



SONORAN
LIFESTYLE
REAL ESTATE

BUILDER / DEVELOPER SERVICES GROUP

OUR PHILOSOPHY



Sonoran is committed to the philosophy that sustainable and repeatable success in the new home industry must be based on a solid understanding of the market, a market-driven approach to product development, innovative marketing and communication programs, a professional and dedicated sales team, the administrative support to assure the timely processing of sales and closings and marketing management dedicated to maximizing sales velocity and the bottom line.

Sonoran Lifestyle Real Estate is the leader in assisting builders and developers to maximize profits, minimize risks, and create a lasting reputation that enhances future opportunities for the developer. Sonoran is dedicated to maximizing client profitability through optimizing values for each product and absorption rates. Our program is based on a simple but rare premise of providing developers with a triple combination of sales talent, project administration and marketing guidance found nowhere else among our competitors.

THE PROGRAM

Sonoran Lifestyle Real Estate excels in expert guidance over the life of the project – from initial concept through close-out. Sonoran undertakes each new community by first achieving a thorough understanding of the market and the details of the client's project and the strategic objectives. Our services start with the initial market analysis to confirm and position the project for optimum sales and revenue potential.



A unique sales and administrative support team is assigned and committed to each project. We create a sales and marketing team that is integrated with the client's organization. Strong administrative support with sales tracking using specialized software keeps sales moving toward timely closings.

INNOVATION



The key to the success of our program is innovation – innovation in understanding the changing face of the market, innovation in developing product to meet the market, and innovation in developing the sales and communication plans targeted to the buyer profiles.

The Sonoran team has numerous successes in the marketing of a wide range of project types throughout the Phoenix Metro Area and the White Mountains. Each is unique in its neighborhood. These projects include single-family production and custom homes, townhomes and townhome-style and mid-rise condominiums in Fountain Hills, Scottsdale, Tempe, Phoenix, Chandler, Mesa, Sun City, the Pinetop-Show Low area, and now Loreto, BCS, Mexico.

The Sonoran team handles more product and project types than most medium-sized builders. This experience keeps us at the leading edge of sales and marketing programs and technologies to bring innovation to our clients' products.



Innovations can be truly new concepts in product or marketing communications or being able to borrow on our team's collective (and considerable) past experience to create unique combinations of approaches from earlier markets. By understanding the buyer, we focus on developing a unique "hook" for each project, and developing the messages, images and media best suited for each targeted buyer profile.



RESOURCES

Sonoran combines robust in-house sales and marketing expertise with services outsourced by closely affiliated key relationships. This synergy enables Sonoran to bring the necessary research, creativity, and esprit de corps to a given project. These resources provide capabilities for the key aspects of the marketing side of bringing a project to market - from acquisition through closing, for virtually any scope of project. These resources enable us to provide the client with:



SALES AND MARKETING PLANS

BRANDING AND IMAGE DEVELOPMENT

ADVERTISING AND SALES COMMUNICATIONS

PUBLIC RELATIONS

WEB DEVELOPMENT / VIRTUAL SALES TOOLS

STRATEGIC MARKET PLANNING

MARKET ANALYSES AND FOCUS GROUPS

SALES OFFICE DESIGN

MODEL HOME MERCHANDISING

PUBLIC REPORT ADMINISTRATION

HOA MANAGEMENT

LAND ACQUISITION AND DEVELOPMENT

PROPERTY LEASING & MANAGEMENT

GUARANTEED SALES PROGRAMS

MARKETING GUIDANCE

Whether the creative process is provided by our team of marketing and advertising specialists or that of the developer, the Sonoran team possesses valuable experience in market analysis, psychographic and demographic profiling, media resources, and public relations communications. These skill sets enable us to guide and coordinate the creation, production, and delivery of collaterals, advertisements, and public relations opportunities necessary to build the value of a property beyond normal expectations to extraordinary profits.



