



# HomeNews

**CONTACT: John Heagney**

in Holiday, Fla.

(727) 942-2718

*Heagneypr@aol.com*

OCT. 4, 2007

**FOR IMMEDIATE RELEASE**

## New radio ad *tunas*-in on challenging home market

**TAMPA, FLA.** – Hannah Bartoletta Homes is airing a radio commercial titled *Schooner Tuna* that presents a “blunt and blatantly honest” look at the local housing market and what this Tampa-based builder plans to do about it.

Inspired by a fictitious advertising campaign in the 1983 film *Mr. Mom* and debuting this month, the 60-second spot announces deep discounts being offered on inventory homes and explains the rationale for such price reductions, says Charley Hannah, co-founder of Tampa-based Hannah Bartoletta Homes.

In the commercial, Hannah explains that it’s time to start talking about the state of the Tampa Bay-area residential housing market or, as he puts it, “the 800-pound gorilla in the room.”

Citing “over-exuberant investors” who became “over-extended investors,” Hannah says many of them walked away from large deposits rather than face closing on an even larger mortgage. Consequently, Hannah Bartoletta Homes, he says, is applying those lost deposits it collected to current inventory homes to reduce their prices significantly.

Hannah likened today’s economic woes to tough times depicted in *Mr. Mom*, which

– MORE –

## SCHOONER TUNA AD – ADD 1

is the story of an automobile executive who is down-sized. The sudden unemployment brings about a role reversal as his stay-at-home wife returns to a career in advertising, and he becomes, well, Mr. Mom.

Schooner Tuna is one of the wife's clients whom she convinces to help struggling families by lowering prices until the economy recovers.

The Hannah Bartoletta commercial can be heard on the company's website at *hbh.info*.

Hannah Bartoletta Homes was founded in 1988 by Mike Bartoletta and Hannah. Bartoletta, a structural engineer, has nearly 30 years of experience in the Tampa Bay-area home-building industry. Hannah is a real estate broker who was a National Football League player from 1977 to 1988 with the Tampa Bay Buccaneers and Los Angeles Raiders.

Bartoletta was president of the Tampa Bay Builders Association in 2005 and was 2002 Builder Member of the Year for the Builders Association of Greater Tampa. He earned the award for the first time in 1994, just a year after Hannah earned the same distinction. Bartoletta was selected for the honor again in 2003, marking the first time two members of the same firm were named Builder of the Year three times. Hannah also served as BAGT president.

Since its founding, Hannah Bartoletta Homes has built hundreds of residences throughout Hillsborough and Pinellas counties. Last year, the company generated closings of more than \$85 million, and its homes sold for an average price of \$737,000 including homesite.

The firm builds in the communities of FishHawk Ranch, Wellington Manor, MiraBay, Tampa Palms, TreeTops, Crystal Preserve and Bella Casa – all in Hillsborough County. In Pasco County, Hannah Bartoletta homes can be found in Sunset Lakes and the master-planned community of Wilderness Lake Preserve, while in Pinellas County, it builds in The Estuary of Mobbly Bay.

For more information on Hannah Bartoletta Homes, visit *www.hbh.info*.