



Meadows Realty & Construction

Custom Homes
Since 1974



Trust: Can I trust this builder to make my dream home a reality? *Trust in a builder must be earned thorough research and vetting; it cannot be assumed. To determine if you can trust a specific builder, you must evaluate their reputation, experience, transparency, and legal compliance. Matt Valentine said, "you can trust Waymon with a million dollars in cash."*

Matthew Valentine Builder



Verify: If you verify something, you check that it is true by careful examination or investigation. *A professional who operates with integrity, transparency, and accountability, ensuring high-quality work while prioritizing the client's peace of mind, before hiring them to build your dream home. Wanda Gutierrez said, "I have verified Waymon's information and you can count on him to keep his word."*

Wanda Gutierrez Mortgage Broker



Experience: Does MRC build on lots like my lot? Whether MRC can build on your lot depends entirely on the builder's policies, their experience with similar lot types, and local zoning/building restrictions. *Waymon Meadows Realty & Construction specialized for over 50 years building on peoples lots, and working with zoning and building restrictions, even getting zoning changes. He served on Polk County Board of Adjustment for seven years. Mike Noen said, "I know Waymon has built hundreds of homes, and develop many communities."*

Mike Nolen-Real Estate Broker



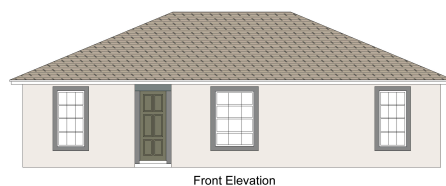
Cost: How much will it cost to build a home on my lot, and what's included? *The cost to build a home on your lot in Polk County, FL, varies widely, with \$150 to \$200+ per square foot for the structure itself, plus other significant expenses like land, site prep, impact fees, and permits. I can build your house and prep your lot; keeping the cost lower than other builders. Jesse Alcala said, "Waymon will give you the shirt off his back if you need it. I keep telling him that we need to make a profit!"*

Jesse Alcala-Partner

Telestial 1626 Model reduced to on your lot until November 30, 2025 \$ 227,356

MRC's Guarantee since 1974

- **Best Price**
- **Most sqft Living Area**
- **Best Quality Construction**
- **Custom Home**
- **Home built in 90 days**



Front Elevation



Living Area = 1626 sqft

Floor Plan



Celestial Model 1432 Little Joe Ave. Sebring, FL 33872

Call to see the model open 24/7 Waymon Meadows 863 287 5981

Determine the square footage of living area you want in your home.

Do you want to live in Polk County or highlands County?

What city do you want to live in?

Do you have a commitment letter?

Call for a price 863 287 5981 & and appointment



How much will your house appreciate in 15 years?



Go to my website, please call Waymon **863.287.5981**, if you need help with the website or need a custom plan (no extra cost). **Do your homework**, using my website, Internet, and AI .

I know you would invest \$199,240 in a new home if it increased to \$350,000 in 15 years. " That is a no brainier!"

According to AI (artificial Intelligence) investing \$199,240 today in a new home in central Florida would grow to **\$346,000- \$650,000 in 15 years.**

Please write this down: **At a modest 3.9% annual appreciation, a \$199,240 home in Central Florida could be worth around \$350,000 in 15 years.**

Do you have \$199,240 in cash or enough money in 401K to pay cash for a new home, or good credit to qualify for a mortgage?

Investing in a new home is like owning property with oil underground or **finding gold in a mine for the small investor.**

Unapproved applicants are **released** to make room for others



To those who saw my sign on the highway: Thank you for your interest in our new home program. Because of the strong demand we **can only offer a limited number of homes** at our special price of **\$199,240.**

To reserve your opportunity, **please submit your application to obtain an approval letter within the next 30 days.** After that date, we'll need to release unapproved applicants to make room for others on our waiting list of over 170+ lot owners.

We truly value your interest and want to help you secure this opportunity while it's still available.

Please call Wanda **321.356.7655** if you have any questions or need help completing your application.



Build Your New Home on Your Own Lot--Limited Time Offer

Discount prices until December 31, 2025

Telestial 1040 sqft living area \$189,920 cost per sqft 183

Telestial 1140 sqft living area \$199,220 cost per sqft 175

Telestial 1448 sqft living area \$227,896 cost per sqft 157

Telestial 1626 sqft living area \$244,418 cost per sqft 150

Telestial 1900 sqft living area \$269,900 cost per sqft 142



- Custom floor plans
- Fast, professional construction
- Quality materials & craftsmanship
- Financing Options available
- Build on your land ,your way

**Dreaming of a brand-new home build exactly where you want it?
Now is the perfect time!**

**Bonus incentive \$6,000. Use it toward upgrades, closing cost, or put
the money in your pocket.**



Offer Ends December 31, 2025

Make 2025 the year you stop dreaming and take action now!

