

Great homes, locations' equal the Shimberg difference

By Bill Chastain, Special Sections correspondent

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Shimberg Homes' director of sales and marketing says "the Shimberg difference" is why the company's finding success in a tight housing market.

"Great homes in great locations," says Shawna Mulford. "It's an easy sell when you're producing what you promise. Anyone can build a house, but it's really where and how you build it. It's a fusion of great homes and great locations at a very competitive price point, and that adds up to an exceptional value and a smart investment for our homeowners."

She says Shimberg focuses on building communities in Tampa Bay areas where the infrastructure is in place and the landscaping is mature and kept. The company also touts that there are no CDD, or community development district, fees in its builder/developer communities.

Mulford says location and the quality of the homes along with the designs and standard features set Shimberg Homes apart. The company sees a bright future, and is looking for talented people to grow with it.

"We're committed to placing the right people in positions where they can excel," Mulford says. "All employees understand that a job description on paper is the baseline and all are committed to going above and beyond for the company. In doing so, each Shimberg associate becomes at least 1 percent better every day and further contributes to the success of the company."

Rather than selling off land or shying away from purchasing land, Shimberg is looking for places to build.

"The company owners are very particular about selecting the locations where they build, ensuring a full market analysis is completed and reviewed in detail," Mulford says. She notes that in less than one year, Shimberg Homes has become a featured builder in five communities, building multifamily town homes, single-family homes for first-time buyers and estate homes.

Kings Gate in Brandon offers Shimberg homes with 10-foot ceilings, 8-foot doors, 5¼-inch baseboards and 42-inch upper cabinets with crown molding priced from the mid-\$200,000's.

"We are trying to appeal to a diverse audience," Mulford says. "We have products for all."

Mulford says Shimberg Homes' attention to detail can be seen in the quality of materials used to build its homes.

"Our slab incorporates a wire mesh when [many] builders are using the fiberglass mixture; our roof overhang extends to 16 inches. It's these small details in the construction of the home that reassure that each home is top-quality crafted," Mulford says.

Mulford also says that now is a good time to buy a Shimberg home. She says the company is building and developing in areas that are convenient to the major roads and interstates and also near dining, shopping and entertainment.

"Being that our communities are small as well, this all makes it a good time to buy. We have limited inventory and our home values are maintaining, so we're a solid investment."

To reach Kings Gate, take Interstate 75 to Exit 257 (State Road 60). Go east on S.R. 60 and turn right onto Kings Avenue. Kings Gate is just south of Bloomingdale Avenue on the left.

The sales center is open from 10 a.m. to 6 p.m. Monday through Saturday and noon to 5 p.m. Sunday.

For information, call (813) 689-0302 or visit www.shimberghomes.com.