

HAUSLAND LAUNCHES '*I AM HOME*' BRAND

"Home is where your heart is"

The Ken Navarro song portrayed the intimacy of a relationship where one's life partner finds solace in his heart likened to a home and where what he desires he is able to achieve because he can simply be what he is. Is that what and how we see home?

In a person's daily grind to survive, his respite from the harsh life realities winds up in his home where he can rest his cares and free his mind and spirit from such stressful rudiments – even just for that moment that he is there. Home is where one achieves his independence and self actualization. It is his space and in it he is special, he is the master and he belongs.

Hausland Development Corporation (HLDC), with its mission of empowering lives through affordable and quality homes, helps translate dreams and aspirations of individuals in what they seek as home. Its housing solutions are designed to propel self fulfillment, satisfaction and enhanced well being.

Hausland levels up housing alternative as more than an investment option. It harnesses the philosophy that a house has far more significance than being a roof over one's head. It is a structure where life's notable moments are captured, where freedom of self expression is realized and where you can simply be who you are. HLDC desires its homeowners to feel that they are home.

Such thrust was emphasized during the HLDC's Marketing Conference held on July 26, with the theme "League of the Champions: Rising through the ranks." With the goal of challenging and re-igniting the drive of their sales force, the management introduced the "I am Home" tagline and expounded the story behind its concept.

The Hauslands is the carrying brand of the company's residential developments - Nouveau Residences, Mansfield Residences, Timog Residences, Aspire Prime Residences and its banner project, The Hausland's Pampanga. It is pursuing excellence through an efficient delivery of quality product and responsive customer service.

HLDC has been a key player in the real estate industry for over thirty years, expanding its portfolio of properties around Pampanga and nearby provinces such as Nueva Ecija, Tarlac and Pangasinan. The increasing market demand for housing has been the company's driving force in responding to the people's needs through the delivery of decent home.

At Hausland village, HLDC is confident that its homebuyers can gleefully say, "*I am home*".