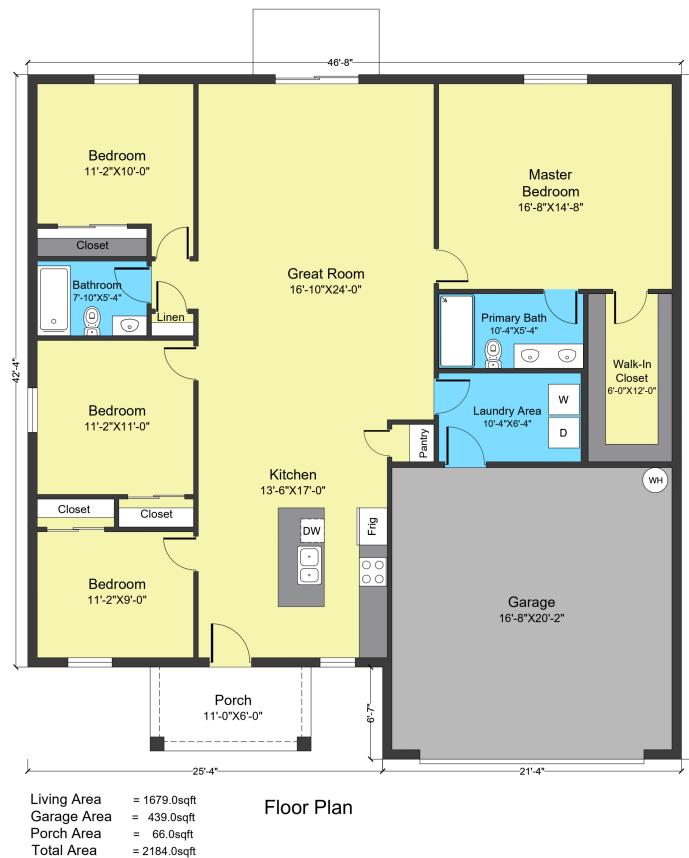
Focus on building quality homes that meet the needs of the target market, avoiding overbuilding.

Manage costs:

Carefully budget and manage construction costs to maximize profit margins.

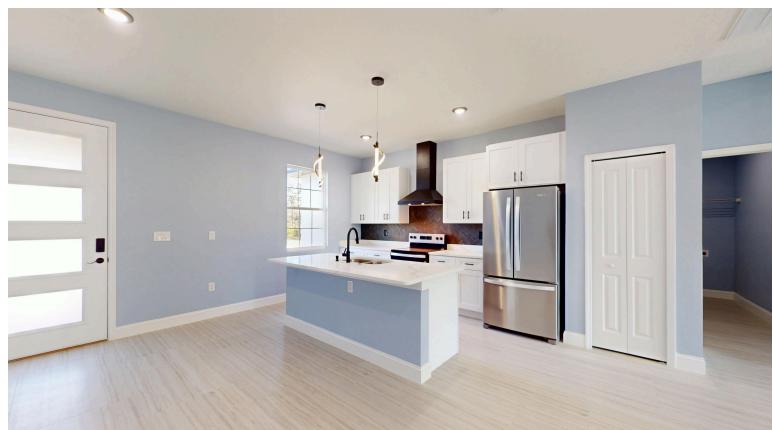
Build under contract:

Consider building homes under contract (with a buyer already lined up) to minimize risk.



Investing in the right **niche** when buying a new house.

Choosing a real estate niche is crucial when investing in a new house. It allows you to specialize, understand market dynamics better, and potentially achieve higher returns.





**"There is something permanent, and something extremely profound, in owning [and investing in] a home." – Kenny Quinn**

## Building and Selling Process:

Land acquisition: Secure a suitable piece of land at a reasonable price.

Permitting and approvals: Navigate the local permitting and building code requirements.

Construction: Oversee the construction process, ensuring quality and timely completion.

Marketing and sales: Effectively market the finished home to potential buyers.

