

A woman with her hair in a bun is sitting on a white sofa, holding a black dog. She is looking down at the dog with a gentle expression. The background shows a bookshelf with various books. The overall scene is warm and intimate.

**DISCOVER THE BENEFITS OF
A BRAND NEW HOME.**



BERKELEYHOMES

TOP 10 REASONS HOME BUYERS PREFER NEW HOMES VS. USED

Today's new homes offer more benefits than ever before. Here's a quick list of the top 10 reasons why so many home buyers prefer new homes to used houses:

1 DESIGN YOUR DREAM HOME YOUR WAY

Why settle for someone else's choices when you can select your favorite cabinets, countertops, appliances, carpets and flooring? While you're at it, you can choose gorgeous bath and kitchen fixtures, lighting and other options that you love. Your new home will reflect your style, not someone else's taste.

2 CHOOSE A FLOOR PLAN THAT MEETS YOUR NEEDS

Want a master bedroom on the first floor? It's yours. With massive his and her walk-in closets? Done! Want high ceilings and a luxurious, resort-style master bath? Perhaps you'd like a sitting room with a fireplace in your owner's suite? It's easy, when you build your master suite your way.

3 ALL NEW, UNDER WARRANTY

A used home likely has tired products that may soon need replacing. Your new home — and the products that comprise it — are brand-new and under warranty. What's the cost to replace a roof, appliances, countertops or a water heater on a used home? Those components of your new home feature the latest designs and building materials and should offer you years of comfort and enjoyment before needing replacement.

4 ENERGY AND COST SAVINGS

Today's new homes are far more energy efficient than homes built just five years ago. Compared to homes built ten or 20 years ago, it's game over, advantage new. Why settle for drafty, energy-wasting single-pane windows in a used home? Many new homes offer double- or even triple-pane windows, saving you even more energy and money in both heating and cooling season.

5 COMFORT AND INDOOR AIR QUALITY

Today's new homes meet stringent energy standards and codes not in place in the past. They combine high-performance energy efficiency with state-of-the-art ventilation and air filtration. The result is year-round, draft-free comfort and higher indoor air quality.





6 LOW MAINTENANCE

New cars today are computer-designed and computer-equipped. That's why they perform much more reliably than a car that's 15 or 20 years old. Homes are the same. Today's new homes have open floor plans and high ceilings that reflect the way we live today. They're also made of cutting-edge building products that require less care and maintenance. Another plus? The latest building systems and components are designed and engineered to work together.

7 COMMUNITY AMENITIES

Many new home communities feature hiking trails, protected open lands, and some of the best new schools and shopping near (or even within) your new home community. Others provide great access to employment and transportation hubs.

8 ADVANCED TECHNOLOGY AND DESIGN

It's possible to replace all of the single-pane windows in a resale home with today's high-performance windows. It's also possible to add insulation to a used home. However, it's very expensive to replace dated appliances, cabinets and countertops in a used home — and you still won't have the high ceilings you dream of on the first floor of an older two-story home. All are reasons to build your new home your way, to reflect the way you live today.

9 SAFETY

State-of-the-art circuit breakers. Electric garage door openers with infrared beams that stop if a tricycle or child is too near. High-efficiency furnaces and air conditioners that use the latest environmentally friendly coolants. Cabinets, carpets and paints that use fewer volatile organic compounds, so that you and your family can breathe easier.

10 THAT NEW HOME FEEL

A used home was someone else's dream, not yours. It reflects their choices and family memories. You may learn to love avocado-green appliances (and you may be willing to scrub stained countertops or grease-encrusted ovens and cooktops), but more and more people prefer that never-lived in feel.