

# Expectations differ

NOT all buyers are looking for the same thing from their builder, says Kim Linington.

Mr Linington, who owns Bluewood Homes (BSA 1118245), caters to a varied market from the investor and first homebuyer to more experienced homeowners.

"Investors are looking for delivery on promise, including long-term relationships," he said.

"For first homebuyers we provide designs that meet a budget, including providing confidence and assurance.

"Third and fourth homebuyers look to their builder for delivery on their expectations, as well as experience and versatility."

Mr Linington said prospective clients at Bluewood Homes could feel confident in what the company offered.

"We build exceptional and distinguished homes with emphasis on honesty, trust, direct communication, client education and a smooth, simple quotation process," he said.

"The company also has the ability to change and modify designs, meeting the client's needs and budget, including ongoing and improved quality control."

Bluewood Homes is offering franchise opportunities to builders in key locations in southeast Queensland



**An artist's impression of a Bluewood Homes abode**

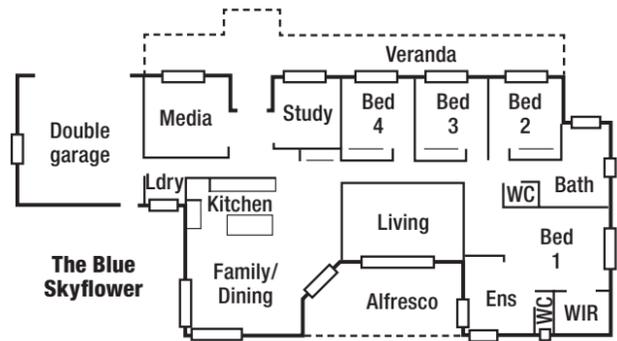
under the company banner. "Builders can take advantage of the Bluewood Homes' proven business model," said Mr Linington.

"This includes attributes such as shared resources, improved exposure levels, an extensive knowledge base, improved experience, improved buying power including reduced overheads by sharing office, staff, marketing and operational overheads."

For more information on becoming a prospective Bluewood Homes franchisee go to the 'franchise enquiry' section of the Bluewood Homes website.

The builder has two display homes available for viewing by appointment only.

For more information call 1300 294 663 or go to [www.bluewoodhomes.com.au](http://www.bluewoodhomes.com.au)



Design	Features
The Blue Skyflower	Four bedrooms, 355.01sqm, study, media room, family room, dining area and living room
Builder	
Bluewood Homes	