

BENTLEY HOMES

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"BUILDING OUT OF THE RECESSION" WITH BENTLEY HOMES

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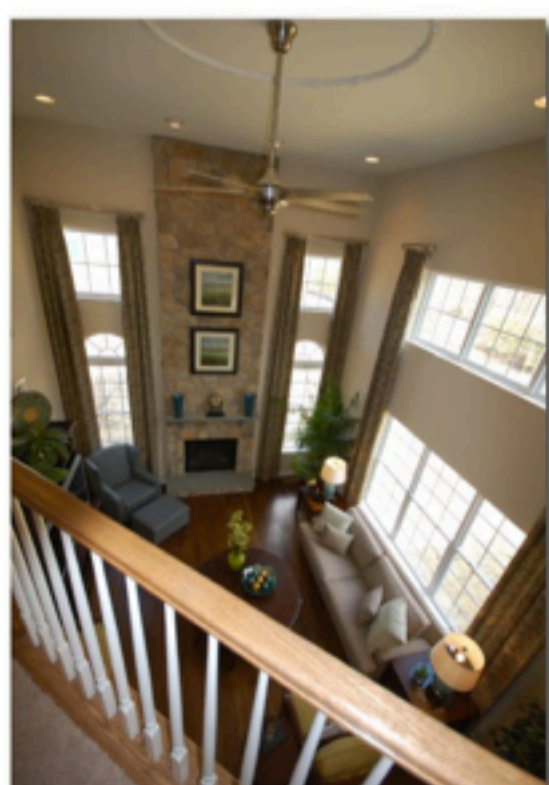
Tom Bentley, CEO, Bentley Homes shares his more than 40 years of homebuilding expertise with strategic tips for weathering all financial climates with homes that best serve the buyers of the time.

Q: What do you think is the biggest concern of today's homebuyer?

A: They are afraid of making a bad deal and losing money.

Q: How do you address this consumer issue?

A: Today's primary amenity is price. What matters most is how much the homebuyer thinks the house is worth. We have looked at every community we are building in and priced them to make sales happen (and take away from the fear factor). And we are achieving our goals.



Q: How does today's builder determine how to price a home?

A: One of our many jobs is to know what is selling across the street and within a two mile and five mile range from where we are building. The current market value is the perfect barometer for gauging our pricing structure. We price our houses to assure we have sales absorption.

Q: Once you determine the price for the market and homebuyer, how do you build while maintaining brand equity?

A: We need to make it obvious we are giving our customers a great deal for their investment. Bentley Homes builds the same high-end houses for which we are known in smaller and more efficient products with an open floor plan. Every community we design offers the best house at an attractive price.

Q: How do you finance your builds?

A: We have some traditional bank financing but on some of our newer communities we often serve as our own bank, financing our own projects and allowing us to keep building.

Q: What is your current motto?

A: Build out of the recession as activity begets activity. The key in today's economy is to remain under construction. The activity builds consumer confidence.

Q: Is your strategy working?

A: Yes. We are selling in all Bentley Homes communities and continuing to build custom and spec homes

READ ALL ABOUT IT

THE CHESTER COUNTY DAILY LOCAL NEWS - Monday, June 20, 2011

"Building out of a recession"

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PRESS RELEASE - Monday, June 15, 2011

"Bentley Homes BUcks Homebuilding Trend Opening New Residential Community With Multiple Sales of Affordable, Custom Luxury Homes Priced From \$369K"

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Main Office:

1595 Paoli Pike
West Chester, PA 19380

Phone: 610.436.5500
Fax: 610.431.38

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WELCOME...

Bentley Homes has been building luxury homes for almost 40 years and commitment to excellence is our preeminent touchstone. To continue to serve our various audiences, this summer we are celebrating the grand opening of our newest build, a truly integrated social network that extends our community beyond our individual home sites and into our members' lives.

Our goal is to serve and unite you...our buyers, our realtors, our vendors and our industry colleagues...with a forum for information and sharing of ideas. We want to motivate and educate all of us on how to continue to build, one frame at a time, out of the recession and into today's new home.

As an exclusive member of the Bentley Homes social network we invite you to join us on Facebook, Twitter and You Tube. We also welcome you to our new blog highlighting building industry trends and Bentley Homes' news. This forum is designed to showcase your voice as well so we hope you will contribute your opinions and expertise as it pertains to the building, real estate and home buying industries.

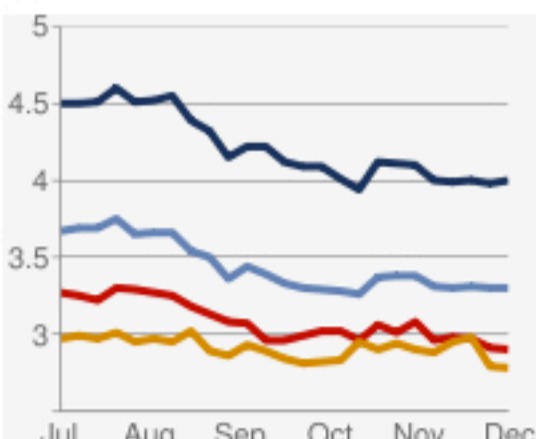
Our future success is based on a team approach and together we can build a forward-thinking forum to help lead each of us into a healthy economy and through the doors of our dream homes that Bentley Homes continues to build one community at a time.

Enjoy your summer with family and friends and we'll be back in touch in September.

Yours truly,

Tom Bentley

Morgage Rates



30 yr fixed - Today: 4.00%
15 yr fixed - Today: 3.30%
5/1 yr arm - Today: 2.90%
1/1 yr arm - Today: 2.78%

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