



HIGHLIGHT HOMES, LLC

ATLANTA, GEORGIA

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"Your family is the HIGHLIGHT of your life. At Highlight Homes, we believe your HOME should be, too!"

Press Release

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For Immediate Release
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Green Builder – Highlight Homes – Branches Out To Fill the Highly Sought After “After Market” Niche

Atlanta Builder Makes an Addition of its Own by Creating a New Division – Highlight Home Restoration

October 31, Atlanta – After more than 25 years in the land development, residential building and architectural design industries – the man behind Highlight Homes, Tony Pourhassan, decided it was time to make some business renovations of his own. “The current state of the national housing market and banking industry was crushing us. Many of our friends and competitors in the construction field were hanging up their hats,” reveals Pourhassan. “We decided we better start thinking outside the box and make some significant changes if Highlight Homes was going to weather the storm.”

The son of a builder and master renovator, Pourhassan has always enjoyed every element of the building process – from planning to implementation to completion. Shortly after graduating from Auburn University with a Bachelors Degree of Science in Architecture and a minor in Structural Engineering, Pourhassan went to work for several large builders in the South before opening his own restoration business. He continued to work with both regional and national businesses before launching Vesmont, LC in 2005 to focus on land acquisition and development, and Highlight Homes to bring something unique to the then healthy Atlanta residential construction market. The feather in his cap occurred with the development and construction of Terrasol in Gwinnett County, Georgia. Terrasol fit his vision of a groundbreaking eco-friendly neighborhood existing in harmony with the beautiful Southern landscape that surrounded it. An outdoorsman at heart, Pourhassan is exceedingly environmentally conscious and has achieved the honor of being designated a Green Builder by the National Association of Home Builders (NAHB), an Earth Craft House Builder and an Energy Star Builder. Although he was highly successful in the development of 12 distinctive communities throughout the Atlanta area – with plans for three more subdivisions underway – Pourhassan could see the housing market was beginning to suffer after years of prosperity. More and more people were making the decision to stay put in their existing homes, rather than shop for new construction homes. Earlier this year, Pourhassan took this knowledge and developed a new division for his company – Highlight Home Restoration. “This after-market division is our largest focus right now,” says Pourhassan. “People will always be hungry for a change, and – even if they’re unable or choose not to move into a new house – there are many ways to put a new face on one’s home without having to break the bank. Our phones are ringing off the hook!”

The ideals behind Highlight Home Restoration are the same as Highlight Homes – to “create unique living spaces with unexpected touches where families will make memories together for years to come.” Highlight Homes is well known in the Atlanta market for its luxury finishes at affordable prices – the same holds true for this latest addition. Highlight Home Restoration specializes in basement finishing, room additions, kitchen & bath renovations, outdoor living spaces, decks & patios, sunrooms, landscaping & ponds, architectural design services, whole home restorations and much more. All restorations adhere to the same strict guidelines, structural integrity, and environmentally friendly practices of a

Highlight Home. Home additions are carefully designed to reduce energy consumption and material waste, and all construction debris is disposed of through recycling.

“We truly enjoy working with our clients throughout every step in our journey towards transforming their home,” explains Pourhassan. “Our favorite part is the look on their faces when everything comes together, and we know that we helped realize their vision, and in some cases, their dream.” All Highlight Home Restoration contractors are fully licensed, registered and insured. They are prepared to work within a budget and time frame to make sure their clients’ needs and wishes are met. To schedule a consultation or obtain a quote for an upcoming renovation project, contact the talented team at Highlight Home Restoration at 678-873-9234 or via e-mail at afp@highlighthomesga.com.

About Highlight Homes, LLC:

Highlight Homes, LLC was established in 2005 by builder, developer and architect, Anthony F. Pourhassan. The Atlanta-based company is founded on the core belief in the significance of what they are creating, firmly based in their lasting dedication to the clients they serve, and continually growing as word spreads of their unwavering commitment to quality. Because Highlight Homes, LLC is family-owned and operated – they truly care about their clients and their families. They listen carefully to their clients’ wants and needs, then design and implement plans to fit both their vision and their budget. As a luxury builder and renovator, Highlight Homes takes great care in assembling their team of professionals – there’s no room for shoddy craftsmanship when dedicated to providing the very best quality to their customers. Each Highlight Home contractor is fully licensed and registered, and is well prepared to tackle projects of varying size and scope – from a luxury custom estate in one of Atlanta’s trendiest neighborhoods to a cozy, bungalow-inspired home in the sprawling suburbs.

After nearly three decades of experience in architectural design and construction, Anthony Pourhassan and Highlight Homes have the know-how to take any project from concept to completion. They are able to foresee obstacles along the way, and they’re proud of a proven track record of bringing projects – large and small – to completion on time and within budget. They keep a steady pace with other leaders in their field through continued education and certification, as well as via affiliations with top-notch professional organizations such as the Greater Atlanta Home Builders Association and Certified Professional Home Builder of Georgia. Highlight Homes is the proud recipient of the 28th annual Obie Award – a great honor in the highly revered Atlanta Home Market. Highlight Homes is also a certified Earth Craft House Builder, Energy Star Partner, and LEED Certified Home Builder – fully committed to protecting the environment by promoting green initiatives in both design and construction of the homes and home additions they create.

Highlight Homes sets itself apart from the fray of other builders in the market through their attention to even the smallest detail, paired with their trademark of infusing unexpected touches and luxury finishes into every project they complete – at surprisingly affordable prices. They stand by every house they build by extending a one-year follow-up maintenance call to their homeowners, as well as a one-year full service warranty and an astounding EIGHT-YEAR structural warranty – all at no additional cost. Highlight Homes and sister company, Vesmont, LC also strive to stay involved within the communities they serve, and have supported local schools and important organizations such as the Georgia Transplant Foundation. Most recently, Highlight Homes reached out to victims of the September 2009 Atlanta floods to provide aid and clean-up/restoration support to those in need.

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