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**New Year, New Homes: Yellow Bluff Landing Continues to Grow**

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As the first month of 2011 came to an end, Yellow Bluff Landing, the fastest growing community in North Jacksonville, kicked off its spring homebuyer's season.

"Now is the time for buyers to take advantage of great incentives and start the year off in a brand new home," says Doug Maier, Development Manager. "We are coming off of such a great year of promotional events and giveaways. Our approach has always been to provide affordable luxury living to our homebuyers."

Yellow Bluff Landing, along with their sales teams, was able to provide 70 new homebuyers with their dream homes in 2010.

"Not only were we able to offer year-long promotions and incentives, but we made a special effort to give back to the residents here at Yellow Bluff," said Maier. "Our homeowner appreciation events are our way of saying 'Thank You' to our residents. They play a big role in our growing community and have helped Yellow Bluff stand out as the fastest growing community in Jacksonville!"

This spring's campaign will offer a multitude of promotions with its *Live The American Dream* concept. Details can be found on the development's web page, [www.yellowblufflanding.com](http://www.yellowblufflanding.com), as well as the Facebook page, [www.facebook.com/YellowBluffLandingEvents](http://www.facebook.com/YellowBluffLandingEvents).

Yellow Bluff Landing currently showcases three featured model homes from Jacksonville's most experienced and trusted builders: D.R. Horton, Richmond American Homes and Lennar Homes. Offering the area lavish custom home options, these builders are leaders in Jacksonville's various residential markets.

"Our builders are able to break away from the cookie cutter standards and take the time to design and customize a layout that meets the needs of each individual buyer," says Maier. "I attribute the majority of our success to our ability and willingness to work with each potential homebuyer with an open mindset and overall goal of customer satisfaction."



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Yellow Bluff Landing encompasses 200 acres of spectacular real estate in North Jacksonville. The community, located off North Main Street, offers a wide selection of single-family homes ranging from the \$100s to the low \$300s in the community settled just minutes from downtown Jacksonville, the beaches, the airport, and I-95.

Every family at Yellow Bluff will enjoy membership to The Club; the \$3.5 million luxury amenity center featuring a resort-style pool and children's play pool, state-of-the-art fitness facility, tow lighted tennis courts, soccer field and basketball courts, sand volleyball courts, large community fireplace, playground and outdoor play area as well as the community dog run. The complex is on par with the most exclusive communities in Jacksonville, so homeowners can enjoy upscale living without the upscale price.

The community's prime location provides easy access for families to enjoy the Timucuan Ecological and Historic Preserve, Little Talbot Island State Park, Huguenot Park or any of the other 111,600 acres of natural parks and preserves throughout the Jacksonville area.

Just five minutes up the road, homebuyers can find the convenience of River City Marketplace, the one-stop, outdoor shopping plaza featuring over 100 major retail stores and restaurants. For more information about Yellow Bluff Landing, please visit [www.yellowblufflanding.com](http://www.yellowblufflanding.com).

#### **About IF marketing & advertising**

IF marketing & advertising is a rapidly growing full-service marketing company, based out of Austin, Texas. With an office recently opened in Jacksonville, FL, the company combines innovative designs, strategic leadership, and up front accountability to deliver traditional and Internet marketing solutions. Leveraging marketing expertise and trendsetting creativity, IF helps clients build brand strategy and market presence that generates qualified demand and quantifiable results. Ranked 5th largest web design ad agency and named #4 in the 50 fastest-growing private companies in Central Texas by the Austin Business Journal in 2007, IF provides innovative marketing solutions to business from start-up to Fortune 500. [www.YourIFTeam.com](http://www.YourIFTeam.com)

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