From the inception stages, Sonoran will;

ASSIST the developer in project planning and market analysis to determine the appropriate product mix and target market;

COORDINATE THE BUDGETING PROCESS for the marketing efforts of the community, proposing a project-life budget, as well as an annual budget. It is this annual budget and resulting expense reporting that provides accountability to the developer client, cash flow management tools, and a roadmap for a cost effective and successful marketing campaign.

PLAN THE SALES ENVIRONMENT, including both temporary and on-site sales facilities, merchandising model homes, and sales office point of purchase materials;



HIRE, TRAIN AND MANAGE THE APPROPRIATE SALES TEAM that will best suite the targeted buyer profile, with the complete approval of the developer;

ASSIST THE DEVELOPER WITH NECESSARY SALES DOCUMENTS, community covenants, and administrative forms necessary to manage the sales and construction process;

COORDINATE SALES REPORTING, traffic and demographic analysis designed to guide the marketing process in an informed manner and to maximize ongoing marketing expenditures;

CONDUCT A WEEKLY STAFF MEETING with follow-up records to keep all parties fully informed and working in an efficient manner;

PROVIDE ALL ADMINISTRATIVE SERVICES NECESSARY for continual communication with prospects and buyers alike. The Developer need not worry about conducting specialty mailings, document disbursements or record keeping. Leading edge software allows us to keep track of prospects and transactions in a broad range of products and projects;

TROUBLESHOOT PROBLEMS ranging from construction related issues, delivery expectations and Homeowner Association transitioning.



Sonoran Lifestyle Real Estate also incorporates an in-house graphic design department, a very unique feature among our competitors. This department fulfills a strong commitment by Sonoran to provide quality collaterals in a timely, sophisticated, and cost effective manner, allowing developer clients to capitalize on opportunities that may be immediately available. These materials may range from simple industry flyers to complex collateral packages, signage, web-based marketing vehicles and multi-media presentations.

NEW HOME SALES TEAM



Sonoran's team of new home sales associates is comprised of experienced, highly trained and skillful representatives who understand the complexities of the sales transaction when working with clients and customers ranging from first time starter homes to high net worth clients. Our associates are often former business owners, international business people, and successful real estate professionals who easily manage the process, conducting transactions that are clean, simple, and professional, even when working with out-of-state or international clientele.



They are also knowledgeable in the construction process and are familiar with the communications necessary to guide home buyers through the challenging process of building their new home. We conduct regular training and evaluation programs to insure that sales skills and product knowledge are kept up-to-date.

LAND SALES GROUP

Sonoran has a team of land specialists that are involved full-time in the business of locating and assembling land for our builder-clients. The team encompasses a strong working knowledge of builder and jurisdictional requirements. The opportunity for success of any project starts with the land. Our team has the vision and knowledge to take advantage of market opportunities.



SALES ADMINISTRATION AND SUPPORT

Our in-house administrative team provides back-up in the finance, escrow, customer service, and customer appreciation processes. We keep a confidential database on behalf of each of our developer clients which is readily available for customer follow-up purposes, direct mail marketing programs, and traffic analysis. Each project is supported by leading edge software that enables us to keep track of each transaction, from contract to closing, controlling options and coordinating with the construction schedule.

Weekly staff meetings with Sonoran's marketing and management team, weekly traffic and sales reports, and regular market analysis are keys to effective and successful relationships with our developer clients.

LEASING AND ASSET MANAGEMENT PROGRAM

Providing professional management for a variety of residential properties. Our property management team consists of trained and experienced professionals dedicated to managing property with an acute awareness of the goals and needs of residents and owners alike.



INDUSTRY AND CO-BROKE RELATIONSHIPS



The Phoenix marketplace is blessed with an aggressive co-brokerage community. Tapping into these resources is a key component to sales velocity for homebuilders and developers. Sonoran enjoys an excellent reputation among the local brokerage community, with active involvement in area REALTORS® and Multiple Listing activities, co-broke promotions, and a large database that is constantly updated with the names and contact information of active REALTORS® specializing in a wide range of home and condominium sales. Sonoran is a member of the Scottsdale Area Association of REALTORS®, Arizona Association of REALTORS®, and Homebuilders Association of Central Arizona.

