



# Perry Homes Expands into Florida Residential Market

The expansion will bring new personalized homes for homebuyers, fresh inventory for real estate agents and new jobs for Tampa and Orlando communities

**HOUSTON, February 13, 2024**— [Perry Homes](#) announces its entrance into the Florida residential construction market, serving as the homebuilder's first expansion outside of Texas in its 57-year history. The homebuilder will focus on the Tampa, Orlando, Southwest Florida, and Jacksonville areas. Perry Homes will break ground on its first homes this Spring in [Southern Hills](#), just north of Tampa, a development by GreenPointe Developers. In mid-2025, Perry Homes will begin building in Berry Bay, an Eisenhower Property Group community.

"We eagerly anticipate putting down roots in Florida," said Perry Homes CEO Todd Chachere. "After 57 years of building thriving communities here in Texas, we look forward to expanding our family of homeowners to the Sunshine State and sharing the tradition of excellence that has defined Perry Homes and its work for decades."

In tangent with the company's newest markets, Chris Little will serve as president of Florida, leading the expansion and development of these new Florida communities.

## **Southern Hills Community**

Located just north of Tampa in Brooksville, Southern Hills is an amenity-rich country club community with endless opportunities for social and recreational activities. The rolling topography and Pete Dye signature golf course make this community one-of-a-kind in Florida. Southern Hills residents enjoy a resort-style clubhouse, an Aquatic and Athletic center complete with poolside bar and café, full gym, pickleball and tennis courts. Plus, its Nature Coast location means the Gulf beaches and entertainment mecca of Orlando are just a short drive away.

"We are pleased to welcome Perry Homes to Southern Hills," said Jim McGowan, Regional President of GreenPointe Developers. "Perry Homes has spent more than 50 years building a sterling reputation as one of the most trusted homebuilders and we are looking forward to welcoming their homebuyers to our community."

Perry Homes will offer a variety of architecture styles and floor plan options in Southern Hills. Homebuyers will enjoy country club living along with the ability to purchase a beautiful, personalize-able homes.

## **Berry Bay Community**

Berry Bay is in Wimauma, part of Hillsborough County, conveniently between Tampa and Sarasota, with easy access to outdoor attractions like Little Manatee State Park. The Perry Homes product in Berry Bay will be a superior home at an attractive price. The homebuilder looks forward to continuing to offer homebuyers the same exceptional customer experience and home customizations for which they are known and loved for in Texas.

“We pride ourselves on delivering high-quality communities with beautiful homes at a range of price points that appeal to a multitude of buyers,” said Jeffery Hills, Principle of Eisenhower Property Group. “Eisenhower in partnership with Perry Homes will be able to exceed homebuyer expectations at Berry Bay with quality, sophisticated design and exceptional customer service.”

This expansion marks the next milestone in Perry Homes’ legacy, underlining its commitment to delivering exceptional homes and fostering enduring community bonds.

## **About Perry Homes**

Perry Homes is the largest woman-owned homebuilder and has established a Tradition of Excellence in homebuilding over the past 57 years. Led by Kathy Perry Britton and founded by her father, Bob Perry, Perry Homes is committed to building quality, superior homes while providing first-class customer service before, during and after the construction of every Perry home. The homebuilder has earned a phenomenal reputation by evolving with the wants and needs of its 65,000+ customers, all while securing a 95% satisfaction rating. With more than 475 new home designs, buyers will find a robust selection of quality standard features and design options in every Perry home that radiate elegance and sophistication, including soaring ceilings, gorgeous walls of windows, open concepts, and flexible spaces to fit any lifestyle. Perry Homes offers a variety of timeless and modern architectural concepts and is currently building in over 100+ of the most sought-after communities throughout Austin, Dallas/Ft. Worth, Houston, San Antonio and Central Florida. Perry Homes | Britton Homes is led by Executive Chair Kathy Perry Britton and Chief Executive Officer Todd Chachere.

***For more information, please visit [www.perryhomes.com](http://www.perryhomes.com)***