

THE GOLDEN ACORN



Laurel Award

Our website, www.sidquality.com, has received the NEFBA Sales & Marketing Council's Laurel Award for Best Website for a Local Builder. This is the second time we have been awarded this prize for our website. Our inaugural website received the same award in 2001, and after a major overhaul of the site last year, we submitted the site for consideration again.

The new site is much easier to navigate and includes a lot more information about neighborhoods, floor plans and available homes.

DiscoverTec, a local IT company that designed our original site, completed the renovations to the site, and is continuing to work with us to keep the site up-to-date.

Reworking our website was truly a team effort. DiscoverTec helped guide us through the process, but they encouraged us to use our own creative input to come up with the changes. Our Sales & Marketing Director Bill Sekeres, Sales Agent A.C. Fairbrother, Architectural Draftsman Jeff Johnson, Bill Garrison and Roger Higginbotham all collaborated to personalize the site, and make it as useful as possible for site visitors. It is a challenge to condense 53 years of homebuilding experience and



knowledge into an internet website, but with DiscoverTec's help, we have come up with an award winning site that is helping spread the word about Sid Quality.

One success story for the site is of the homebuyer who did a lot of internet research from his military duty station in Spain before he ever came back to the States. He had narrowed his choices down on the internet, and once back here in the States, it was a quick decision to buy one of our available homes in Paradise Moorings.

Having an award winning website is nice, but having one that helps sell homes is even better.

Featured Homes

SEE ALL OF THE BEAUTIFUL HOMES
AVAILABLE FOR IMMEDIATE MOVE-IN AT
WWW.SIDQUALITY.COM

Spring Park

Fruit Cove Road, Riverfront,
St. Johns County
4545 SF, 6 BR/4.5 BA, 3+
acre riverfront site with
winding asphalt drive,
beautiful large oaks, game
room and family room with a spectacular view of the St. Johns River. \$2,375,000.



Oak Ridge

Model Home,
Eagle Landing at Oakleaf,
Clay County
3770 SF, 5 BR/4.5 BA,
Universal Design features,
large game room, beautiful
Eagle Landing golf course and swim park. \$679,800



Eagle Pines

Eagle Harbor,
Fleming Island,
Clay County
2624 SF, 4 BR/2.5 BA,
spacious floor plan with
kitchen and nook open to
the family room, Eagle Harbor amenities, Fleming Island convenience \$425,000



Oak Bridge

Oak Bridge – Eagle Landing
at Oakleaf Plantation,
Clay County
3344 SF, 5 BR/3 BA, large
lot with 3-car garage, very
large game room upstairs,
2nd floor balcony with beautiful waterfront view. \$582,000



New Address Plates Available



The brass address plates we use were recently updated to include our distinctive tree-in-an-acorn logo. If you would like to order one for your home, we will be glad to install it for you. They cost \$80 and take 3 to 4 weeks to receive. Contact Sherry at (904)771-5816 to place your order.

Universal Design

Home builders and designers, taking a cue from aging baby boomers, are re-thinking some ideas about how they design homes. Universal Design concepts are helping to improve home accessibility for people who are older or who have physical limitations. As the population ages, and lives longer healthier lives, homeowners are choosing to stay put at home rather than move to a "retirement" community.

Universal Design isn't new. It's the work of Ronald L. Mace, an architect and wheelchair user who helped found the Center for Universal Design at North Carolina State University. According to the principles, Universal Design should compensate for reduced range of motion, compensate for reduced strength, assist mobility and agility, and help with balance and coordination

Universal Design ideas such as zero-step entrance, wider doors and hallways, rocker-style light switches, lever handles and larger no-step showers are minor changes to a design, yet the benefit to an aging homebuyer or someone with a physical handicap is enormous.

We are currently building a new home for sale in Eagle Landing at Oakleaf that incorporates these features, and more, to make the home accessible to all home buyers, to the greatest extent possible. Some Universal Design features, such as solid blocking in shower and bath areas, have been a Sid Higginbotham standard for many years.

