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Bill Handler, GHO Homes Corporation
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GHO Homes Puts Familiar Team Back Together

Most of the team at GHO Homes has worked together in one way or another, for one company or another, for nearly twenty years. And as the industry heats up again on the Treasure Coast, it's nice to know there's an experienced, well-oiled, and familiar team to go to when traversing the real estate market.

VERO BEACH, FLORIDA – AUGUST, 2011 – When Bill Handler, President of GHO Homes, started putting together a team for his real estate development company in late 2010, he started with a list of names, people he had worked with previously, those he knew would be a perfect fit with his goals. As luck would have it, every person he called as he worked his way down the list, was not only available but excited to become a part of his team.

Handler says he was even more excited. “I was really lucky that every person I called wanted to come work for us here. They’re such a great group of professionals,” Handler said. “We’ve all worked together in the past so it’s been a very smooth transition for us bringing everyone back together again.”

That smooth transition can make all the difference in the world when you’re building a company. Rene Flowers, who runs the accounting and purchasing operations of GHO has known Handler for nearly 18 years. “The fact that we’ve all worked together in the past means a smooth flow of services for everyone involved, including customers, vendors and employees. I feel fortunate to be working with this team again.”

John Fuchs, one of the company’s sales reps, has worked with Handler off and on since 1998. Twelve years later, he’s confident that one of the reasons for the current success of this company is the compatibility of the employees. “GHO Homes has created a very comfortable environment to work in. The personalities of everyone are very like-minded and that serves the customer well. They can feel secure with any employee of the company, regardless of position,” he said. “We’re all on the same track and that is to provide the best quality home with the highest level of service at the most affordable price.”

Larry Stroud is a GHO Project Manager who also believes the combination of product, people and a shared sense of commitment is what makes the GHO team so successful. “I’ve worked in this industry a long time and it takes a whole lot more than simply good timing to have this kind of success in the market,” he said. If that sounds repetitious, that’s because there is that common thread running through the company. Sales rep Patti Crosswell can’t imagine being anywhere else. “The ethics and integrity of

the staff, the reputation of the builder, and the quality of the product all add up to a company I can be proud to work for,” she said.

The employees in the construction field are managed by a team that’s known each other even longer than the sales and administration team. Project Manager Julio Recio has worked with some of the same people since 1993, almost twenty years. He said it’s a combination of many things that made him want to become a part of the team. “Bill Handler treats us all like a member of the family,” Recio said. After five minutes with this crew, one can see that it really is more like a family. The staff all knows each other’s families, birthdays, kids and pets. They joke around and poke fun at each other, as only family members can get away with.

In an industry that sees personnel come and go, it’s unusual, and refreshing, to see a core group of people with such a long history together, and with such loyalty. Debbie Soucie is the company’s operations manager. “I think this team is dedicated because of the way the owner treats his customers and his employees,” she said. “He stands behind his product 100 percent. But he always thinks of his employees too. He treats us like family.”

Of course, there’s the new kid on the block, the home buyer that loves her GHO home so much, she decided to join the sales team. Anny Claeys bought a model in The Trillium community in Vero Beach. “Buying a home from GHO Homes was such a wonderful experience all the way around that I decided I wanted to work for the company. I feel that I bring a unique perspective to the company. It’s easy to show people the products we build when you’re also a buyer,” she said enthusiastically.

You can tell by talking to the individual members of the team at GHO Homes they’re all happy to be exactly where they are. There’s a sense of camaraderie and warmth among them. That warmth is echoed in the way they treat their customers. And Handler wouldn’t have it any other way. “I’ve never wanted our company to be so big that our staff doesn’t even know each other,” he says. “I want both staff and customers to feel at home here at GHO Homes.”

For more information about the GHO Homes communities, contact John Fuchs or Patti Croswell at 772.257.1100 extension 1 and 3 respectfully.

About GHO Homes Corporation

GHO Homes Corporation was founded in 1983 and is one of South Florida’s premier home builders. While earning national recognition and awards for new home design and sales, website development and company growth, GHO Homes was acknowledged as one of the fastest growing homebuilders in the nation in 2004 and 2005. And in fact, GHO Homes pulled more permits in Indian River County for new home construction over a ten-year span than any other builder currently building in Indian River County. They are experienced in building townhomes, single-family homes and custom estate homes. The **GHO Tailor-Made program** allows homebuyers to customize their new homes with numerous options, built-ins and upgrades that far exceed industry standards. With the vision of its second generation of leadership, GHO Homes – now celebrating more than 25 years – is continuing its commitment to excellence and providing customers with the communities and new homes they desire, the result of a family-focused team of home building professionals.

GHO Homes is pleased to offer a wide variety of models and home sites in six communities in Indian

River County, including Drexel Park at Trillium, Fieldstone Ranch, Lake Tangelo, South Lakes, Spyglass and Stoney Brook Farm. The company also offers an “on your lot” program which provides customers its award winning “Tailor Made Homes” in locations outside of its communities and on the customers’ own lot.

Committed to excellence and customer satisfaction, the GHO Homes team has built more than 800 homes in Indian River County. For more information on GHO Homes, or any of their other models or communities, call them at 772.257.1100, Email them at sales@ghohomes.com, or visit them on-line at www.ghohomes.com. Model hours are 10 a.m. to 5 p.m. Monday through Saturday, 12 p.m. to 5 p.m. Sunday or by appointment. GHO Homes stand by their motto, *Your Home Is Everything... We Know That.*