**\$10,0000 +/- First-time buyer offered by Mortgage company. Call to see if you qualify-no
obligation Get the facts today!**

**Whether you already on land or are looking for the perfect spot, we'll help you design and build a beautiful, energy
-efficient home tailored to your taste and budget.**

Call today to schedule your free consultation!



Buyer Concerns

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For most prospects, the biggest hurdle is financing a construction project on property they already own. Having clear, pre-vetted options will increase their confidence and make the sale more likely.

- Offer "one-time close" loan guidance. Provide information and connections to lenders who offer construction-to-permanent loans. These loans simplify the process by combining financing for the land (if needed), construction, and the final mortgage into a single package with one closing.
- Show how their land serves as equity. Many buyers don't realize they can use the equity in their owned lot as collateral for a construction loan, which can cover their down payment.
- Clarify all-in costs. Be transparent about all potential costs, including site preparation, permits, and utility hookups, so the \$190,000 price isn't misleading. This builds trust and avoids surprises that can kill a deal late in the process.

2. Market the "build on your lot" advantage

Your selling point is the ability to build a new, custom home exactly where the customer wants it, without having to buy a new piece of land.

- Provide customizable floor plans. Offer a range of pre-designed floor plans that can be modified to meet specific needs and budgets. Highlight features that add value for modern buyers, such as energy efficiency and smart technology.
- Use visual storytelling. If you don't have a model home to show on-site, use high-quality, professional photography and video walk through of previously completed projects. You can also offer virtual reality tours of your floor plans.
- Create case studies. Feature a customer testimonial in a case study. Describe their initial problem, why they chose your company, and show photos of them enjoying their finished home. This showcases your expertise and builds credibility.

3. Build trust and provide reassurance

The prospect is trusting you with one of their most valuable assets: their property. Establishing a reputation for quality and reliability is critical.

- Demonstrate expertise. Partner with experienced, reputable subcontractors, and show proof of your own credentials and positive reviews.
- Establish a clear, consistent process. Guide clients through each step, from architectural plans to permits and the final contract. A transparent process makes the project feel less overwhelming.
- Provide proof of quality. Clearly explain the unique selling propositions that differentiate your homes, such as a strong warranty or quality materials.

Offer to show examples of your work and speak with past clients.

4. Create urgency and close the sale

Once you have addressed concerns and built a relationship, focus on converting the lead to a signed contract.

- Utilize targeted email campaigns. Nurture leads over time by sharing valuable content like a free "new home buyer checklist" or early access to new floor plans. Save high-impact, direct "salesy" content for qualified leads ready to move forward.
- Offer incentives. Create a sense of urgency with limited-time offers, such as discounted upgrades or free premium features. Promote these incentives through targeted ads and email campaigns.
- Be a proactive closer. In the final stages, focus on relationship-building and clear communication. Be prompt with responses and follow up effectively, confirming that you have read and understood their questions.

Or convert interested prospects into signed contracts, you need to refine your sales process, build trust, and address specific objections.

1. Refine Your Sales Process

- Document Your Process: Create a clear, step-by-step sales process that every lead goes through. This helps you identify where prospects are dropping off and what needs fixing.
- Qualify Leads Effectively: Ensure you are spending time with qualified leads who have a realistic budget and understanding of the building process. Not all calls are from ready-to-sign clients.
- Meet In Person: Stop emailing quotes. Schedule an in-person meeting to present the detailed quote and contract. This personal interaction is vital for building rapport and allows you to address questions and objections in real-time.

2. Build Trust and Demonstrate Value

- Showcase Expertise and Social Proof: Use high-quality photos, testimonials, and case studies from previous projects to build credibility. Clients are more likely to trust you if they see proof of your work and satisfied homeowners.
- Be Transparent About Pricing and Process: Clearly outline all costs, payment schedules (usually tied to construction milestones), and potential reasons for additional costs in your contract. Avoid hidden fees or low allowances for finishes that lead to surprises later.
- Educate Your Prospects: Position yourself as a trusted advisor, not just a salesperson. Educate clients on the home-building process, potential challenges, and why your methods/materials offer the best long-term value. This helps manage expectations and reduces wariness about your pricing.

3. Handle Objections and Create Urgency

- Identify and Address Objections: Listen carefully to your potential clients' concerns. Common objections include price, financing issues, contract terms, or fear of the process itself. Prepare well-crafted responses and solutions for each objection.
- Use Ethical Urgency: Create a genuine sense of urgency. This could be related to material price increases (e.g., lumber), an incentive package expiring, or a timeline for starting the project to meet a specific deadline (like the school year).