

Nation's Fastest Growing Home Builder Enters Bend Market

by Bend Weekly News Sources

Buena Vista Custom Homes, named the fastest growing homebuilder in the nation by Builder Magazine in 2005, announced today that it plans to enter the Central Oregon housing market for the first time after securing 455 homebuilding lots in the Bend area.

The announcement will provide a major economic boost to the Bend homebuilding industry. The current average value of a Buena Vista home is \$440,006, which means the total value of the Bend area developments could eclipse \$200 million. Buena Vista will also open an operations and sales office in Bend that will bring at least six fulltime jobs to the area, with potentially more in the future.

"This is an exciting move for our company," said Roger Pollock, owner of Buena Vista. "The Bend area is one that we have been doing market research and studying for quite some time. We really think the time is right to make a full presence."

Founded in 2002, Buena Vista has also received attention for its Profit Partner program, which Pollock created to team his company with Oregon charities. The program contributes a portion of the proceeds from every home that Buena Vista sells to local non-profits. To date, Buena Vista has contributed more than a half million dollars to Oregon charities through the program, which focuses on organizations that help at-risk youth and those dealing with issues of substance abuse and addiction.

The 455 lots are part of five developments that Buena Vista intends to undertake in Central Oregon.

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