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# Classified

## What's new at Armadillo

### Expands into Houston, opens new office in SA

The rest of Texas is finding out what

The rest of Texas is finding out what Laredo already knows: Armadillo Homes builds great value.

After building homes in Laredo for more than 30 years, Armadillo Homes has become an established name in San Antonio and the Rio Grande Valley. Now they have broken ground in Houston.

Armadillo Homes has opened a branch office of BlueStone Homes and plans to construct 1,000 homes a year in the Houston area within the next five years. Bobby Baillio II is the Houston Division president.

To oversee the company's growth and expansion, Armadillo Homes has hired David Matlock as chief operating officer. Matlock graduated with a BBA in accounting and earned his CPA certificate while employed at Price Waterhouse. He has 20 years' experience in real estate, including 12 years with two of the nation's largest builders.

Laredo native and company founder Robert P. Gutierrez remains on board as CEO.

With the changes, Armadillo Homes has outgrown its office in San Antonio. They have moved their home base from their inaugural community, Highland Farms in Northeast San



Times courtesy photo

BlueStone Homes in Ruidoso offers beautiful homes with floorplans to meet every need. Armadillo Homes has opened a branch office of BlueStone Homes and plans to construct 1,000 homes a year in the Houston area within the next five years.

Antonio, to a corporate office just off Highway 281 at Bitters Road.

"It just goes to show that the way we do business in Laredo can be a success statewide," said Laredo Division President Rick Ramirez. "Armadillo Homes is a family business and we've always emphasized helping families. We're proud of the success we've had and we're proud that a company with Laredo roots is making a name for itself in Texas."

The theme of home and family will

advertising. The tag line, "Your way home," expresses the company philosophy of listening to customers' needs and helping them obtain the perfect home.

"We have really gained momentum, and not just in San Antonio and Houston," says Ramirez. "For the past two months we've had record home sales in Laredo. Our ability to get the best value for our customers is paying off. You can be sure you're making a good investment when you

### Open house today in Laredo's Ruidoso

"People in Laredo don't always realize what they can afford. They throw money away on rent or settle for living in a home that doesn't suit their needs, when they could easily afford to invest in a beautiful new home."

That was the overwhelming sentiment expressed at a recent meeting of Armadillo Homes Sales Agents. They are hosting an Open House in Ruidoso today to show families what is available.

"We have some beautiful homes by BlueStone Homes in Ruidoso," said Sales Manager Memo De La Rosa.

Ruidoso is a great neighborhood in the San Isidro development. The North Laredo location near Loop 20 and McPherson Road is convenient to schools, shopping, entertainment and Doctors Hospital. There is a community park for children to enjoy, along with quiet streets and beautiful landscaping.

The homes in Ruidoso feature stone accents on the exteriors and custom accents such as crown moldings and rounded corners throughout the interiors. The long list of standard features is impressive, and luxurious upgrades such as granite countertops, whirlpool tubs and plantation shutters are also

available. The Open House will be the perfect time to look into a new home. Families can tour the brand new model home at 10132 Caballo as well as the original model home and Discovery Center. A local lender will be on site to talk with people about financing a home.

"We hope that we're able to educate people who may not realize they can move up to a larger, nicer home at a great savings with the current interest rates we have," said De La Rosa. "It's a great time to buy, and we think people will love the homes we have to offer."

The Open House will run from 1-5 p.m. today.