

“I’ve built nearly 10,000 homes in Indiana. Here’s why you shouldn’t wait to build yours.”



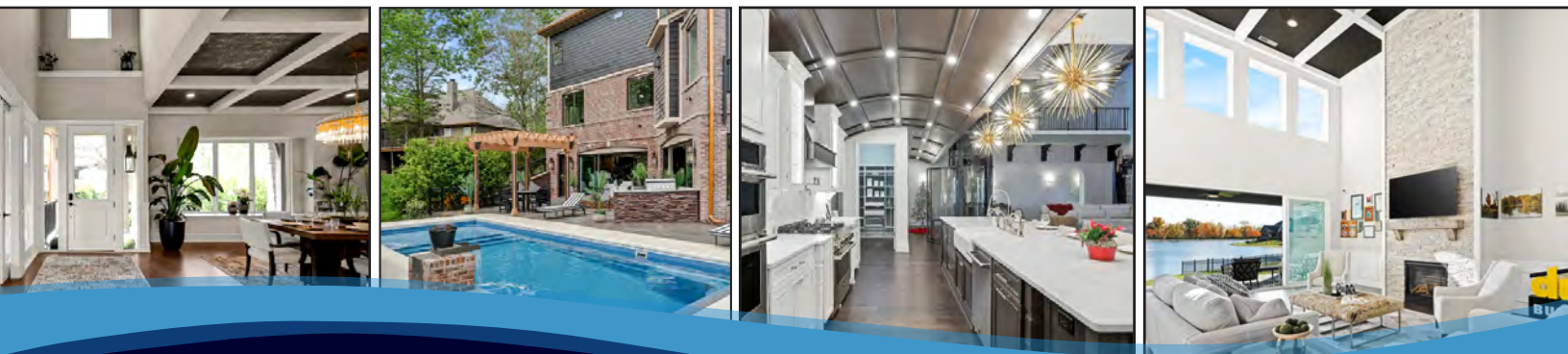
WHY NOW IS THE RIGHT TIME TO BUILD YOUR CUSTOM HOME IN CARMEL, INDIANA

I've built nearly 10,000 homes over my 55-year career as a local Hoosier homebuilder. During that time, I've seen a lot of changes in the housing market here in Indiana — and today, I'm seeing many potential buyers struggle to find the right place to call home.

Not long ago, buying a custom-built home was much simpler. Buyers would find a lot, builders would help them customize it, and before long, they had a brand-new home. But in today's market, with so many construction methods, floor plan options, and design choices, the process has become more complex. How do you choose the right amenities? How do you know whether a lot's location will work for you long-term? And who can you trust to guide you through the process and help you secure your dream home in Carmel? *(continued page 2)*



THE DIFFERENCE IS IN THE DETAILS!
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At the same time, while homebuilding options have expanded, the inventory of available land in Carmel, Indiana has dramatically shrunk. Our city is consistently ranked as one of the best places to live in America, yet Carmel has developed so much that finding a lot to build on isn't easy anymore.

From the buyer's perspective, all of these factors can create a strong urge to wait. It's smart to do your research and think carefully about what you want in a new home — but too much hesitation leads to missed opportunities.

Waiting too long to build a custom home in Carmel can mean fewer lot choices and higher costs. Homebuilding isn't getting cheaper, and homes in the future could cost significantly more to build than they do today. On the flip side, the longer you wait, the less equity you can build from your investment. And with home resale prices continuing to rise, delaying could mean missing out on a stronger return when it's time to sell.

The custom home-buying process can feel overwhelming — but it doesn't have to be. That's where working with a trusted, experienced local builder makes all the difference.

At Waterfront of West Clay, we work one-on-one with each buyer to help them find the perfect lot and custom home that will be both a wonderful place to live and a sound financial investment. Our new lakefront, gated community in Carmel still has lots available — but they're filling up fast.

Contact us today to learn why Waterfront of West Clay is the premier builder of luxury custom homes in Carmel and throughout central Indiana.

Paul Shoopman

PAUL SHOOPMAN

"Master Builder" – 55 Years and Still Going!

Paul Shoopman Home Building Group

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