



WHEN THE MARKET GETS TOUGH, THE TOUGH GET CREATIVE.

As Florida goes from sellers' market to buyer's market and back again, one thing remains constant: The creative builder can thrive in both situations.

Creativity separates the leaders from the also-rans. The Florida market has been so hot over the last several years, virtually any square box with a roof was flying off the site. But now, the investors ("flippers") aren't much of a factor anymore. Investors were buying just to get in the ball game. But now, all that has changed, and the people that are buying the homes, actually have to live there.

Natural Gas Spawns Creativity

Just look at that fireplace. Is it art or is it functional warmth? The answer is yes. It's the new direct vent Cyclone from Hearth and Home. It not only zone-heats the house - it stuns the eye, impresses the neighbors and protects indoor air quality. Since it's fueled by natural gas, it's already among the cleanest systems available . . . but since it's a new Direct Vent system, all moisture and combusted elements are moved outside while the heat and warmth stay in. Air quality is a major concern for the next generation of homebuyers trying to minimize mold and other allergens. Stay tuned on the air quality issue. And visit GetGasFL.com for a full review on the benefits of natural gas and links to the latest in Creative Energy.



Stimulate the Imagination

Granted, elegant kitchens sell homes. But outdoor natural gas kitchens and living zones inspire homebuyers' visions of barbecues, swimming parties and quality family time. It's the sizzle. It's the dream. Day to day life is certainly important - and the efficiency and comfort of natural gas fills that hand in spades - but once your buyer visualizes life in the home you've built, you're looking at an easier sell and a more credible referral.

Unlock Your Own Concept

Natural gas is a luxury that is only available if the development is situated within a feasible distance of the main pipeline. If in fact you're within that domain, you will have the opportunity to not just build a home, but get back to fulfilling the dreams of your homebuyers and stretching your own imagination for long term prosperity.

For construction allowances, technical/engineering assistance and feasibility studies, please contact Florida City Gas before you break ground. Who knows what ideas you can dig up when you talk to people who really know the benefits of natural gas.

 Florida City Gas

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 **GetGasFL.com**
Your Link to Energy Conservation