

The Pineapple Corporation Press Release

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FOR IMMEDIATE RELEASE

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THE PINEAPPLE CORPORATION ANNOUNCES THE ADVANTAGE PROGRAM AT PALERMO

JACKSONVILLE, Florida – Purchasing a home from The Pineapple Corporation just got sweeter as the luxury homebuilder recently unveiled its Advantage Program to buyers at Palermo, a new European village-style community off Hodges Boulevard. The Palermo Advantage Program, which includes a variety of loan, decorator and amenities packages, is available to buyers who purchase a pre-sale home or certain convenient move-in homes within the neighborhood.

“We are pleased to offer our homebuyers The Palermo Advantage Program,” said Spencer T. Calvert, executive vice president/chief financial officer. “This program allows us the flexibility to create packages that meet our individual buyer’s specific needs.”

For pre-sale homes, The Palermo Advantage Program is worth up to \$30,000 and

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offers a variety of packages and combinations including: a Construction Loan Abatement, an Interest Rate Buy Down, a Decorator Allowance, a Pool package or a Peace of Mind package. For certain convenient move-in homes, buyers can choose between an Interest Rate Buy Down or Peace of Mind package, valued at up to \$20,000.

The Construction Loan Abatement allows buyers to pay for their new home upon completion of construction rather than throughout the building process. Homebuyers may also choose the Interest Rate Buy Down package, which allows them to buy down the interest rate on loan resulting in lower monthly payments on their home in Palermo. The Designer Allowance package can be used for interior upgrades and selections in a new home, and the Pool package can be used for construction of a new pool. Buyers may also select The Peace of Mind package, which can be used to reimburse certain out-of-pocket costs or cover closing costs on a new Palermo home. Buyers can choose to use one package individually or a combination of packages for their new home purchase in the community.

When finished, Palermo will feature 133 masterfully crafted semi-custom courtyard homes from The Pineapple Corporation's two distinct product lines – The Magnifico Collection and The Primo Collection. In The Magnifico Collection, homes are priced from the \$500,000s and range from 2,489 square feet to 3,245 square feet. Buyers can choose from eight one- and two-story floor plans that feature up to four bedrooms and four-and-a-half bathrooms. Most Magnifico homes feature a private courtyard, covered lanai and a two-car or tandem two-and-a-half car garage.

Homes in The Primo Collection are priced from the \$600,000s and range in size

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from 3,120 square feet to 4,586 square feet. One-and two-story courtyard designs are available with four bedrooms and up to four bathrooms. Many of The Primo Collection designs feature a private guest casita, covered lanai and two-and-a-half or three-car garages.

Phase Two of Palermo is selling at a rapid pace and some homes are available for immediate move-in. All of the homes feature unique architectural details and stunning designs that create a timeless residential environment. Every home in the community boasts brand names such as GE, Hurd Windows and Doors, and The Bold Look of Kohler as well as the highest quality finishes like natural stone and other solid surface materials.

All new homebuyers at Palermo have the opportunity to become social members at Glen Kernan Golf and Country Club, and buyers who select an inventory home will also receive a full golf membership to the prestigious club.

The four new decorated models and the sales center at Palermo are open from 10 a.m. to 5 p.m. Monday through Saturday and noon to 5 p.m. on Sunday. For more information, call (904) 223-8793.

The Pineapple Corporation is the fastest growing premier builder of luxury custom and semi-custom homes in Northeast Florida. The Jacksonville company's award-winning designs convey elegance, superior quality and building excellence. The Pineapple Corporation's new homes are showcased in the area's most exclusive neighborhoods including Glen Kernan Golf and Country Club, Villini at Glen Kernan and Palermo, the company's new European village-style community.

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For more information about The Pineapple Corporation, call (904) 223-7024 or visit www.thepineapplecorp.com.

Photos:

- 1.) Palermo is The Pineapple Corporation's newest community featuring semi-custom courtyard homes.
- 2.) Buyers can use The Palermo Advantage Program on any one of the community's 14 floor plans, including this Primo IV Tuscan model.

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