

Ginsburg Development Companies

News

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**GINSBURG DEVELOPMENT TO HELP
BUYERS SELL THEIR EXISTING HOMES**

Builder sponsors home staging and creative finance classes for potential buyers

VALHALLA, N.Y. (Nov. 14) – Ginsburg Development Companies, one of the Northeast’s largest home builders, today said it will provide personalized “home staging” consulting services to help its purchasers sell their existing properties.

Having a home to sell is the biggest issue facing new home buyers today, so GDC is looking for ways to help its buyers solve this problem. In addition to providing staging service for buyers going to contract, GDC also is sponsoring a series of classes on home staging and creative financing for prospective buyers. The first of these classes start Nov. 18 at The Harbors at Haverstraw (N.Y.) and Riverbend in Peekskill, N.Y.

Home staging is the art of merchandising a home for sale by making it as appealing as possible. GDC’s buyers will also receive advice on how their existing furniture can be used in their new homes.

“Homes that are professionally staged sell much faster than homes that aren’t as well prepared,” said Martin Ginsburg, founder and principal of Ginsburg Development Companies, based in Valhalla, N.Y.

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“We want to help our buyers prepare their existing homes for the sales market so they have the confidence to commit to buying a new home,” said Ginsburg. “We’re giving closing dates up to six months after the contract is signed, which should be plenty of time to sell a well-staged home.”

The staging consulting services and classes will be provided by Classic Home Staging, a company based in Goldens Bridge, N.Y., that has advised many private sellers and developers in the Hudson Valley and Connecticut.

“Staged homes sell 32% faster and at a higher average price than un-staged homes,” said Kitty Schwartz, who founded Classic Home Staging in 2005. “First impressions are so important. Buyers make a decision about your house in the first 90 seconds and only spend six minutes on average looking at your home.”

Ginsburg development also is helping its customers arrange financing for people purchasing their homes. GDC has a longstanding relationship with Wells Fargo Bank, one of the nation’s largest mortgage lenders, and people purchasing homes from GDC’s customers can apply for loans from Wells Fargo at favorable terms provided through GDC.

Current GDC communities include Riverbend in Peekskill, N.Y.; The Fairways at Wallkill (N.Y.); Harbors at Haverstraw (N.Y.); Hudson Pointe in Poughkeepsie, N.Y.; Ichabod’s Landing in Sleepy Hollow, N.Y.; Marbury Corners in Pelham, N.Y.; Liberty at Newtown (Conn.); Ridgewood at Middlebury (Conn.) and The Greens at Gillette Ridge in Bloomfield, Conn. To place your name on GDC’s priority list for future communities, log on to www.gdc-homes.com, click on to “future communities” and then “name of development” or call 1-866-GDC-4-HOMES.

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Ginsburg Development Companies (GDC), established in 1964 and based in Valhalla, N.Y., is one of the nation's premier full-service real estate design, development and management companies. Martin Ginsburg is the president and chief executive officer. GDC has developed more than 10,000 residential units during its 40-year corporate history. GDC's residential sales Web site is www.gdc-homes.com Information about GDC's commercial ventures, corporate activities and charitable foundation is available at www.gdcllc.com.