

## **Headline: Builder Insider Changes the Housing Game**

BuilderCoupon.com is the leading educator of new home buyers in the world. John Pohly, the inventor and CEO, wanted a company that could teach buyers how to find the best builder values.

John Pohly earned a Bachelors Degree in Finance with a Specialization in Real Estate from Texas Tech University in 1999 and emerged from college with the goal of mastering real estate. John's early career in real estate brought him to Dallas and the national builders of Meritage Homes and Ryland Homes.

While selling over 200 homes for builders, [John Pohly](#) found his true passion in counseling buyers. In 2007, John Pohly left the builders and brought his knowledge and expertise of the builder industry to Keller Williams Realty, a national real estate company.

At Keller Williams, John Pohly found that listing homes translated into more opportunities to represent buyers, which continued to be his passion. A course at Keller Williams University called [Internet Lead Generation](#), helped John develop a new skill set in real estate marketing. In 2007, John also joined a coaching program with Terry Dean, one of the top internet marketers in the world.

The idea for [BuilderCoupon.com](#) was originally sketched on a restaurant napkin. It was a blend of John Pohly's internet training and his wealth of builder knowledge on a blog website. When the Texas real estate market collapsed in the fall of 2008, John Pohly launched his new invention for Texas with a monthly marketing budget of \$100.

At last, John Pohly was able to leverage internet technology to train buyers of builder homes. John sold his real estate signs and lockboxes to other agents. The money that John Pohly saved by moving his traditional Keller Williams Realty business online, allowed him to pass on saving to the home buyers in the form of a coupon.

Today, the BuilderCoupon.com blog offers coupons for over 50 builders in Texas. John Pohly recently added video training for buyers of builder homes, a monthly buyer newsletter, and a "Chat with Pohly" box on the home page to get real-time advice.

In our interview with John Pohly, he commented, "My internet-based business model was designed for a down economy. I can not think of a better time to save buyers money on a new builder home!"

Since John Pohly created BuilderCoupon.com, Keller Williams Realty has grown to become the third largest real estate company in the United States. The future looks bright for this American Inventor.

New home buyers are encouraged to sign up for the "21 Secrets of a New Home Best Buy" training videos at <http://www.BuilderCoupon.com>.

Real estate agents can learn internet lead generation techniques from John Pohly at <http://www.HousingLeadsGuru.com>

John Pohly can be followed at <http://linkedin.com/in/pohly> and <http://www.twitter.com/johnpohly>

For questions and comments, John can be reached at [pohly@buildercoupon.com](mailto:pohly@buildercoupon.com)