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## **The Arthur Rutenberg Homes Experience Leads to Repeat Business, and Lasting Relationships**

Mark Refosco discusses the satisfaction of repeat customers and loyal Realtors

(St. Augustine, FL) Owner of Arthur Rutenberg Homes since 2001, Mark Refosco attributes his success to personally paying attention to the needs of his customers, design team and sales team. The early success of sales at Wolfe Pointe at Markland with homesites nestled on the lake with preserve views is attributed to the personal relationships Refosco has developed over the years.

“I like washing my car because there is a beginning, middle and end in a relatively short period of time. You get the instant gratification of a clean car,” said Mark. “Building a home for someone is a much longer process and it is very gratifying when the house is complete and the customer is happy. But when that customer returns to you and asks you to build another home for them, the feeling is euphoric. There is nothing more flattering to me than to have a past buyer come back to me.”

Markland is a small community and Arthur Rutenberg Homes already has three repeat buyers. The first repeat buyer was downsizing from the King and the Bear. The second repeat buyer “moved-up” from a community in St. Augustine. The third made a lateral move.

Jim and Tanya Sherry are repeat customers. “You can try other builders, but Arthur Rutenberg Homes has built so many houses that they have ironed out all the kinks and you can trust that they know what they are doing,” said Jim Sherry.

The living spaces are carefully designed to maximize an indoor/outdoor lifestyle with state of the art sliding glass doors that blur the lines between interior and exterior—a huge plus for Tanya Sherry who loves the outdoors. “The design of Rutenberg homes just seems to flow—maybe because there are so many doors making it easy to get around or go outside,” said Tanya Sherry.

“The craftsmanship for the price point is unbeatable,” Mrs. Sherry continued. “Other builders show models with upgrades that cost extra so you don’t get as much. For example, in our master bedroom the recessed ceiling is part of the price among other included extras. Their floor plan designs and the 12-foot ceilings give you an expansive feeling.”

“We bought another Arthur Rutenberg Home because of their stellar customer service, brilliant architecture and their open floor-plan designs,” said Dawn and Jason Humphrey, a loyal, repeat buyer. Dawn is also a Realtor and she shows/sells Arthur Rutenberg homes because they do what they say they are going to do.

“They give customers the ability to fully customize their home,” Dawn said. “And people like their Florida-home style architecture with seamless indoor/outdoor living spaces. We appreciate their higher quality of construction as well as the higher standard features that are included in the price. ARH cares about their customers and that shows in their Customer Service.”

“Our job is to build a spectacular house on beautiful land with great pricing. As I continue to look for other land positions, these lots at Wolfe Pointe in Markland are the best in St. Johns County,” said Mark. “It helps to have an excellent sales team too.”

Experienced Realtor, Suzanne Cash is the latest addition to the sales team at Markland. Her proven success strategy is her passion for developing client relationships for life. She thrives on helping buyers find homes that will bring them long-term happiness.

“Arthur Rutenberg Homes is an award-winning custom home builder whose success is built upon its founder’s four cornerstone’s of excellence: design, craftsmanship, service and

responsibility. The quality, integrity and architectural beauty of each home is incredible. I am excited to be on board this stellar team representing our beautiful Wolfe Pointe lakefront and preserve homes in Markland,” said Suzanne. “Our location is perfect and highly desirable as St. John’s County is heralded as one of the Top 5 places to live in the United States.”

A rare find in St. Johns County, the Rutenberg team is offering incredible values with custom Wolfe Pointe homes starting in the high \$400Ks. Visit their model on 90 Bronson Way near the entrance of Markland while the St. George II is being built at Wolfe Pointe and is scheduled to open later this year. In the meantime, you can expect first-class personal attention while discovering Wolfe Pointe.

For inquiries regarding Wolfe Pointe or to set up an appointment, please contact Angela Stanley or Suzanne Cash at Arthur Rutenberg Homes at (904) 880-5500 ext. 1 or visit their website at [www.markland.com/about/builders/arthur-rutenberg-homes](http://www.markland.com/about/builders/arthur-rutenberg-homes).

Markland, developed by international real estate firm, Hines, features all the amenities of a larger community at a scale that still offers a neighborhood feel and is located just one minute off I-95 and International Golf Parkway. Best in class amenities include a resort-style pool, fully equipped fitness center, tennis courts, dock with kayak launch, walking trails, event lawns, parks, dog park and more. Visit [www.Markland.com](http://www.Markland.com) for more information.

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Photo caption: Mark Refosco with Arthur Rutenberg Homes is building beautiful homes in Wolfe Pointe at Markland thanks to his stellar reputation.

