



Our Up Front Pricing Policy

Thanks for visiting Rouff Homes. We want to take this opportunity to explain our upfront pricing policy. Our homebuyers tend to be educated consumers that understand the best new home value usually does not mean the lowest price. We attract buyers that view value as a combination of the quality of construction, plan design, exterior architectural appeal, standard features, community amenities and location, customer service, and finally, price.

We pride ourselves on developing a relationship of mutual respect with our homebuyers based on trust, honesty, and clear and consistent communication.

So before you decide to purchase - please allow us to meet with you in a relaxed, professional setting and let us show you why we offer the best value in the market. No smoke and mirrors, just plain facts and figures. Honestly.

Our pricing guide outlines the base prices of our designs and reflects what we believe to be the best new home values in the area.

In order to offer the same great value to every Rouff homeowner, we do not negotiate discounts. Other builders typically mark up their prices in order to mark them down as needed – leaving you to wonder whether you paid more for your home than your neighbor.

However, sometimes we offer buying incentives during preconstruction or grand opening phases when we have not incurred substantial marketing costs and we pass those savings on to you. We may also offer some sales incentives at closeout of a community because homeowner referrals typically offset the cost of expensive advertising.

We invite you to compare our designs, standard features, quality workmanship, attention to detail, and personal service to other builders. We're sure you'll agree that we provide you with the best value in the market.

Thanks again for visiting! We look forward to your next visit.