

# BRITTON HOMES

**FOR IMMEDIATE RELEASE**

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## **BRITTON HOMES TO BUILD IN NORTH TEXAS MARKETS**

### *New luxury Perry Homes brand set to launch in several Dallas-area communities*

(Dallas – June 7, 2016) Today, Perry Homes announced the launch of its new luxury brand, Britton Homes, in several North Texas cities, including Plano, Frisco, Celina, Highland Village and Prosper.

Britton Homes represents the vision of Perry Homes under the leadership of **CEO Kathy Britton**, the daughter of founder Bob Perry. Prior to becoming CEO, Mrs. Britton, who grew up walking home sites with her father as a child, held several positions, from greeting buyers in model homes to working as an attorney in land acquisition. She also mentored directly with her father and took over day-to-day control after his unexpected death in 2013.

“For fifty years we have been a Texas-based, family-owned business. Our company has sold homes to generations of families, and our customers know they can always depend on quality and customer service. With Britton Homes, our goal is to offer this same quality and stability while meeting the design needs of the Dallas home buyer,” Kathy Britton said.

Britton Homes will focus on luxury homes in some of North Texas’ fastest growing communities. Initial offerings include new homes priced in the \$500,000 - \$750,000 range. Homes are already under construction in Wichita Estates and Highland Oaks. Construction will begin soon in Windsong Ranch, Phillips Creek Ranch, Hollyhock, Light Farms and Mustang Lakes. In addition to these communities, Britton Homes will build town homes in the Legacy West development.

Ted Wilson of Residential Strategies, a real estate consulting firm, is advising Perry Homes on its expansion into the North Texas market and will continue to provide Perry Homes with insights into trends and growth opportunities.

Under the Perry Homes and Britton Homes brands, the company is currently building new homes in the Dallas Metroplex, Houston, San Antonio and Austin markets, and is poised to build more than 1,700 homes in 2016.

“This company represents who my father was as a person – trusted, stable and service-oriented. He taught me that our employees and our reputation are our greatest assets, so it’s comforting to me to carry forward his legacy by exploring new ways for our company to grow, creating more opportunity for our more than 600 employees, while at the same time providing quality homes for Texas families,” said Kathy Britton.

For more information, please visit [www.BrittonHomesTexas.com](http://www.BrittonHomesTexas.com).

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