



FOR IMMEDIATE RELEASE
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Exciting Changes In Store For HOMEARAMA® 2009 *Annual home show slated for Carmelle subdivision*

CINCINNATI – The Home Builders Association of Greater Cincinnati, in conjunction with Robert C. Rhein Interests, is pleased to announce that HOMEARAMA® 2009 will take place at the Rhein Signature community of Carmelle in the City of Mason. The show is slated for September of this year, but the exact dates have not yet been finalized.

“We are extremely pleased to be able to bring HOMEARAMA® 2009 to Carmelle for the first time,” stated HBA President Joe Cristo. “Bob Rhein and his staff have once again provided us with a first-class location for our show. We feel 2009 will be another great year for HOMEARAMA®, which is annually the highlight of the HBA calendar.”

Steve Bosse, Vice President of Development for Robert C. Rhein Interests, Inc. added, “Our Carmelle community is located on S.R. 741 with convenient access to I-71 in the Excellent Rated Mason School District. Carmelle offers the appeal of a natural setting, amenities for a distinguished lifestyle and a sales history of 63 homes in just over three years. The combination of our extensive experience in hosting seven of the last 13 HOMEARAMA® shows and a showcase of homes by Cincinnati’s top award winning builders makes this year’s HOMEARAMA® a must see.”

Five builders have already signed up to build homes in Carmelle for the show with numerous inquiries from other builders interested in participating. The five current builders are The Drees Company, Fischer Homes, John Henry Homes, Pendragon Homes and Summit Custom Home Builders.

The price point for this year’s HOMEARAMA® homes will be between \$550,000 and \$950,000.

“The HBA felt it was important to showcase a more affordable, but equally desirable, show in a beautiful community,” Cristo added. “We also felt that the September date would be a great time for builders to showcase their product and allow our builders ample time to build and decorate their show homes. Overall, we are excited and optimistic about the changes we have made for this year’s show.”

Formed in 1934, the HBA of Greater Cincinnati is a 1,100-member trade association that serves the housing and residential construction industry in Greater Cincinnati and its surrounding counties. New home building contributes \$1.5 billion to the area economy each year, and new homeowners generate \$340 million in additional economic activity every year. The new home building industry annually creates 30,000 jobs and maintains 7,600 permanent jobs in the area. For more information on the HBA, visit the association's official website, www.cincybuilders.com.

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