OUR HERITAGE

Founded in October 2001, the company has marketed over 600 units and \$350 million in new home communities since its inception. In addition, the company offers a general sales division that has been responsible for another \$250 million, with agents specializing in raw land, resale homes, condos and commercial opportunities. With this success, it is apparent that the company possesses many special qualities in the area of sales and marketing to and for high net worth clients. What also is apparent is the company's dedication -- through niche marketing, sales specialization, and a high level of customer care -- to assist clients and customers who wish to enjoy the unique lifestyle Arizona and the Sonoran desert has to offer.

The company structure includes a management and administrative staff of eight individuals, 40 licensed brokers and sales associates, and an in-house marketing department.



MANAGEMENT EXPERTISE

Dori Wittrig, GRI, *Designated Broker, President*



Whether you are buying or selling in today's sophisticated luxury home market, there is simply no substitute for knowledgeable, expert advice and savvy, professional representation.

Yet, it's very rare to find the real estate professional who can sell face-to-face and develop a comprehensive marketing strategy — and do both with great success. Dori combines years of local sales experience with exhaustive market research and analysis.

A strong planner and gifted communicator, Dori has more than 20 years of real estate sales, marketing, and management experience. Beginning at MCO Realty in 1986, Dori held the position of New Home Sales Manager from 1989 to 2001, creating and implementing marketing campaigns for as many as 20 of Fountain Hills most successful new home communities.

Dori Wittrig's professional affiliations include the Scottsdale Area Association of REALTORS® for whom she served as a director from 1998 to 2004, as chair of the group's RAPAC and Grievance Committees, and tenures on the MLS, Education, and Strategic Planning Committees. She is also a two-year director of the Arizona Association. Her particular passion lies with the ethics of the real estate industry, where she has served the Association of REALTORS® ethics committee for a total of eight years.

David Kipnis, CRB, GRI, Associate Broker, Project Manager



A seasoned marketer with extensive practical and consulting experience in sales, and marketing management, David is recognized for his astute analysis and translation of market intelligence and consumer behavior, values and lifestyles into market-based products, neighborhood designs, and effective marketing, merchandising and sales programs. He has over 40 years of marketing management experience in the homebuilding and real estate industries.

David is also recognized as the founder of The Griffin Company, a marketing analysis consortium based in Phoenix and Tucson, Arizona, specializing in market research and consulting operations serving homebuilder, developer, investor, and lender clients. He was responsible for developing comprehensive product, price, and amenity strategies for clients ranging from small volume production home builders to multi-developer master planned communities, and is particularly adept at uncovering market niches in highly competitive markets and market positioning or re-positioning. Additionally, he has served in various positions within the national homebuilding community, including Marketing Director for the Community of Civano, LLC in Tucson, Arizona, where he was responsible for the marketing plan for the 1,145 acre, national prototype community of sustainable and “New Urban” themes, as Regional VP of Sales and Marketing for Coscan Arizona, Inc a Canadian Development and financial company, and in San Carlos, Mexico, where he was responsible for the sales and management of a residential development in the 1980’s

Hank Lickman, MBA, Associate Broker, Project Manager



Lickman brings a wealth of knowledge to Sonoran’s developer clients with his extensive background as project manager of Fountain Hills, a 12,000 acre master plan community in northeast Maricopa County. His 31-year tenure with MCO Properties, a wholly owned subsidiary of MAXXAM (ASE: MXM) culminated in 2003, when he retired as Co-President of MCO Properties, where he oversaw all operations of land development, promotion and marketing for the company.

