

NOVA HOMES HIRES AIM - ADVERTISING & INTEGRATED MARKETING

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NOVA HOMES, a Custom Home Builder, building single family homes in Naples and Marco Island has hired AIM - Advertising & Marketing as their agency of record. AIM is a full-service firm, specializing in online and offline marketing. Headed by Jeff Schlesinger, a marketing veteran in Southwest Florida, AIM provides online strategies, digital marketing, branding, web design, public relations, electronic and print media advertising, and all collateral material.

Nova Homes' founder Frank Arcia has built hundreds of custom homes over the past 20 years. Nova Homes has fifteen stock home designs to select from ranging in size from 1,318 -3,312 sq. ft. under air. They will customize existing plans to fit customer's needs. Principal Frank Arcia says, " We also build many custom homes from plans customers either bring in or plans we help them design. No matter what size and location, including Marco Island, Golden Gate Estates, and Naples, we design and build "Personalized" homes that reflect our customers' lifestyles. Our homes include many features most builders charge extra for."

Home prices range from the \$200s to over \$2 million. To contact NOVA HOMES call 239.307.6116 or visit their website, www.novahomesbuilder.com.