Closing: Manage the closing process with the buyer.

## Financial Considerations:

### Capital requirements:

Building requires significant capital for land acquisition, construction, and carrying costs.

### Financing:

Explore financing options such as construction loans.

### Tax implications:

Understand the tax implications of building and selling, including capital gains taxes.

### Profit margins:

**Aim for a healthy profit margin (e.g., 10-20% gross profit, 5-10% net income).**



**CAUTION**

Before building a house, ask potential contractors about their experience, licensing, insurance, references, and project details like timeline, communication, and payment schedules. Also, inquire about their process for obtaining permits, handling change orders, and protecting your property.



**"Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world." – Franklin D. Roosevelt**

Important Tips:

Research and due diligence:

Thoroughly research the market, potential locations, and building costs.

Build a strong team:

**Assemble a team of experienced professionals, including contractors, architects, and real estate agents.**

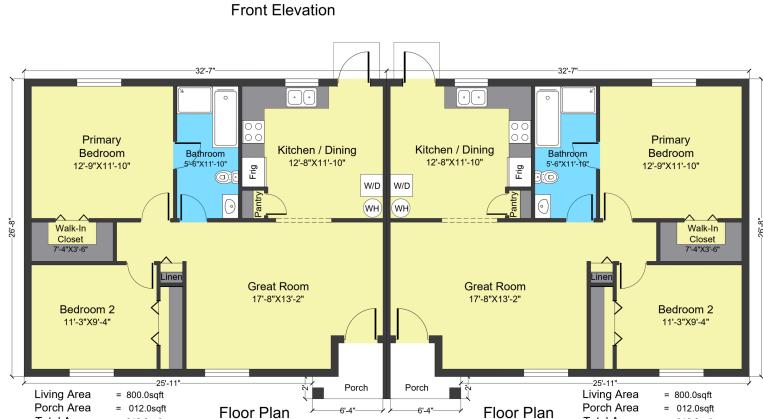
Focus on quality:

Build homes to a high standard to attract buyers and ensure long-term value.

Manage risk:

Diversify your projects, build under contract when possible, and manage your finances carefully.

In conclusion, building and selling houses for profit can be a rewarding venture, but it requires careful planning, strong financial management, and a willingness to navigate the risks of the real estate market.



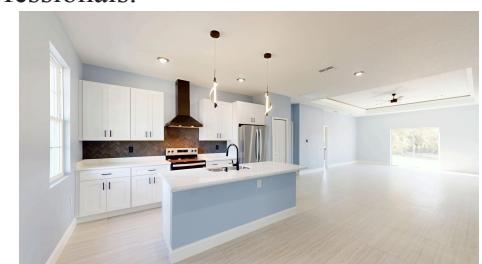
Enjoying the process of watching MRC build your new home, particularly a home, often involves appreciating the attention to detail, use of natural materials, and the application of traditional building techniques. MRC homes are known for their open floor plans, tray ceilings, accent lighting, and handcrafted details, blending functionality with aesthetic appeal.

You are invited to a private viewing of our unique model at 400 Miami Way, Poinciana, Florida by Waymon Meadows. Call his direct number for an appointment 863 287 5981. Model only shown by appointment to qualified buyers.



To build a house, you'll need to assemble a team of contractors, including a general contractor, who will oversee the entire project. You'll also need an architect to design the house and potentially an interior designer and landscape architect. Other specialized contractors include those for excavation, framing, siding, roofing, plumbing, electrical work, HVAC, insulation, drywall, painting, flooring, cabinetry, windows and doors, landscaping, and finishing carpentry.

MRC, Waymon Meadows, has the team that handles all detail. You will enjoy seeing your home fitly framed together by professionals.





# Helping You Build Wealth

Custom Homes  
Since 1974

Home-ownership can be a path to building assets and wealth, particularly for lower-income and minority families. Housing builds assets and wealth when homeowners are able to afford to buy a home, successfully pay subsequent mortgage payments, and benefit from their home's equity and price appreciation.

