

March 20, 2023

The whole SEDA team was great. Constantly stayed in contact with me. David Merry stayed on top of every situation. David Caputo met with me on several occasions. Ms. Dawn Cronin hopped on board with Ms. Myrna and gave me good information and answered all my questions. Ms. Myrna, no words can say how much a wonderful woman this is. Even though my project is finished, I found many friends in the SEDA family.

P.S. -Love you, Ms. Myrna.

-Bruce

Dec. 14, 2022

Hi Donna –

...We love our home and we're very thankful for every SEDA employee who has helped us along the way... especially Dawn, Mechelle and Ron...

...I just wanted to follow up with you on the warranty items that we previously discussed.

- 1) Jenkins Plumbing took care of items #1 and #2... please tell them that their plumber "Steve" (didn't give his last name) is a real seasoned pro and was a pleasure to work with.
- 2) Items #3,4,5 were taken care of by Ron Sherwood... who graciously helped me out since I was only going to be in FL for a couple of days. I have not heard from American Specialties regarding the TP holder... but please let them know that the problem has been corrected. Also... please tell Ron's manager that he's a great ambassador for SEDA. We've built several homes in the past... and my wife and I have never dealt with a project manager who is as knowledgeable, flexible, helpful and efficient as Ron... so I hope that your management team and ownership don't take him for granted. Please feel free to forward this email to the appropriate individuals or relay my comments to them!

Thank you also for all of your help - you have been a pleasure to deal with! Thanks so much for addressing these issues in an extremely timely manner without any "drama". ...

-Steven & Heidi

Donna,

Yes, I'm glad to report that the issue has been fixed by Strada Electric. Thank you for the quick response to our repair request. It will be a year that we own our Seda home tomorrow. We've been complete satisfied with the whole building process and finished product. Seda has been easy to work with and we love our new home. We've only had this electrical issue and it's been repaired. We would like to give you all a big thank you!

-Margo & Norm

Dear Sandy and Linda Semanick,

Today, Thursday, October 14th, we became part of your SEDA's large family by purchasing Lot 283, in lovely Flora Parke Community.

Selling our Boca Raton home quickly five months ago, then renting at Amelia Beach House in Yulee, searching for a home, I was feeling discouraged that our dream house may be out of reach in Fernandina Beach.

Then we walked into the Flora Parke Model Office of Lorie Bukovskey and Sherry Stoutamire, and of course Ethan too. Wow, what a dynamo team!

These determined ladies were gracious, patient, and great listeners while sitting with us for hours answering all our questions and concerns we had about living in the community.

Their loyalty and dedication to you prompted me to write this message.

Your vision providing home buyers with an affordable quality new home is felt the minute a potential customer walks into the office. You must be so proud to surround yourselves with such devoted personnel and staff who love working for you. That speaks volumes to us about Seda.

Please share our wonderful home buying experience with Sherry and Lorie. They absolutely rock!

PS Sandy, I was determined to purchase 3-car garage and must share with you that 3-cars are the future for resale values! However, in my opinion and artistic viewpoint, if square footage allows, an L-shaped 3-car garage is way to go for appealing tasteful design when building those 3-car garages you are not fond of.

LOL 😂

- Beverly and David

June 8, 2021

TO: Mr. & Mrs. Semanik

Principles, SEDA Corporation

2120 Corporate Square Blvd, Suite 3

Jacksonville, Florida

Dear Mr. and Mrs. Semanik:

As principles of the SEDA Corporation, I wish to share with you the pleasant experience my wife and I have enjoyed in the purchase of our newly constructed home in Sandy Pointe. This property is our 7th that we have built on Amelia Island. We are not neophytes to the challenges one faces in home building. Prior to the building of the present (The Fitzgerald), our process was to purchase a lot, select a builder, choose a design and begin construction.

In this case, our first introduction to SEDA was our visit to the model at Sandy Pointe. My initial attraction was it was a 'gated' community! I believe security will become a more important issue in the time to come and in the event my wife was living alone, it was another level of security.

