

Texas home builder posts banner sales year

Despite the challenging economy and market, LGI Homes of Conroe has had its third consecutive year of increased sales.

In 2004, 2006 and 2007, LGI Homes was listed by *Builder* magazine as one of the top 200 builders in the country.

LGI Development started with its first homesite community in Magnolia in 1995.

Since then, LGI has grown from a local land developer into a corporation that includes affordable new-home construction and mortgage lending services. LGI Homes started its first community in 2003.

In the past three years, one record after another has been made.

In 2006, it sold 418 homes; in 2007, it increased sales to 434 homes; and in 2008, LGI had a banner year, selling 475 homes.

All of its sales have been in the same three subdivisions. Its homes sell in the \$95,000 to \$160,000 range.

LGI properties are located in Houston at Sunrise Meadow; at Creekside Village in The Wood-

lands; and in San Antonio at Canyon Crossing.

The company focuses on three main business practices:

1. Adhere to self-imposed quality standards;
2. Deliver top customer service; and
3. Embrace a corporate culture that upholds honesty, integrity and personal accountability at every-level of the organization.

"When I first heard the news reports about the housing slowdown, I decided that I would refuse to participate in it. Instead, we set our course for our company to sell more homes at a record pace, in three communities. We focus on the customer and helping them build dreams," said Eric Lipar, president of LGI Homes, in an interview with BuilderRadio.com.

Though the business philosophy runs deep, the core of LGI's business model is pretty basic.

In a new book titled, "The Insiders Guide to Selling More Homes," LGI Homes was featured in one of the chapters. Here are a few items Lipar

shared with readers, on why the company is increasing sales in this economy.

Customer first

"When a call comes in, it must be handled professionally. We make sure there is a 'live' person that answers every phone call and we keep sales offices open when people are likely to shop. Our sales offices are open 8:30 a.m. to 8 p.m., seven days per week."

Training

"In order to have the best people working for us, we keep our emphasis on training and maintaining a professional sales force. LGI College was established for training new salespeople and employees.

"We spend a lot of time with new people; before they get to work with customers one-on-one. The first 30 days are spent educating them about our company, product, communities, competition and the paperwork."

For more information, go to the Internet site www.lgidevelopment.com.