



**FOR IMMEDIATE RELEASE:**

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**2020 VISION – THE CHOICE IS CLEAR  
PROMO OFFERS CUSTOMERS UP TO \$15,000 IN SAVINGS**

**January 17, 2020 (Clarence, NY)** - Essex Homes of Western New York is pleased to announce “**2020 Vision – The Choice Is Clear,**” its first promotional savings program of the new year. For a limited time, qualified customers can save up to \$15,000 on various options when they build a new Essex home in select communities across Western New York.

*“We are beginning 2020 by passing on incredible savings to our customers, enabling them to fully customize an Essex home that is perfectly-suited to their individual preferences and lifestyle. We want the Essex buying experience to be enjoyable, flexible and hassle-free. These promotions are just one of the many ways we bring value-added savings to our customers each year,”* says Philip J. Nanula, president of Essex Homes.

According to Nanula, buyers of a “**Hallmark**” series home are eligible to save up to \$12,000 through the promotion and those purchasing an Essex “**Premier**” series home are eligible to save up to \$15,000. Promotional monies may be allocated toward any number of options ranging from a floor plan expansion, to the addition of a sunroom, inclusion of granite countertops, a glamour bath and more. This promotion is available for a limited time across select Essex communities and some restrictions may apply.

According to Nanula, one of the best ways to begin the process of creating your Essex home is to visit one of the firm's many model centers throughout WNY.

*"We take great pride in providing our customers with a number of ways to customize their homes and maximize value. Our professionally decorated and furnished models showcase various floor plans and selections, allowing the buyer to see how different layouts, products, colors and textures work together, all of which will assist them in the design selection process. In addition, all our customers receive professional interior design selection services, a Home Buyer's Guide, professional mortgage assistance, a market analysis of their current home and a closing kit as part of our standard professional services, along with a Triple 24 Warranty – one of the best in the business. We want your Essex home to be the reason you and your family are in the home you've always dreamed of at an affordable price," says Nanula.*

Essex Homes has fully furnished and decorated models available for viewing at 9072 Bancroft Dr. (Clarence), 72 Tranquility Trail (Lancaster) and 52 Knoche Way (Orchard Park) which are open daily 1-5, closed Thursday and Friday. Within the Clarence area, two additional model homes at 5379 Briannas Nook in the Northwoods (\$499,900) and at 5367 Glenview Drive in Spaulding Green, are open every Saturday/Sunday from 1-5. Interested buyers may visit these models or contact their respective Essex Regional Sales Manager as listed on the company's website to learn more about the current promotion. Visit [www.essexhomeswny.com](http://www.essexhomeswny.com) to view all available Essex homes and promotions throughout the year.