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Real estate

## Danville's Trumark grabs land for homebuilding

San Francisco Business Times - by [J.K. Dineen and Blanca Torres](#)

Residential real estate's terrible slump is being treated by Danville-base land developer Trumark Cos. as a buying opportunity.

Trumark Homes has snapped up 300 lots in Southern California during the last three months and is in contract to buy more.

"We will be the new generation of home builders," said Michael Maples, principal of Trumark Homes and co-founder of Trumark Cos. "Our strategy is to leverage our real estate knowledge and expertise to build a large West Coast homebuilding company."

The division's leaders include Maples, Marty McComas, Jason Kliewer and Gregg Nelson. The timing is right to enter into residential real estate, Maples said, because land prices are low, which will result in bigger profit margins on home sales.

"Banks will be interested in lending to us because our devalued assets will offer significant loan security and upside potential," he said. "Most of our projects will be located in niche markets where there is no competition."