

Rated #1 Best Choice
by Neighborhood Type

Survey Location	Conventional	Small Town	Home Town
Jackson, MS	23.3%	5.0%	71.7%
Vicksburg, MS	23.5%	3.0%	73.5%
Houston, TX	10.3%	17.2%	72.5%
Madison, WI	21.4%	10.7%	67.9%
Average	19.6%	9.0%	71.4%

% Value Added
by Neighborhood Type

Survey Location	Hometown over Small Town	Small Town over Baseline	Hometown over Baseline
Jackson, MS	10.4%	11.0%	21.4%
Vicksburg, MS	10.2%	11.0%	21.2%
Houston, TX	10.6%	11.0%	21.6%
Madison, WI	12.2%	11.0%	23.2%
Average	10.9%	11.0%	21.9%

Helps Developers and Realtors

- Increases home values by 22% with no additional cost
- Preferred “#1 best choice” by 71% of realtors studied
- Taps the vast elderly market



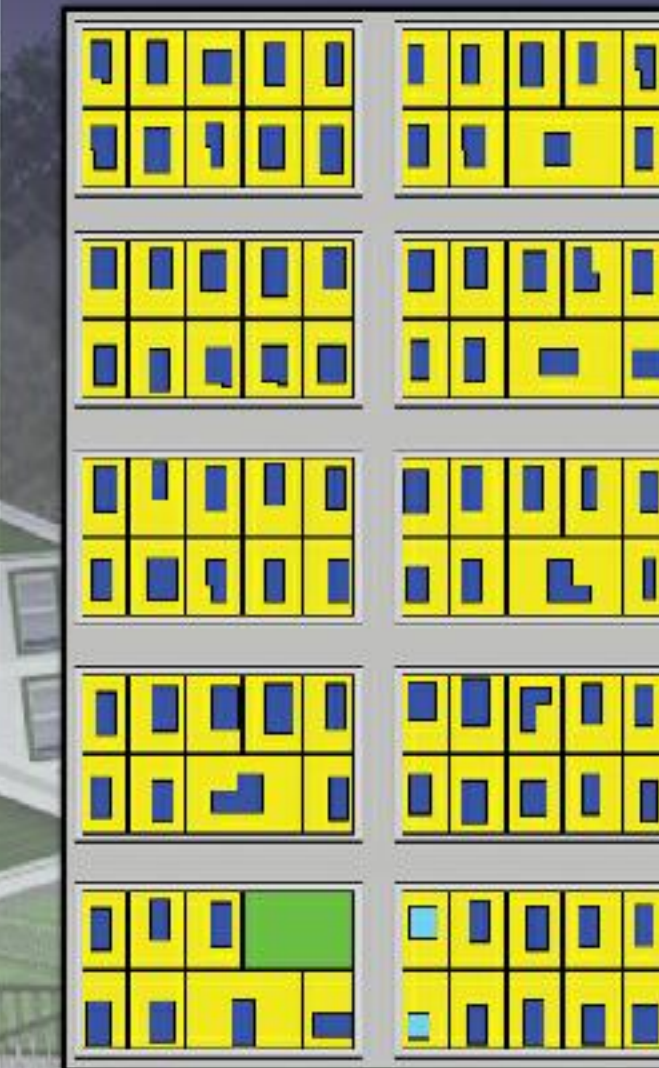
At last!
A third way to
build neighborhoods

3 Neighborhood Types Studied



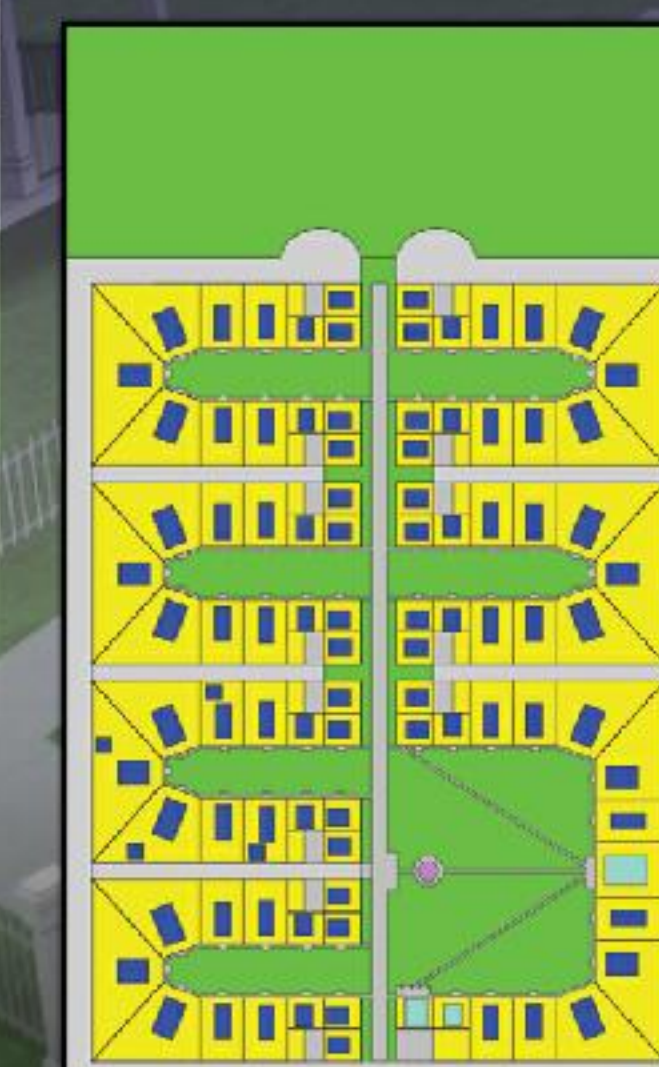
Conventional
Preferred by
20% of Realtors

Baseline Value



Small Town
Preferred by
9% of Realtors

+11% Value over Baseline



Hometown
Preferred by
71% of Realtors

+22% Value over Baseline

Getting Started...

Learn more about Hometown at www.drflandershometown.com

E-mail Dr. Flanders at nobleman@pobox.com

Or call (228) 863-6788

Or write
Jim Flanders, Ph.D., Psychologist
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Simplifies Planning

- Preference by home buyers already researched
- Helps local builders
- Good fit with John Gann’s “Close Knit Communities” (helps overcome zoning problems)

- Engineered to meet basic human needs
- Adds ~22% value
- No additional cost

www.drflandershometown.com
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