



MICHAEL LENAHEN, PRESIDENT OF AURORA CUSTOM HOMES, CO-AUTHORS BOOK ABOUT CUSTOM HOMEBUILDING

PONTE VEDRA BEACH, Fla. (June 24, 2011) – Michael Lenahen, president of Aurora Custom Homes, announces the release of his new book, “How to Build a Quality Custom Home.” Co-authored with building expert Dave Konkol, the reader-friendly book reveals advice and knowledge about every step in the custom homebuilding process, including selecting the right designer, weighing homebuyers’ needs against their wants, understanding the building contract, and how to avoid the most common mistakes.

“Making the choice to build a luxury, custom home can be one of life’s most rewarding adventures; however, if you are lacking the right information or are working with a builder who is not an advocate of your needs, your wishes will not be fulfilled and the project may result in unforeseen problems and delays,” Lenahen said. “That is why I want this book to serve as a guide and an essential resource.”

Lenahen has been building custom homes for 30 years and believes that sharing his knowledge through this book is a great way to help potential homeowners. The informative book provides homeowners with the answers they need to make an educated, informed and cost-effective decision when it comes time to build their home. In the book, readers will:

- Learn the 10 critical questions to ask before they build
- Find out the seven most important places to spend money on their home
- Understand the top 10 mistakes by new homeowners...and how to avoid them
- Learn the eight common arguments homeowners and homebuilders have...and how to avoid them
- Discover the starting step most people fail to take when choosing a builder

“We believe building homes is more than just a business transaction; it is a long-term relationship between people who trust each other. I believe our efforts have been fruitful as 90 percent of our new home clients have come from the referrals of our past customers,” Lenahen said.

Lenahen founded Aurora Custom Homes in 1997 with a mission to build custom homes with uncompromised elegance. Since its inception, the company has constructed an average of three to four luxurious homes annually, ranging in size from

4,000 square feet to 15,000 square feet, and ranging in price from \$650,000 to more than \$4 million. Aurora Custom Homes builds in some of Northeast Florida's finest locations, including Ponte Vedra Beach, Jacksonville Beach, along the St. Johns River and Intracoastal Waterway, and in prestigious gated communities such as Marsh Landing, The Plantation of Ponte Vedra, Sawgrass Country Club and Queen's Harbor.

For more information about Aurora Custom Homes and its services, call (904) 246-5400 or visit www.aurorabuilders.com.