## Key strategies for new homeowners to build wealth

**Long-term investment:** A key strategy is to purchase a property with the intention of holding onto it for a long period, typically several years or even decades, aiming to generate steady rental income and benefit from property appreciation over time.

**Income generation:** If feasible, renting out the property can provide a stable source of regular rental income.

**Capital appreciation:** Over time, the property's value is expected to increase, offering the potential for significant profit upon eventual sale.

**Tax benefits:** Homeowners may be eligible for tax deductions, such as for mortgage interest, property taxes, and home renovations.

Additionally, homeowners who have owned their primary residence for at least two years can exclude all or part of the gain on the sale of their primary residence from taxable income.

**Leverage:** Homeowners can use the equity in their homes to borrow money for other investments or to improve their existing property. This can include taking out a home equity loan or a home equity line of credit (HELOC).

### Additional considerations

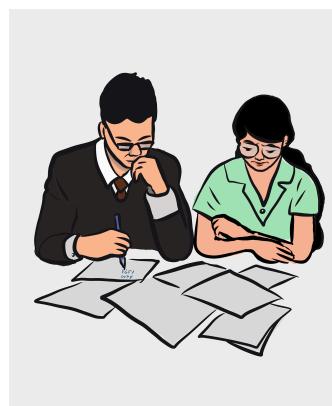
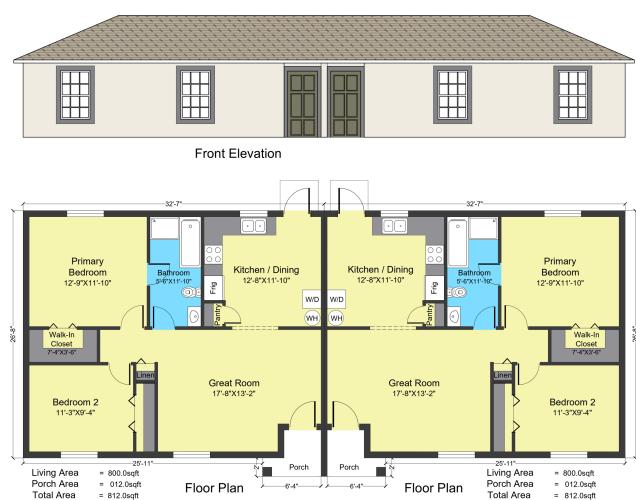
Savings, borrower education, and credit repair: These are important initial steps for renters who desire to become homeowners.

**Financial literacy:** Expanding knowledge of the real estate market and exploring the various ways real estate can be used to build wealth is essential for success.

**Finding the right professionals:** A well-networked real estate agent who understands industry standards, legalities, and contracts can be crucial for navigating the home buying and investment process.

**Due diligence:** When evaluating potential properties for investment, it is important to focus on hard data such as previous year's tax returns and maintenance records rather than relying solely on pro-forma statements.

**Note:** The information provided here is for general guidance and may not be applicable to all situations. It is recommended to consult with financial and real estate professionals for personalized advice.



What is MRC's 2 x2 Wealth Plan?

You are invited to a private viewing of our unique model at 400 Miami Way, Poinciana, Florida by Waymon Meadows. Call his direct number for an appointment 863 287 5981. Model only shown by appointment to qualified buyers.





# Mortgage

Custom Homes  
Since 1974



## American Bancshares

Mortgage Since 1995



Moises Alicea  
Mortgage Loan Originator  
NMLS: 1556130  
14261 Commerce Way Suite 100  
Miami Lake, FL 33016  
D: 954.534.5111  
O: 305.826.4500  
Email: [malicea@myabsm.com](mailto:malicea@myabsm.com)  
Site: [www.myabsm.com/malicea](http://www.myabsm.com/malicea)

You are invited to a private viewing of our unique model at 400 Miami Way, Poinciana, Florida by Waymon Meadows. Call his direct number for an appointment 863 287 5981.  
Model only shown by appointment to qualified buyers.