Other ideas, such as raising the dishwasher or lowering the microwave, are new ideas to increase ease of use and safety for kitchen appliances. Our Model at Eagle Landing includes just such features in the kitchen, along with beautiful granite countertops, and solid-wood cabinet drawers. Universal Design improves usability without compromising beauty and elegance.



Featured Homeowner

Firefighters are a unique band of brothers. While most people are running from a home engulfed in flames, firefighters are running into the danger to save lives and property. Sid is very proud of his career as a firefighter and gets special pleasure building for firefighters.

But, when he built homes for brothers Chris and Robin Sorenson, both former firemen, he got double pleasure. Sid worked for many years with the Sorenson brothers' father, Rob, on the Jacksonville Fire Department, and knew both men when they were young boys. He could never have imagined that years later he would be building both boys' homes.

Since their days with the Jacksonville Fire Department, Chris and Robin have gone into business together and opened a little sandwich shop you may have heard of – FireHouse Subs. Congratulations to Chris and Robin for their success, and thank you both for choosing Sid to build your homes.



Sub-Contractor of the Quarter



One of the biggest advantages Sid Higginbotham Builder, Inc. has when it comes to performing quality work is subcontractors that know what Sid expects. Dale's Plumbing is another of the multi-generational subcontractors that we are fortunate to have working with us. Dale Dyal started his own plumbing business in 1972 and went to work for Sid that first year. But Dale worked on Sid's homes even before starting his own business when he worked for his father-in-law, who was Sid's plumber. He has worked on Sid's homes for over 40 years.

Dale's son, Dale, Jr. (Bo), started working on Sid's jobs as a teenager in the late-'70's, and now Dale's grandson, Bradley, is working for his grandfather also.

We never get tired of bragging about the wonderful people who are out in the field actually doing the hard work that is necessary to complete our homes. The fact that Dale's Plumbing – all 3 generations – have stood side-by-side with us through thick and thin says a lot. We just want to add a heartfelt "Thank You" and let them know we are looking forward to many more years of working with the Dyal family.

Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.

- Dale Carnegie



Welcome Sherry

We would like to welcome our new Office Manager, Sherry Higgins, to the Higginbotham family. Sherry worked with us in 2006 as an Administrative Assistant, so stepping in as Office Manager should be a smooth transition for her. Raina Schage, our previous Office Manager, worked with us for nearly 25 years, and we wish her the best in the future.

****EXCLUSIVELY FOR SID HIGGINBOTHAM HOMEOWNERS****

Have you outgrown your home? Have you considered doing some renovations? For a limited time, we are offering to do custom room additions and/or major remodeling projects for you, our valued homeowners. For more information call Roger at 771-5816.

~ Thank You ~

Several homeowners have contacted us about designing custom renovations for their homes, and we appreciate that opportunity. We recently completed this screened lanai addition, and are currently working on a large family room addition and master bath renovation. Let us know if we can help you with an addition or other remodeling project.



BEFORE



BEFORE



State of the Market

The housing market has been a hot topic for nearly 2 years at this point, and has reminded any who had forgotten, that home building and real estate are cyclical industries. Like all economic cycles, they have their ups and downs. There is so much talk about it at this point, it is hard to separate good information from exaggeration. The "bottom" has been predicted to be in late 2008 or early 2009.

One thing that is consistent from industry veterans, including Sid, is that the downturn will end, and a healthy housing market will return. Buyers who are serious about buying right now are getting great deals from homebuilders and re-sale homeowners. It is unanimous among sellers: now is the time to buy. Mortgage rates are still low for good-credit buyers, and large inventories have sellers motivated to sell.

Fortunately, we have recently seen a small up-tick in sales. Though it is too early to call our own "bottom", it is nice to see a hint of a rebound in the market.



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