

Preferred Lenders



HERITAGE HOMES

OF NEBRASKA, INC.

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WHY BUILD NOW?

8 Good Reasons



HERITAGE HOMES
OF NEBRASKA, INC.



1.

Home ownership is still a solid investment. In fact, for most American's it is

the best investment they ever make. Consider this:

- Home values have risen an average of 6% annually in the United States.
- The median price of homes in the United States has doubled every 10 years.

2.

Outstanding Mortgage Rates.

Mortgage interest rates are at historic lows. From 1971 to 2001, there were only 13 months where interest rates were below 7%. Today, a fixed rate, 30-year mortgage is around 5%. At this rate your monthly payment on a \$175,000 loan is only \$940.00 (principal and interest). What will it be in one year? If interest rates rise just 1%, that means your monthly cost would increase to \$1050.00 or an additional \$110.00 per month.

3.

Have it your way. Build your dream.

Now is your time. Now is the time that you choose the features you want in the home YOU design to fit your lifestyle.



4.

The truth about foreclosures.

Although the national media has focused on foreclosures lately, the fact remains that the foreclosures in the Heartland of America remain relatively low. In fact, only one out of every 21,523 Nebraska homes was involved in foreclosure in November 2008. According to the Denver Post, November 13, 2008, and realtytrac.com, January 2009, the lions share of all home foreclosures are occurring in 3 key states. These states are, Nevada, Arizona, and Florida. The remaining 10 states are, California, Georgia, Michigan, New Jersey, Illinois, Ohio, and Oregon.

5.

Don't miss the opportunities to buy low and SAVE.

Prices are at their lowest right now. Heritage Homes continues to offer a variety of sales incentives to prospective homebuyers. Those who buy now will reap the long-term gains of home price appreciation instead of missing out.



For example, those who purchased homes in the early 1990's, during the last economic and housing downturn, came out big winners. The median price of a new home in 1991 was \$120,000. In July 2007 it was \$239,500, nearly double in price.

6.

Tax advantages. Advantage #1: Deductible interest and taxes.

Homeowners in the U.S. save nearly \$100 billion annually on mortgage interest and property tax deductions alone. In most

instances, the interest and property taxes you pay can be deducted from your gross income to reduce your taxable income. These deductions could result in thousands of dollars in tax savings.

Tax Advantage #2: First time homebuyer tax credit. Newly enacted legislation can provide first time homebuyers with a tax credit of as much as \$8,000, provided their permanent loan is closed. Homes purchased before December 1, 2009 are eligible. To learn more go to: www.federalhousingtaxcredit.com.

7.

The Central United States remains stable in housing markets.

The central United States is fortunate to have experienced a slower, more stable growth in our housing markets. While the markets on both of the coasts have soared at unsustainable double digit growth during the early part of the millennium, they are now experiencing more drastic declines.

8.

New home operating costs are less.

The U.S. Census Bureau reports that operating costs per house are significantly lower for new homes. New homes are more energy efficient due to better building practices and better products. From siding and windows to plumbing and heating, new homes have significantly lower monthly maintenance costs.

