



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."*

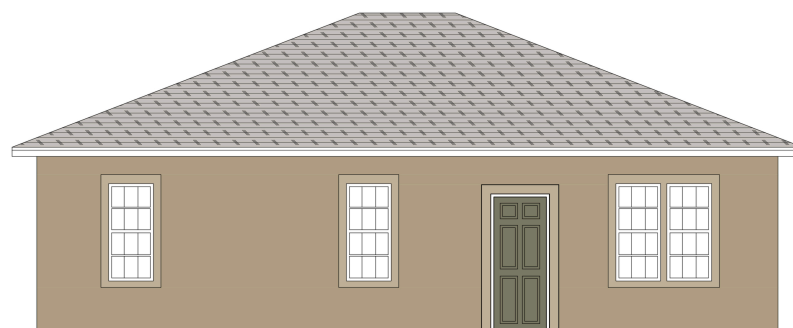
Mike Nolen-Real Estate Broker



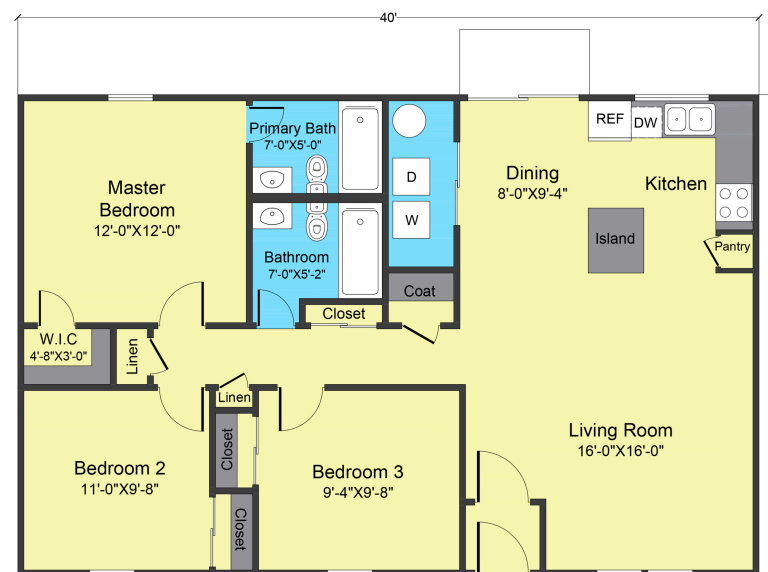
Cost: How much will it cost to build a home on my lot, and what's included? *The cost to build a home on your lot in Polk County, FL, varies widely, with \$150 to \$200+ per square foot for the structure itself, plus other significant expenses like land, site prep, impact fees, and permits. I can build 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

\$199,240



Front Elevation



Floor Plan

Total Area = 1040.0sqft



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.



Finance Concerns

Custom Homes
Since 1974

1. Address financing concerns

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 walkthroughs 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.



Case Study

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The Common Hurdles: A Composite Case Study

This composite case study illustrates the typical journey of a hypothetical couple, "Sarah and Alex," in their attempt to buy a small new home in Central Florida in late 2024/early 2025.

Initial Challenges: Affordability and Limited Options

Sarah and Alex, a working couple with a decent combined income, had saved diligently for a down payment. They found, however, that even with savings, the median home price in Central Florida (hovering near \$400,000 in the Orlando area) meant their budget was stretched thin, especially when accounting for the recommended 20% down payment to avoid Private Mortgage Insurance (PMI).

Hurdle 1: High Prices and Bidding Wars. Despite hopes for a cooling market, demand in Central Florida remains robust due to in-migration from pricier coastal areas and other states. This led to competition, and several initial offers were beaten by all-cash buyers, a common issue for first-time buyers competing with older, more established homeowners.

Hurdle 2: The "Small Home" Shortage. The couple specifically sought a smaller, manageable home, but found that new construction often focused on larger properties. Zoning laws in many areas favor low-density, single-family development, creating a deficit of smaller, more affordable housing units like townhomes or accessory dwelling units (ADUs).

The Middle Phase: Insurance and Red Tape

After months of searching, Sarah and Alex found a promising small new construction home in a developing suburban area.

Hurdle 3: Soaring Homeowner's Insurance. A major obstacle was securing affordable homeowner's insurance. Florida's average premium is more than double the national average due to increased hurricane risks and high litigation costs. Several insurers had pulled out of the state, limiting options and adding thousands to their annual housing costs, significantly impacting their debt-to-income ratio and overall budget.

Hurdle 4: Navigating the New Construction Process. The buying process involved extensive paperwork and reliance on the builder's timeline. They learned that new construction in Florida carries unique risks, including potential issues with building on unstable soil or lack of robust consumer protections if a builder cuts corners. They had to hire an independent inspector to ensure quality, an added expense and complexity.

The Finish Line: Unexpected Costs and Delays

As they approached closing, a final set of hurdles emerged.

Hurdle 5: Closing Cost Shock. Beyond the down payment, closing costs—typically 2-5% of the purchase price—included various fees for inspections, appraisals, and legal work. Despite their saving efforts, these cumulative costs were slightly higher than anticipated, requiring some last-minute financial maneuvering.

Hurdle 6: Appraisal and Financing Stress. The final appraisal was a tense moment. In a volatile market, there was a risk the home would not appraise for the contracted price, which could jeopardize their loan approval. The process of getting a mortgage loan approved, even with good credit, involved an "endless paperwork" loop, with lenders requesting documents multiple times and causing closing delays.

Resolution

Ultimately, after nearly a year of persistence, flexibility (including a slightly longer commute), and leveraging a local real estate agent familiar with builder incentives and the complex market, Sarah and Alex secured their home. Their experience highlights that while the market is tough, thorough education, proactive saving, and professional guidance are crucial to navigating the significant hurdles in Central Florida's housing landscape.

Avoiding problems in this case study- hire MRC.

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.

Turnkey Job--Construction time of three to four months from day permit is issued is the policy and goal on your home.