# Turning Empty Lots Into Homes That Pay

Custom Homes  
Since 1974

In a town filled with vacant lots, Waymon sees an untapped opportunity. Landowners who have held onto their properties for years are stuck with lots that offer no return – just grass, dirt, property taxes, maintenance, and wasted potential. But Waymon has a vision: transform those vacant lots into modern, beautiful new homes or duplexes that generate rental income and pay for themselves.

Waymon, with his years of experience in the construction industry, offers a unique solution: a full-service home-building program where landowners can get a customized home built on their lot. *The twist? Once the home is complete, Waymon guarantees that a tenant will lease the property at a rate that covers the mortgage payments, taking away the financial risk for the landowner.*

For the landowner, it's a dream come true. They've always wanted to do something with their lot but didn't know how to make it work financially. *Now, they can own a newly built home, without the stress of having to find tenants or deal with the management of rental property. The lease payments cover the mortgage, and over time, the landowner sees their investment grow.*

The process is simple: Waymon's team handles everything from design to construction to tenant placement. They work closely with each landowner to understand the style of home they want, ensuring that the design fits the character of the neighborhood while maximizing the rental value. Once the home is built, Waymon's leasing team steps in, finding reliable tenants who will cover the mortgage, and the landowner starts earning passive income.

But the business isn't without its challenges. Navigating permits, local regulations, and zoning laws requires careful planning. There are delays, surprises, and unexpected costs. Waymon and his team are tested, but they remain committed to turning every lot into a success story.

For landowners, it's not just about building a house—it's about building a future. As the first few homes are completed and the checks start rolling in, the location begins to take notice. More and more landowners reach out, ready to turn their vacant lots into profitable homes.

In the end, Meadows Realty and Construction is more than just a builder of homes. It's a company that brings life and opportunity to the landowners, tenants, and the community alike, one lot at a time.

Limited time only—act now before it's gone!

Waymon

*Discount of \$6,000 if home purchase by end of month!*



# About US

Custom Homes  
Since 1974

Building Dreams Since 1974

At Meadows Real Estate & Construction Co. LLC, we believe a home is more than just a structure—it's a reflection of your dreams, lifestyle, and legacy. Founded by Waymon Meadows, a master builder with over five decades of experience, our company has been dedicated to crafting exceptional custom homes that stand the test of time.

## Our Story

Since 1974, Waymon Meadows has been designing and building beautiful, high-quality homes with unparalleled craftsmanship and attention to detail. With a passion for excellence and a deep understanding of construction, he has turned visions into reality for homeowners who value quality, integrity, and personalized service.

## Our Expertise

Specializing in custom-built homes, we take pride in delivering properties that are as functional as they are stunning. From luxury estates to charming family residences, our team works closely with each client to ensure every detail is meticulously planned and executed. Whether you have a vision in mind or need expert guidance, we are here to create a home that is uniquely yours.

## Why Choose Us?

50+ Years of Experience – With a legacy spanning over five decades, we bring expertise and reliability to every project.

Custom Craftsmanship – Each home is tailored to fit your lifestyle, blending beauty with functionality.

Commitment to Excellence – We use the finest materials and skilled craftsmanship to ensure lasting quality.

Personalized Service – We work closely with homeowners to create a stress-free, transparent, and enjoyable building process.

## Let's Build Your Dream Home

At Meadows Real Estate & Construction Co. LLC, we are committed to bringing your vision to life with homes that are built to inspire and endure. If you're ready to start your journey toward a custom home, we'd love to hear from you.

Contact us today and let's make your dream home a reality!

