



FOR IMMEDIATE RELEASE

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CONTACT: Sydney Goldston
Betenbough Homes
806.319.4413
sydneyg@betenbough.com

TOP 50 HOME BUILDER TO CELEBRATE GRAND OPENING OF NEW HOME CENTER

Betenbough Homes to host ribbon cutting ceremony in partnership with Midland Chamber of Commerce

MIDLAND, TX - Betenbough Homes, voted among the nation's top 50 home builders of 2024, will host a ribbon cutting ceremony and grand opening for their new Midland location. This event will take place at the **Midland New Home Center, located at 6702 TX-349, on December 3, 2024 at 11:30 a.m.** All homeowners, community members, city leaders, media, business partners and non-profit organizations are invited to attend.

Betenbough Homes was established in Lubbock in 1992 and expanded to Midland in 2008. Since then, Betenbough Homes has built more than 8,000 homes for home buyers in the Permian Basin.

Currently, Betenbough Homes builds in one Midland community, Mockingbird Ridge. Homes range from 1,000 square-foot cottages to 2,600 square-foot Signature Series homes and start under \$200,000.

"As a homebuilder committed to making homeownership possible, we are thrilled to be opening a new office location to better serve Midland home buyers," said Juan Carlos Gaona, sales manager for Betenbough Homes' Midland region. "We are eager to better serve both our own teams and our home buyers with our new Midland office."

At the grand opening and ribbon cutting ceremony, hosted in partnership with the Midland Chamber of Commerce, Betenbough Homes will unveil a new layout for their design centers which will allow future homeowners to have more control and customization over the interior options in their new homes. The new office will also be home to Impact Title, Betenbough Homes' partner for all title, closing, and escrow services.

"Betenbough Homes is committed to continuously improving our process for new home buyers," shared Roy Sanders, general manager for Betenbough Homes' Midland region. "We are excited to offer an experience that feels high-end for the same affordable prices we're known for."

During the event, attendees will enjoy cookies and coffee in a complimentary mug while learning about the unique value the New Home Center will offer home buyers in Midland.

**Betenbough Homes Midland
New Home Center**

**6702 TX-349
Midland, TX 79705**

Company leadership will be available for interviews following the ceremony. For event details or to learn more about Betenbough Homes, visit betenbough.com.



About Betenbough Homes

Betenbough Homes, West Texas' number one new home builder, was founded in 1992 when father and son Ron and Rick Betenbough teamed up to deliver quality new homes at the most competitive price. Based in Lubbock, Texas, Betenbough Homes has built nearly 20,000 homes in communities across West Texas and is committed to providing more home for less money. Betenbough Homes is an employee-owned company committed to build, serve, and impact the communities it calls home. Ranked among the Top 100 Builders in the nation by Builder magazine, the company consistently receives superior marks for customer service by GuildQuality, a third-party surveying company.

Betenbough Homes currently builds homes in Amarillo, Texas; Lubbock, Texas; Midland, Texas; and Odessa, Texas, with more than three families moving into a brand-new Betenbough home every day. Visit betenbough.com for more information on Betenbough Homes.

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