

Developer's townhouse offer helps families trade up

BY JEAN MURPHY

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If you own a townhouse in Lake or McHenry counties and you have been trying to sell it because you want to buy a larger, single-family home, you might want to consider contacting Gary Buschman of Buschman Homes.

Buschman has come up with an innovative way to help potential customers sell their existing townhouses during this time of sluggish home sales. He is offering to pay owners fair market value for their townhouses if they purchase a new home at one of his subdivisions in Spring Grove.

Ken and Annie Johnson are among seven buyers who have found Buschman's offer impossible to refuse.

The Johnsons were looking for a single-family home, but were having no luck selling their Fox Lake townhouse. Then they received a letter from Buschman Homes about his trade-in program.

"We were a bit skeptical about the offer, but decided to visit the community and take a look at the homes to see what it was all about," Ken said.

At the time they were expecting their first baby and really wanted more space.

After touring the models, Ken and Annie liked the style and

Buyer profile

quality of construction evident in the Buschman homes. "The construction was far superior to the townhouse we were living in," Ken said.

"Our initial meeting with Gary confirmed he was very upfront and personable," he said.

"He gave us a fair price for our townhouse, a little over market value, and we were thrilled to be able to remain in our townhouse while our new home was being built," added Annie. "Gary cared more about our concerns with building a new home than making a sale."

Buschman actually advised the couple to pass on some upgrades in exchange for others in order to stay within budget.

The Johnsons chose the four bedroom, 2½-bath Tremont model and were able to customize the home to suit their lifestyle. They changed the three-car garage to a side-load version, enlarged and reconfigured the master bath and enhanced the front elevation to improve the overall appearance of their home.

"All the customization we did was reasonably priced," Annie said.

And the couple said they enjoyed a comfortable and satisfying experience with the Buschman Homes team throughout the building process and felt they were educated on the construction process every step of the way.

They have now lived in their home almost 14 months and Ken said they are still thrilled with it. It has a huge acre yard, a great school district and a large kitchen to entertain family and friends. In addition, the neighborhood is very friendly.

"From the moment we moved in, all of our neighbors stopped by to say hello and welcome us. Eight months ago when our son Luke was born, they even brought us meals and baby gifts," Annie said.

As far as the amenities go, Ken and Annie enjoy the peacefulness and tranquility of the community and take pleasure in gazing at the farmland outside their back window. The Chain O' Lakes State Park is also nearby, offering numerous recreational opportunities like picnicking, nature walks, boating and fishing.

And since they had such a great trade-in and new home purchase experience, they mentioned it to their cousins, Joe and Becky Miller, who had been trying to sell their Sycamore townhouse for many months with no luck.



Becky and Joe Miller, left, and Ken, Annie and Luke Johnson sold their townhouses to the builder of their new homes at StoneCreek Crossing.

Shortly thereafter, they also took advantage of the Buschman trade-in offer. The Millers negotiated a townhouse deal and chose the four bedroom, 2½-bath Kensington model, which is now under construction.

"It felt too good to be true," said Joe, regarding the townhouse trade-in offer. "He paid us our asking price, so we saved Realtor fees, which enabled us to purchase the home of our dreams. It's within our price range, sits on a large lot and is close to our cousins. This is where we want to live for the next 30 years."

"I'm thrilled that I could help both couples turn their dream of single-family homeownership into reality," said Gary Buschman, vice president of sales and marketing. "I will pay top dollar for any townhouse trade-in located in either McHenry or Lake counties. Since we also have a remodeling division, we are qualified to fix up any townhouse that may need renovation before placing it on the market for resale."

"I think that this is a good business decision on Gary's part," said Ken Johnson. "He can turn around and sell the townhouses

he acquires and he is guaranteed the sale of one of his new homes. For instance, he sold our townhouse last October so he only held it for six months, and in the meantime, we bought a house from him."

Buschman Homes is currently building at StoneCreek Crossing, a semi-custom home community of 82 large single-family homes on 1-acre sites in McHenry County. Only three home sites remain, but buyers can choose from nine plans including ranches and two-story homes priced from \$320,300 to \$385,400. Homes range in size from 2,022 to 3,124 square feet and can be expanded.

Two decorated models are open for touring.

Buschman Homes also opened a second community in Spring Grove, Heartland Crossing, featuring 32 similar 1-acre homesites.

Both communities are being sold from the StoneCreek Crossing Sales Center. Take Route 12 (Rand Road) north; turn right on Richardson/Bliven Road for 1½ miles. The sales center is open Saturday, Monday, and Tuesday from 10 a.m. to 5 p.m., Sunday from 11 a.m. to 5 p.m., and Wednesday and Friday by appointment only.

Call (815) 675-6650 for more information.