Waymon

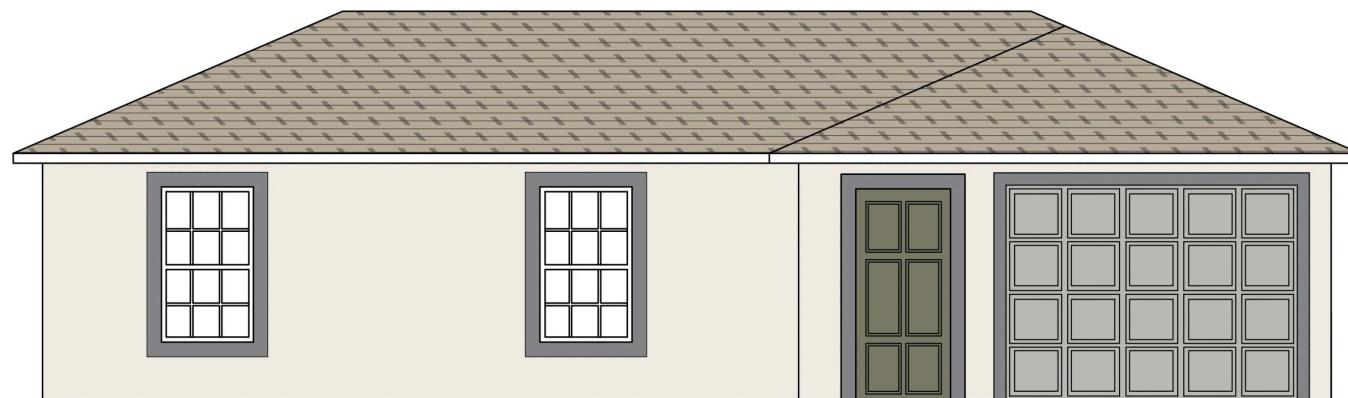
*Discount of \$6,000 if home  
if purchase by end of month!*



# Turning Your Empty Lot Into Home

Custom Homes  
Since 1974

## Telestial Model 800



Front Elevation



Floor Plan

Living Area	= 800.0sqft
Garage Area	= 301.0sqft
Porch Area	= 012.0sqft
Total Area	= 1113.0sqft



# Turning Your empty Lot Into Home

Custom Homes  
Since 1974

## Telestial Model 1053



Front Elevation





# Turning Your Empty Lot Into Home

Custom Homes  
Since 1974

## Telestial Model 1285



Front Elevation



Floor Plan



# Turning Your Empty Lot Into Home

Custom Homes  
Since 1974

## Telestial Model 1478



Front Elevation



Floor Plan

Living Area = 1478.4sqft  
Garage Area = 380.3sqft  
Porch Area = 077.9sqft  
Total Area = 1936.6sqft



# Turning Your Empty Lot Into Home

Custom Homes  
Since 1974

## Celestial Model 1553



Front Elevation



Floor Plan

Living Area	= 1553.0sqft
Garage Area	= 383.0sqft
Porch Area	= 48.0sqft
Total Area	= 1984.0sqft



