

Lifestyle: Oklahoma City

Good Value, Great Designs Are Standard Features at Heartland Homes

Heartland Homes is raising the bar for entry-level, move-up and custom-built homes in the Oklahoma City metro market. A focus on total customer satisfaction and the inclusion of standard features normally found exclusively in upscale homes is setting the value standard by which other builders are measured.

Establishing Heartland Homes as an industry pacesetter was the mission of President Dave Osborn, who was recruited to join the firm in 1998. Since that time, the locally owned homebuilder has created industry excitement and incredible loyalty from customers who are referring their family and friends.

"Unlike publicly held companies, we have the luxury to adopt long-term strategies that include utilizing the finest materials and making customer satisfaction our first priority," explains Osborn, whose previous experience includes 15 years with Xerox as a manager, many years as a business owner or executive officer, and a term as president of Enid's Chamber of Commerce.

When Value Is a Consideration and Quality Is a Requirement

Heartland Homes models are recognized for sought-after features that are unusual in similarly priced homes. Priced starting in the \$150,000s, each is built with the Custom Fit concept and stamped with the company's "Fit and Finish" promise. Fine details such as marble vanities and bath enclosures, solid surface counters, coach lights, architectural laminated shingles, ventilated roofs, bricked mailboxes and yard sprinklers are some of Heartland Homes' signature items.

Heartland Homes is the only builder in the area to include an air purification system and Energy Star features in every

one of its 50 models, from the Heritage Homes and Garden Homes collections to the custom-built St. Michael's Homes. The air purification system filters out 97 percent of the particles in the air and then neutralizes spores, bacterial agents, pet dander and other allergens. One of the top approved Energy Star builders in the metro area, Heartland Homes' unique construction processes result in energy bills that usually run about half the cost of other, similar size homes.



Because location is important to the value of any home, Heartland Homes builds in the city's most desirable communities including Choctaw, Edmond, Guthrie, Midwest City, Mustang and Surrey Hills. Each has the atmosphere of a small town, with easy access to great schools, shopping, dining and major highways. Heartland Homes also works to enrich the quality of life in those communities by participating in civic activities such as Habitat for Humanity, Toys for Tots and feeding of the homeless.

Heartland's Goal: 100% Customer Satisfaction

An extraordinary customer satisfaction rate and strong referral base reflect Heartland Homes' unwavering commitment to quality.



To ensure homebuyers get what they were promised, the company contracts with ProHome, a third-party warranty administrator that works with 3,200 homebuilders in 40 states. ProHome representatives are the homebuyers' advocates during the walk-through, while the punch list is being completed, and for a year after the sale. In a recent survey conducted by ProHome, Heartland Homes was rated number one in customer satisfaction among ProHome builders nationwide. Heartland Homes was also the 2006 recipient of the City of Edmond's "Building Excellence In Edmond" award for residential construction based on quality.

"We won't scrimp on quality simply to build more homes each year," explains Osborn. "Keeping our promises is what helps us sleep at night."



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