

# Ginsburg Development Companies

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## News

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**THE OPPORTUNITY MARKET OF TODAY**  
**MAKES IT PERFECT TIME TO BUY A NEW HOME**

*Ginsburg Development Companies helps customers sell their existing homes*

**VALHALLA, N.Y.** (Nov. 29) – Low interest rates, affordable prices and creative builders mean it’s a great time to be a new-home buyer, according to Martin Ginsburg, principal and founder of Ginsburg Development Companies, one of the Northeast’s largest homebuilders.

“Interest rates are low, home prices have come down from recent peaks and developers like GDC are working hard to help people be able to buy a new home today,” said Ginsburg. “For many people there has never been a better time to buy a new home. Builders are doing a lot more to help the consumer. Most new homebuyers have homes to sell. We want to help them in that effort so they move into their new GDC homes with good spirits, unburdened by the past.”

GDC is offering a seminar to help prospects and customers buy a new home and sell their existing one. The series of two-hour sessions, which began at [The Harbors at Haverstraw](#) and [Riverbend at Peekskill](#), provides creative financing and merchandising ideas and services. These sessions will be given at all GDC sites during the coming spring. Call the sales offices to be notified of the upcoming dates.

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The seminar features a Wells Fargo mortgage broker who demonstrates a wide range of programs available and explains their advantages, and Kitty Schwartz, a professional home stager who gives sound advice on how to prepare and merchandise a home for sale. Specifically, attendees hear about:

- **Favorable financing terms for BOTH customers and their existing home purchasers.** GDC, in conjunction with Wells Fargo, has arranged to make creative financing packages available to qualified customers and – in an unusual twist – even to qualified people buying the existing homes from GDC’s customers. These programs run the gamut from packages that appeal to buyers with high incomes to low-down payment plans available to those with income challenges.
- **“Home staging.”** Home staging is the art of preparing a home for the sales market. At this session, GDC customers hear from a professional how to evaluate the marketability of their existing homes, how understand who their potential buyers are and how to make their existing residence more appealing and outstanding in the overflowing resale marketplace. The goal is to help GDC’s buyers secure a faster sale at a higher price for their existing home. The company also is offering GDC buyers the services of the stager as a consultant.

“These are practical, helpful programs that help address buyers’ concerns,” said Ginsburg. “We want to give people the confidence to agree to buy a new home without worrying about selling their existing home. I think we’ve done a lot to address these concerns.”

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Ginsburg, who founded his company more than 40 years ago, noted the real estate market goes through cycles of boom and decline, but over time always shows an upward trend.

“I am absolutely convinced that anyone buying now will realize they got the deal of a lifetime,” said Ginsburg. “Locking in a low price and a low interest rate at the same time is simply an unbeatable opportunity. The people who act now will be the envy of everyone else in the future.”

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](http://www.gdc-homes.com), click on to “future communities” and then “name of development” or call 1-866-GDC-4-HOMES.

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](http://www.gdc-homes.com). Information about GDC’s commercial ventures, corporate activities and charitable foundation is available at [www.gdcllc.com](http://www.gdcllc.com).