

THE COURIER - REAL ESTATE Showcase

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MONTGOMERY COUNTY'S REAL ESTATE RESOURCE

LGI Land bucks trend in home sales

By Howard Roden
Senior Writer

SOUTH COUNTY - The developer of Benders Landing Estates regards the current economic and housing market situation as the ideal time to launch a sales campaign.

So, instead of retrenching, LGI Land opened a new section in a 2,220-lot subdivision east of Interstate 45 off Riley Fuzzell Road. Armed with an aggressive marketing campaign that included the giveaway of a \$60,000 Mercedes-Benz, LGI Land sold 31 half-acre and one-acre lots on Valentine's Day, totaling more than \$2.5 million.

Half-acre lots at Benders Landing start at \$49,900, with the most expensive waterfront lots going for nearly \$400,000.

Mike Snider, executive vice president of LGI Land, said the company's recent success can be traced to its marketing strategy. LGI Land spends some \$75,000 a month on direct mail, newspaper advertising, billboards and radio and television spots.

"One thing about our company is that we haven't

BENDERS LANDING

Location: South Montgomery County, east of I-45 off Riley Fuzzell Road.

Developer: LGI Land
Homesites: 2,220 (approximately 400 available)

Lot prices: \$49,900 (half-acre) up to \$399,000.

Home prices: \$450,000 to \$2.5 million.

Contact: Call (800) 969-3596 or visit benderslanding.com.

School district: Conroe Independent School District (Sue Park Broadway Elementary, Tom Cox Sr. Intermediate; York Junior High and Oak Ridge High School).

stopped marketing at all," Snider said. "If we stop marketing, we'll definitely see the doom and gloom."

During the six weeks leading up to the Mercedes giveaway, anyone who toured the Benders Landing property, anyone who provided LGI Land with a referral or anyone who purchased a lot on the day of the promotion was



Courtesy photo
With friends and fellow Benders Landing residents cheering him on, Marek Nieradka sits behind the wheel of the \$60,000 Mercedes-Benz sedan he won in a drawing Feb. 14 in conjunction with a promotional campaign conducted by LGI Land, the developer of Benders Landing Estates. The subdivision is east of Interstate 45 off Riley Fuzzell Road.

eligible for the drawing.

The eventual winners of the car, Marek and Magdale-

na Nieradka, are existing property owners at Benders

Landing, who had toured the

property again.

"They were extremely happy," Snider said. "I thought

she was going to faint."

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Snider said that resulted in 335 "leads" for his sales staff.

LGI Land has plans for another promotion July 11. The company will conduct a drawing for a waterfront homesite valued at \$170,000.

But the company's success is not just a matter of spending advertising dollars, he said.

"Benders Landing is complete-

ly wooded with waterfront and interior lots," Snider said. "It's 30 minutes from downtown (Houston). It's the last property like this in Montgomery County."

In the eight years since LGI Land opened Benders Landing, more than 1,800 lots have been sold, Snider said. Homes have been constructed on approximately half of the land.

Snider expects the subdivision to be sold out within the next 18 months, at which time LGI Land

will start a another project in Montgomery County.

Snider said LGI Land is so confident this is the right time to purchase a home, the company includes a two-year guarantee on the value of its homesites. LGI agrees to pay the property owners the difference in the appraised value (based on a third-party assessment) should it decrease after two years.

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