Our first encounter was the nice experience we had in meeting Dawn Cronin and Michelle Kirkwood—two lovely ambassadors representing SEDA. Professional in every respect and yet delivering a warm welcome, making you feel they were really pleased you stopped by. This welcome continued in every aspect of the sale process and of most importance, carried through after the sale. Never were they aggressive or condescending and always gave the impression their interest was what was in your best interest. Every corporation needs people like Dawn and Michelle. They are the best!


Another important person on the team is the "construction manager." Working with Jim Hannah was a nice experience. His clean-cut appearance and friendly smile set the tone of his personality. When a question is asked, regarding any aspect of the construction, the smile fades and is replaced with a more serious look and a reply straight to the point, regardless, if it is when will the painting start, his answer may not be what you want to hear but is what he feels is realistic. Regardless of how busy he was, never was he too busy to address your question or not give an honest reply. He is in my opinion a real asset to the company. He made the construction process a noneventful process, even though our country was going through a period that had not happened in centuries which raised havoc in getting material, the likes of which, not experienced in many years. Jim made you feel this was not a big issue and all was well.

Lastly, what has been our overall experience with SEDA now that the house is finished. Initially I had concerns regarding what would be the quality of the material and the quality of workmanship, considering the "modest" cost being charged. This concern disappeared when I first observed the quality of the lumber. It was equal and perhaps better than I had seen used in the home we had previously built. The same was true with the workmanship and the work ethic I witnessed. Hours worked in any given day was never limited to a traditional eight hours, it was more like let us do a little more!

To the principles and the management: It is obvious a work of love. Although profit is the main concern of any company, with SEDA, quality is still being delivered at a very modest price.

In conclusion, thank you for a nice property delivered on-time, stress free.

Sincerely,



Frank and Phyllis

We decided to build with SEDA after visiting most of the communities in our area. While most of the home builders could get the job done, SEDA really tried to make it a great experience! From the moment we walked in the door we felt at home! The sales agent, Lauren was awesome! She was super friendly and upbeat, always had an answer for our many questions (if she didn't, she would find out and call us right away!), and was 100% with us and on top of our build the entire time! She always knew what stages our home was in, kept us updated, and she was always available, always! She continued to help us even after closing, helping us out with a few warranty items, getting us in touch with the right people, who were wonderful! They were responsive and the vendors respected our time. We had a wonderful building experience with Lauren and SEDA and would highly recommend choosing them for your new build!

- *Julie*

SEDA—

My husband Mike and I would like to thank everyone in our building process for the outstanding personal attention given to us.

We would especially like to express our gratitude for the outstanding job that Mike and Myrna performed on our behalf. Throughout the building process, we had constant contact with these two outstanding employees of SEDA. Building a home is always stressful, but Mike and Myrna's positive attitudes got us thru a very trying time when our apartment managers rented our apartment out from under us before our home was complete, and they helped us thru a couple of other issues (that they made minor) during the building phase. Their efforts went above and beyond the norm, and they made us feel like we were the only clients they were working with.

After our home was complete and we moved in, they didn't just wash their hands and walk away, they have continued helping us with some issues that have taken place.

Myrna is an outstanding SEDA Representative/Sales Consultant. She has always been there for us even when we visited her a couple times unannounced. She is always very pleasant, helpful and has a positive attitude. There is no problem that she didn't handle.

Mike has always responded immediately to our texts or phone calls, even over the weekends and Sunday evenings. He is always working. He made sure that our home was of the highest quality.

They both performed exceptionally and have given SEDA a Five star rating in our opinion. SEDA is very fortunate and should be proud to have such exemplary employees representing them.

It is evident that they both take pride in their work and really enjoy what they are doing.

We are new to the area and don't know anyone, but we now feel like we have two friends that we can count on.

