

FOR IMMEDIATE RELEASE

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## **C.J. Brown Inc. Realtors Announces Grand Opening of New Conway Sales Office**

Baton Rouge, LA – Gonzales city officials joined C.J. Brown Realtors and real estate developer, Southern Lifestyle Development in announcing the grand opening of its newest sales office in Conway, a \$325 million mixed-use traditional neighborhood, one of the largest in Gonzales, if not Ascension Parish.

This C.J. Brown Realtors office is ideally situated to help buyer interested in the many homes planned for this exciting community. This is the fourth C.J. Brown office in the metro Baton Rouge area, joining locations on Airline Highway and Perkins Road in Baton Rouge and in Denham Springs.

“This will basically be our Ascension Parish office. The company has spent \$1 million on the 2,000-square-foot office that will house the current sales team for Conway and future agents that want to work in the area.” said Robert Merrick, chief executive officer of Latter & Blum, C.J. Brown’s parent company.

“This partnership has been great for our agents and clients alike. Our large service area allows us to assist more families in Louisiana who will be moving to this premiere community. The Ascension Parish market is expected to sustain strong buyer demand in the coming years. Our CJ Brown agents are prepared to provide the best service possible and will have the added convenience of this on-sites sales office.” Merrick continued.

Conway is a premier lifestyle community off Highway 44 in Gonzales, Louisiana. Conway is a walkable mixed-use neighborhood featuring 46 acres of lakes, miles of jogging trails, parks and green space, restaurants, grocery store, boutiques, neighborhood swimming pool, clubhouse, and a town square. When completed, Conway’s town square will host art shows, outdoor concerts and community events free to the public. Conway will have more than 900 homes on 355 acres. Upon completion of all phases of the community, an estimated 1,000 families and 3,500 individuals will call Conway home.

### **About Latter & Blum Inc.**

Today, LATTER & BLUM Inc. is the nation’s 33rd largest Real Estate brokerage and home services company with sales of over \$4 billion annually. Established in 1916, it is the largest full-service Real Estate brokerage in Louisiana and the Gulf South with 2,800 Agents in more than 30 offices in the markets of Greater New Orleans, Greater Baton Rouge, Lafayette, Alexandria, Houma, Thibodaux, Lake Charles, Houston and Southern Mississippi. Latter & Blum Inc. operates LATTER & BLUM Inc./REALTORS, C.J. Brown REALTORS

Inc., Van Eaton & Romero REALTORS, Latter & Blum/Moffett REALTORS, Noles-Frye Realty and Realty Associates (all owned by Latter & Blum Inc.). All are part of the national and global network of ERA Powered companies. Additionally, LATTER & BLUM Inc. operates NAI Latter & Blum Commercial Real Estate, Latter & Blum Property Management, Latter & Blum Insurance Services, and Essential Mortgage Corporation.

ELGIN, Texas--(BUSINESS WIRE)--KB Home (NYSE: KBH) announced today the grand opening of Saratoga Farms, its latest community of 1- and 2-story single-family homes in the Austin area. Situated near US-290, Saratoga Farms is convenient to major employment centers in Austin as well as Elgin and Bastrop.

KB Home announces the grand opening of Saratoga Farms in Elgin

At Saratoga Farms, KB Home will construct 120 1- and 2-story homes and offer 10 distinct floor plans. With up to 6 bedrooms and 4 baths and ranging in size from 1,200 to 2,700 square feet, the homes at Saratoga Farms also feature desirable design characteristics like 2-car garages, flex spaces, ample storage space and elegant master suites. Pricing begins in the \$190,000s.

“The Saratoga Farms community is a game-changer for home buyers in Elgin,” said Ken Langston, president of KB Home’s Austin division. “Our personalized homes and dedicated support team will create a beautiful neighborhood in a thriving area near parks, recreation and more.”

Saratoga Farms residents can enjoy the area’s various recreational facilities, including Elgin Memorial Park, a 26-acre park with open green space, sports courts and play equipment. Nearby Morris Memorial Park offers a swimming pool, fish pond, sports courts and bike trails. Shenandoah Soccer Park and Greenbelt are also within a few minutes’ drive of Saratoga Farms community. Downtown Elgin features a historic district as well as several dining, shopping and entertainment establishments.

KB Home will host a grand opening celebration at Saratoga Farms, Saturday, November 10, 12–4 p.m., during which attendees may tour the elegantly appointed model homes.

“Saratoga Farms’ small-town atmosphere, proximity to community parks, dining and shopping, and commuter friendly distance to Austin are huge assets,” said Langston. “There is a lot to love about Saratoga Farms, and area home buyers interested in purchasing a new, personalized home should start here.”

The KB homes at Saratoga Farms will be built to current ENERGY STAR® certification guidelines and include WaterSense® labeled faucets and fixtures. This is estimated to save KB home buyers between \$768 and \$1,224 a year in utility costs, depending on floor plan.

KB Home’s distinct home building process allows buyers to personalize many aspects of their new home to suit their style and needs. After selecting their homesite and floor plan, KB home buyers can work with expert design consultants to select from a plethora of design choices, including countertops, cabinets, lighting, appliances and window coverings.

The Saratoga Farms sales office is located at 102 Schuylerville Drive. From US-290 East, turn right on Saratoga Farms Boulevard, right on Lee Dildy Boulevard and left on Schuylerville Drive. The sales office is open, Mondays through Thursdays, 10 a.m.–6:30 p.m., Fridays, 12–7 p.m., Saturdays, 10 a.m.–7 p.m., and Sundays, 11 a.m.–7 p.m. For more

information about Saratoga Farms or KB Home's other new-home neighborhoods, visit [www.kbhome.com](http://www.kbhome.com) or call 888-KB-HOMES.