

Do your homework

and you'll find Coral Homes is the answer



In such a competitive building market it can sometimes be difficult to make an informed choice about which home builder to choose from. It seems like most builders are offering something different to entice you to build with them. With so many carrots dangling, how can you tell if you're getting real value for your money, or simply being fooled by smoke and mirror advertising?

Recently in the building industry we have seen the rise of the "super deal" – advertised deals that offer incredible savings and bonuses. These deals commonly take the form of an inclusions upgrade offer with a high advertised dollar value worth thousands (in some cases \$20,000, \$30,000, \$40,000 or even more) with a low advertised upgrade price (eg \$3500, \$2500 or even less). Some builders will even claim to be giving away such inclusions upgrades for free! Some are even advertising free pools and cars! On the face of it, these inclusion deals sound great, but can they really be true?

Don't be fooled. No business can afford to sell their product for less than it costs them to buy it or make it. Many of these deals are simply a smoke screen where money is taken off one

thing and added to, or included in, another part of the deal. The deal itself might sound tempting, but often you may end up paying for it with a higher total house price.

To make these "super deals" sound even more tempting, the total retail price of the inclusion items is commonly used to advertise the highest value possible. The retail price is the price you would pay if you bought all the items from a retail shop. The thing you're often not told is that when you buy an upgraded inclusion, that item is replacing an item that was already factored into the house price (it was in lieu of an existing inclusion). Therefore, the true value of the upgrade is only the difference in the builder's price between the upgrade and the existing item. Do your homework on the advertised inclusions and you'll see that the true value of these "super deals" can be a lot less than they seem.

Coral Homes strongly recommends you do your homework and compare the total house price between builders (that is, the total price after factoring in the changes and upgrades you'd like to make). Also, if you are given a price including site works, make sure this price is fixed so you know there will be no unexpected bills during or

at the end of construction. We're confident that once you've compared apples with apples, you'll find Coral offers genuine value for money for your family.

Coral Homes is one of Australia's largest home builders, and the largest home builder in Queensland. Quite simply, as a large volume builder we can build your home for a great price. Our starting prices are very affordable and our buying power means we can offer most inclusion items at a great price. An affordable starting price combined with great value upgrade options simply means you can come out ahead with Coral Homes.

Talk to a Coral Homes sales consultant at your nearest display today and see why our homes are quite simply great value for you and your family. Coral Homes – always smarter, always better family homes.

**Coral Homes – always smarter,
always better, family homes.**



everclever

Smarter thinking. Better homes. Always

www.coralhomes.com.au