



Consumer Promotion



WINTER BLUES GO GREEN

- ❖ **Objectives:** Helping Home buyers make a move. Increase consumer sales for homes to be set in 1st quarter sales.
- ❖ **Rationale:** Give home buyers a choice over built inventory of homes. Give them a deal and let them pick what helps them the most free options or closing cost. Plus they get to build what they want!
- ❖ **Terms:** Homes MUST be set and paid in full by March 31, 2009. Builders will need to review their time tables when offering this to their customers. Orders must be in Mod-U-Kraf's office by March 3, 2009 this will give us time to complete plans and place into production. If Mod-U-Kraf feels the order can not meet the time frame due to design and state approval the offer will not be available. We will do all we can but builders must place orders as soon as possible. Offer can not be used in conjunction with other offers.

Up to \$15,000 in free home options

or a

Up to \$10,000 cash rebate at closing

Rebate or Option levels based on home package value.

\$ 55,000 invoice to builder :

*** \$ 4,500 Options or \$ 3,000 rebate at closing**

\$ 93,500 invoice to builder :

*** \$ 7,500 Options or \$ 5,000 rebate at closing**

\$137,500 invoice to builder :

*** \$11,500 Options or \$ 7,500 rebate at closing**

\$181,500 invoice to builder :

*** \$15,000 Options or \$10,000 rebate at closing**

*** To receive the maximum option discount you must purchase that volume of options or more. If not only the amount purchased will be discounted.**

AVAILABLE ON ALL SERIES OF HOMES