

Nova Homes of South Florida opens new showroom

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Nova Homes of South Florida has opened a new showroom in their Naples corporate offices at 3825 Beck Blvd. The newly completed showroom allows customers to browse through options and select their finishes. Every home built by Nova Homes is customized to fit the lifestyle, family size, and budget of the homeowner. The showroom allows them the opportunity to see and touch the available options

"There is a fine art to a successful showroom. We do not want to overwhelm the homeowner, but want to provide a wide selection of materials and upgrades," states Nick Cornwell, director of sales and design.

"We want our customers to be able to make their important decisions in a comfortable, no stress environment. We are there to answer all questions regarding the products and finishes we offer," adds Cornwell.

They can interact with products, visually pair choices, such as countertop options with various cabinet selections. With Nova Homes' pledge to deliver a 'High Performance' home, the options provided will do just that. Many of the selections are cost-cutting and environmentally friendly.

"We provide a generous sample of flooring and countertops, and additional options, so the customer can get a good feel for what their selection will look like installed. Choosing from a small flooring sample doesn't really give the customer a true idea of what their floor will look like," said Cornwell.

Large samples of actual size tile, and large granite samples provide a much more realistic approach and makes it easier for the homeowner to select the right option," adds Cornwell.

Having a sales office and showroom under one roof is a big plus for the homeowner. They can browse the options for kitchen and bathroom fixtures, cabinetry, flooring, backsplash, appliances, lighting, tile, paint colors, base and crown molding, tray ceilings, plus there are additional options featured in manufacturers' brochures.

"We expect the showroom will undergo changes in the future, adding new options as warranted by market trends and customer's desires. A showroom is where the customer can get creative with different colors, textures, and shapes," states Cornwell.

The goal of the showroom is to provide a customer-focused experience with no interruptions as the homeowner examines their options in a stress-free environment. It is important for builders to know how the customer processes the information and selects their options, customizing their home to fit the family's lifestyle and desire for a new home. This is the great advantage a new home has over purchasing an older home.

Nova Homes offers 15 home designs ranging from 1,318 to 3,312 square feet under air. They will customize existing plans to fit the customer's needs, work with a plan provided by customers, or with their design team, create a new custom home from scratch.

Home prices range from the \$200s to over \$2 million.

Online at www.novahomesbuilder.com.