

**COMPLETED MODELS BY MASTERPIECE INTERIORS  
SPARK \$1.4 MILLION IN FIRST DAY HOME SALES  
FOR SOUTHWEST FLORIDA BUILDER**

**BRADENTON, FL** – *Masterpiece Interiors*, a multi-faceted design firm in Winter Park that has provided professional services for a number of the building industry’s heavyweights, recently completed its fourth major design project for Bradenton-based *Neal Communities* – the model merchandising for two new model homes at *River Sound* in Manatee County.

The two models – the fifth and sixth that Masterpiece has designed for the southwest Florida homebuilding giant – helped contribute to a successful Grand Opening weekend in which nine homes at the planned 172-home gated community on the Braden River were sold for approximately \$1.4 million the first day.

“We couldn’t have asked for a better start for a launch of our newest residential undertaking,” says *Patrick Neal*, president of Neal Communities which has built and sold more than 7,000 homes in the southwest Florida market over the past four decades.

“The outstanding design work by Masterpiece Interiors definitely played a key role in our opening day success and we look forward to continuing our relationship as we continue building new communities.”

River Sound represents the latest endeavor for the Winter Park design company for Neal Communities. Masterpiece Interiors also has provided the model merchandising for Neal Communities at award-winning *Forest Creek*, a 2008 Grand Aurora Award winner in Parrish, and the *Mandalay* and *Rivers Reach* communities in Bradenton.

Masterpiece Interiors COO *Christy Scanlon* is delighted with the impact – and the sales success – the River Sound models generated.

“What is especially pleasing is the opening day sales – coming at time where very little new home sales activity has been reported because of the economy,” she says.

Home prices in River Sound range from \$109,900 to the high \$400.

A total of 16 different two-, three and four-bedroom plans offering between 940 and 2,504 square feet of living area are available in three separate and distinct neighborhoods. Among the amenities are two dog parks, a community pool and spa and an observation deck.

According to Neal, Masterpiece Interiors originally was selected because of its “award-winning history and expertise in understanding the marketing and merchandising of new homes” and their ability “to create dramatic and appealing interior designs that are not only exciting but extremely functional in today’s changing market.”

Scanlon says Masterpiece Interiors embraced the opportunity to work with one of the state’s most respected homebuilders and to showcase the company’s design capabilities.

The recent design work for Neal Communities continues what has been a very busy and productive period for Masterpiece Interiors, now in its 12<sup>th</sup> year of business.