Appreciatively

Mike & Vicki

To: SEDA Construction Company of
Jacksonville, Florida

From: Robert & Regina
Jacksonville, Florida

Dear SEDA,

We'd like to convey to you what a positive experience it has been having your company as our builder. And this is from the very start with Dee, Lisa, and Beth to the very end with Michael and Myrna.

Prior to us hiring your company as our builder, we had negative experiences with a few of the local builders here. We began to think that our special day (closing on our home) would never come. Luckily things worked out for us that we'd hired the right people. We have been satisfied from the start to the finish with you SEDA.

We are here to let you, and anyone else know that your company is the one that we'd gladly recommend to anyone making the same endeavor. And this is with us (previously) being warned by well meaning individuals (family & friends) about how unscrupulous and dishonest (SOME) builders can be. Things have been to the contrary with you SEDA. Everything was worth the wait. And we're please that we found the right "fit."

The process of home building can be daunting. But your people handled our building process in an honest, upfront, informative way that made us feel satisfied and secure. Any questions or concerns that we had were quickly, efficiently, and politely taken care of. Thank you for such a great experience with our first new home. We can't imagine the process being any different than what we had with you.

We have resided in our home for a short time now. It's good to know that any time I have called with an inquiry we have still received the same courteous service after the sell. And we all know that's hard to come by these days.

Keep up the good work, and continued success to you SEDA.

To: Linda Semanik

I wanted to take a moment to thank you for the beautiful home your company has built for my daughters and I.

Last June, I began to look at custom home builders' floor plans. I was just not very impressed with what they had to offer and was very apprehensive with the economy the way it has been. One day I was out driving around and drove through Crestwick Crossing where we had built our first home in 2001. I remembered how much we love the house and how easy SEDA made the whole building process. I stopped by the model home at Crestwick North, walked through the model and looked at the floor plans. At that point, I was given Myrna phone number. I thought about it for a couple of weeks, looked some more, and checked out a couple other home builders in the area.

Finally, I decided to contact Myrna to see what SEDA had to offer me. Myrna and Mike then arranged to meet me at the property where I wanted to build my house. After looking at the site, they said we could definitely build a home on this lot and Mike was ready to build! Again, I checked out my other options and looked at more custom floor plans. After several calls to Myrna and a few times meeting her at model homes, I decided that I indeed wanted to have SEDA build my next home. The Southchase was the home I wanted to build, but I needed to make some changes to the floor plan. Myrna sat right there in the model and sketched out the changed I wanted. From that point on, it seems all I had to do was show up and smile because Myrna had taken care of everything else!!

When construction started in December, Mike stepped in and took over. He was an absolute Godsend to me and again I didn't have to do anything. It got to the point that when I did have to make a decision, I felt I needed to counsel with Mike and Myrna before I could decide. Mike stayed on top of everything. When I did see something I had a question about, I would call Mike and most of the time he would say "I know why you are calling" and had the answers for me.

Since I was living next door to the job site, I was able to see the progress made daily and I have to say, the contractors that SEDA used on my home were absolutely wonderful! The workmanship was very good and the job site was always clean. When I would speak to them, they were all very kind and commented on how they liked the house. Very rarely did I even see a cup or can left lying around.

The whole building process was absolutely a great experience and SEDA definitely went above and beyond all of my expectations. You truly have a great company and employees who are very proud to be a part of your mission. If I ever decide to build another home, my first phone call will be to SEDA.

I also wanted to thank Paul and Kathy for all the assistance they provided while making changes and choosing my fixtures and colors.

Thank you and God Bless You!

Lee

My wife and I are extremely pleased with our off-site home built by SEDA Construction. This is the fourth home and the first we have had the pleasure of being in on the planning of from day one. Presented with a very challenging lot for construction that included wetlands, right-of-way issues, and a very steep building lot in an established neighborhood, they were able to meet the challenge and provided a very high quality home that exceeded our expectations. From the initial planning to the final walkthrough, they welcomed our questions and were quick to provide a response. If we ever need to build again, SEDA will be our builder!

