



FOR IMMEDIATE RELEASE

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www.HBADayton.com Will Now Feature New Homes Listing Information for the Dayton Region

June 14, 2010 – The **Home Builders Association of Dayton (HBA)** have partnered with **Builders Digital Experience (BDX)** to offer a new program for HBA Builders to promote the sale of new homes. Now, visitors to www.HBADayton.com are able to search for new homes online directly from the association's website. As part of the agreement, HBA Dayton member builders exclusively may list their homes and communities on the website.

Home buyers are able to search the Dayton area for builders by city, communities, home type, home size, community amenities, school districts, and price points. Detailed information will allow buyers to visualize and research HBA builders' new home product details including: renderings or photos, key features, floor plans, driving directions to the home site or community, maps plus much more, even links to the builders' individual websites. Some builders provide video tours of the homes or communities featured.

The new home listing section of www.HBADayton.com is powered by BDX's leading new home website, New Home Source. Listing properties on www.HBADayton.com, allows builder members to reach customers who are actively searching for new homes. Member builders who participate and list their homes are seeing high quality leads, traffic to the builder's website, and traffic into builder communities. The service is free to HBA of Dayton builder members. In addition to the free listing on www.HBADayton.com, builders can easily expand their reach to include NewHomesource.com, AOL Real Estate, Yahoo! Real Estate, Truilia, Zillow, HomeGain, Frontdoor, and more than a dozen additional sites.

Here are the highlights of the new program for HBA Dayton builders:

- **FREE** listing on the www.HBADayton.com website exclusively for all member builders.
- The one-time implementation fee is waived
- Optional access to a network of leading internet home shopping portals with a reach of more than 22 million home shoppers at special HBA member pricing

Member builders who list homes on the site will enjoy:

- Comprehensive listings including images, floor plans, community information, mapping, video links and virtual tour links
- Automated eBrochure responses to sales leads sent every two minutes
- East-to-use search tools enable consumers to narrow results based on home size, amenities, school districts, and more
- Automated data collection available at no additional charge to keep builder data current

BDX hosted a workshop for HBA Dayton Builders in May providing all the details about the new listing opportunity and provided step-by-step instructions for getting started with the program. New homes and builders will be continually added and featured on the site.

Visit www.HBADayton.com to find your new dream home.



The **Home Builders Association of Dayton** represents 415 members employing over 18,000 building professionals living within the Dayton region community. The organization's vision is to promote the highest standards of construction benefiting members, homeowners, and communities within the five counties of Montgomery, Greene, northern Warren, Preble and Darke.

HOME BUILDERS ASSOCIATION OF DAYTON MISSION STATEMENT

TO MAKE THE DAYTON REGION MORE ATTRACTIVE TO BUSINESSES AND RESIDENTS, PROVIDING SUPERIOR VALUE IN HOME OWNERSHIP BY:

- PROMOTING INDUSTRY STANDARDS,
- EDUCATING OUR MEMBERS AND THE COMMUNITY,
- MARKETING MEMBER CAPABILITIES, AND
- ADVOCATING FOR RESPONSIBLE DEVELOPMENT

Builders Digital Experience, LLC a joint venture from Move, Inc. and Builder Homesite, Inc. combines the industry's leading new home resources, and offers new home builders innovative online marketing solutions, streamlined customer service and support, and greater value. BDX is based in Austin, Texas and operates, NewHomeSource.com from Builder Homesite, Inc., and the new home channel from Move.com. Additional services include mobile marketing capabilities, interactive floor plans, photo realistic renderings, video and rich media production, email creative and fulfillment services, and digital marketing products for real estate professionals. For more information, visit www.theBDX.com.