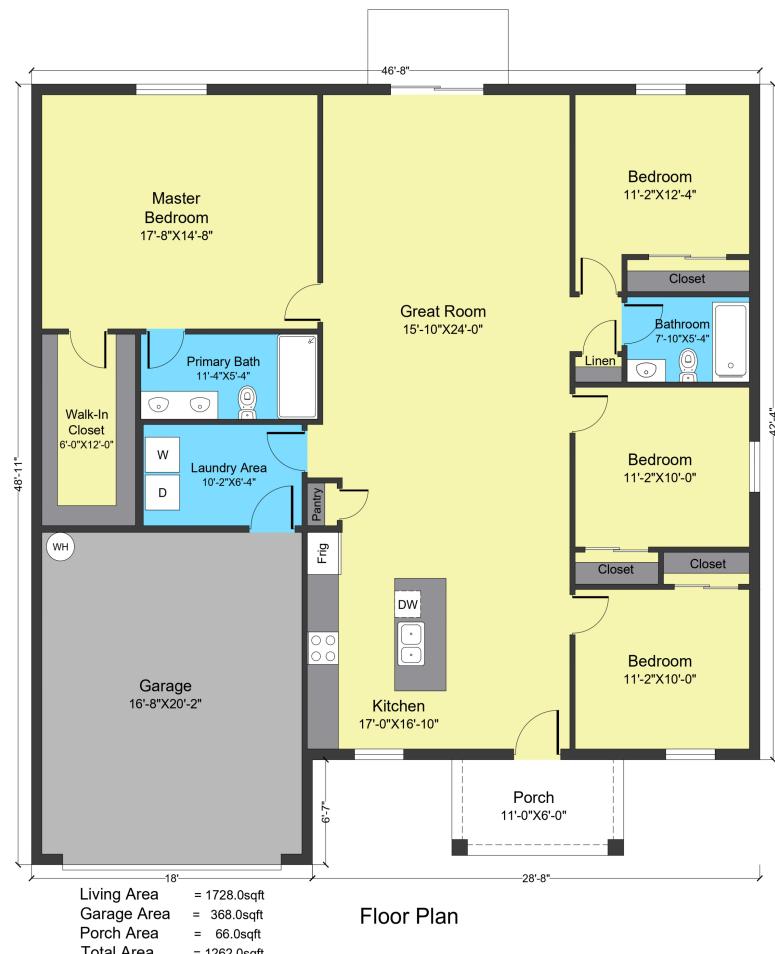
# Turning Your Empty Lot Into Home

Custom Homes  
Since 1974

Celestial Model 1679



Celestial Model 1728

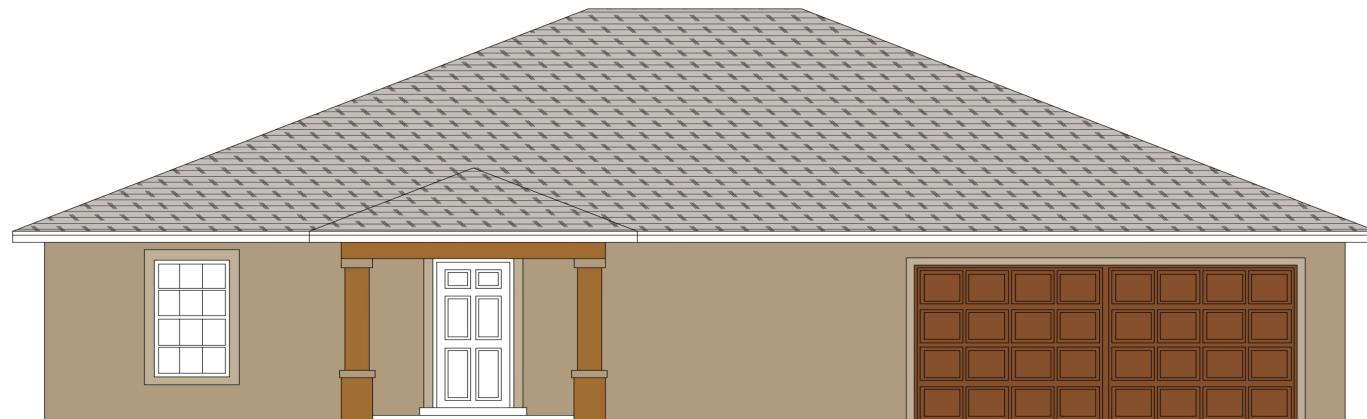




# Turning Your Empty Lot Into Home

Custom Homes  
Since 1974

## Celestial Model 1986



Front Elevation



Floor Plan

Living Area	= 1986.0sqft
Garage Area	= 468.0sqft
Porch Area	= 66.0sqft
Back Porch	= 144.0sqft
Total Area	= 2568.0sqft



# Turning Your Empty Lot Into Home

Custom Homes  
Since 1974

## Celestial Model 3066



Front Elevation