Don & Pam

Middleburg, FL

Mr. John A. "Sandy" and Mrs. Linda Semanik
SEDA Construction Company
2120 Corporate Sq. Blvd., Ste. 14
Jacksonville, FL 32216

Dear Sandy and Linda,

Thank you for doing such a great job in building our new home, and especially for making it an enjoyable experience. From our previous building experience with another company, we were expecting each phase of the building process to be a major headache; but your excellent and highly professional staff made our experience stress-free and quite pleasurable.

When we started shopping around for home-builders, we contacted several companies and spoke with many of their customers. SEDA was the most recommended of all of the companies we were considering. Not only did we never find one complaint from any previous SEDA customers, but they enthusiastically recommended your company.

The building of our old house many years ago with another builder was a somewhat painful experience. Each step of the process had various technical issues that were often not properly handled, communication was often difficult, and we had an unpleasant experience overall. The finished product was not quite to our overall satisfaction. We have also heard similar stories over the years from friends with various other builders, and we were bracing ourselves for a frustrating experience when we decided to build a new house.

When we were ultimately guided to SEDA by some of your previous satisfied customers, we were very glad to find a company with such a good reputation. We were, however, still somewhat skeptical in that you seemed too good to be true. Our first experience with your wonderful staff, however, completely erased all of our fears. Consequently, your dedicated employees have made every stage of the building process seamless and stress-free.

We would also like to personally thank Myrna, Mike, Kathy, and Don. They have been exceptionally friendly, personable, and, most importantly, accessible to every stage of our building experience. We also appreciate your outstanding quality control personnel near the end of construction who ensured we received a superior product and that we were happy with the results.

Thank you again, Sandy and Linda, for making our house building experience easy and pleasant. SEDA Construction Company is an outstanding organization with highly professional employees, an excellent work ethic, and superior, quality products. We have heartily recommended SEDA to our family and friends, and we will continue to do so well into the future. If we ever decide to build again, you can bet we will gladly be return customers.

Sincerely,

Tom Linda

Tom and Linda
Very Satisfied Customers

SEDA OFF-SITE DIVISION,

We were delighted when SEDA called to ask if they could use our home and name in one of their featured advertisements, and to include our statement of why we chose SEDA to build our home.

To be honest, we had already praised SEDA highly to our friends, family and neighbors for their outstanding workmanship...So, this letter of "Our Recommendation" really says a lot more for SEDA than they were expecting to get in our P.R. letter, to add to their many satisfied customers.

First off, we are not the average clients, as this is our 10th and LAST personal home, plus 7 single family rentals (3 of which we had built on our lots). We knew exactly what we wanted and what we could pay on a fixed income (retired) w/o selling our home first, 100% loan, conforming 30-yr. fixed, and to build out our beautiful 2.8 AC waterfront lot, which we purchased 30 yrs ago. We also had our custom plans and after 8 builders, 4 years, and many lost "earnest money deposits," we were unable to get a complete set of CAD plans or \$ bid. Finally we concluded that our "Dream Home" was just that....A DREAM!! Reality and Time had prevailed....So, we made a joint corporate decision to:

- #1. Get our house built on our lot in 2008.
- #2. Keep our expenses in line while not sacrificing quality, all in a timely manor.
- #3. Select a Reputable builder who could deliver with no surprises that we could TRUST and Depend on. Most importantly, as our welfare was not in our control during this process.

We can truly say "SEDA" was the winning combination for us, and they delivered on all counts. We were able to replace the UNKNOWN factor with a KNOWN, giving us a great peace of mind. All went smoothly and we were actually able to enjoy our building experience. From beginning to end, SEDA's entire off-site division team worked with us, as we customized one of their larger plans in all brick, adding over 1,000 sq. ft. and a 2nd two car garage (detached), facing each other in a courtyard setup. We call them His and Hers. The configuration is stately and gives much pleasure...It is just beautiful and on our lot it is simply stunning.

Thank You SEDA, Thank You!

Joel and Cheryl