Tammy Freiser, REALTOR®, ABR, Operations Manager



A licensee and recipient of the ABR (Accredited Buyer Representative) awarded by the National Association of REALTORS®, Tammy’s background in medical administration allowed her to borrow on the principals of discipline and accuracy and still combine her love of the real estate industry and working with people. As operations manager for Sonoran Lifestyle Real Estate, she is responsible for coordinating the activities of the growing company, support of the sales staff, and to provide the monitoring and oversight required by the ADRE.

Dawn Woods, *Client Relations Manager*



As a licensed Sales Associate, 18 years in international transportation and management, and an obsession with the details positions Dawn as the perfect person to handle all the varied aspects of the client relations position at Sonoran. Along with her high regard for customer service she ensures each clients contact with Sonoran to be a smooth, hassle free experience. A few of her subtitles are; Torreon vacation rental program manager, Phoenix area property manager, and advertising manager. She also coordinates and processes all the contracts and listings per the ADRE guidelines.

Carla Allen, *Graphic Designer, Carla Allen Creative Design*



Carla melds her love of art with a marketing education and background, and has found a niche in which she understands and excels. Her design philosophy is to understand the client's goals and needs, and then focus on producing powerful, effective marketing materials that fulfill the client's expectations.

Carla has been developing sales, collateral, advertising, and marketing campaigns since 1994. She has worked closely with many master planned communities, golf courses, and real estate companies in the western U.S. to provide a full range of image campaigns, local and national advertising, and print and electronic marketing materials. Education: BS in Marketing from Montana State Univ., Continuing Education: Scottsdale Community College, Univ. of Wyoming, and Univ. of Colorado in art, design, and marketing.

Madalyn Johnson, *Promotions Coordinator, Type-n-Graphics*



No one knows the myriad of details involved with homebuilder success more than Madalyn Johnson. Madalyn's firm offers the gamut, whether it's corporate identification, printing, full-service advertising, media buying, direct mailings, signage, book design, publishing, event planning or developing promotional items. Her team has over 45 years of combined experience in delivering quality products and personalized service to a variety of homebuilding. If the client's needs are one ad, one mailing or a complete, comprehensive campaign – Madalyn has the resources to “spread the news” creatively and successfully.

CURRENT ENDEAVORS, PAST SUCCESSES

Year	Project	Project Type
2001	The Villas at CopperWynd	Private Resort-Luxury Condos, Fountain Hills, AZ
2001	Tuscany at McCormick Ranch	Senior Community, Scottsdale, AZ
2002	Toscana	Estate Homes, Scottsdale, AZ
2002	Balera at FireRock Country Club	Private Golf Club Luxury Condos, Fountain Hills, AZ
2003	Desert Vista	Luxury Townhomes, Fountain Hills, AZ
2003	Sierra Hills	Estate Homesites, Scottsdale, AZ
2003	Scottsdale Mountain/SunCor Communities	Estate Homesites, Scottsdale, AZ
2004	Town Center Crossing	Condominiums, Fountain Hills, AZ
2005	The Summit at Crestview	Luxury Single Family Attached, Scottsdale, AZ
2005	Redfield Park	Luxury Townhomes, Scottsdale, AZ
2005	Villas & Shops at San Marcos Commons	Luxury Townhomes & Retail, Chandler, AZ
2006	Portland 1, 2 and 3	Urban Residences, Phoenix, AZ
2006	Windrose Estates	Estate Homes, Scottsdale, AZ
2006	Riverwalk at Sun City	Senior Condominium, Sun City, AZ
2006	Mosaic Tempe	21-Story Midrise Luxury Condomiums, Tempe, AZ
2007	Villages & Shops at San Tan	Townhome-Style Condominiums, Mesa, AZ
2007	Residences at Oak	Townhomes, Phoenix, AZ
2007	Sierra Creek	Custom Homes, Show Low, AZ
2007	Tuscan Springs	Homes, Chandler, AZ
2007	Torreon Golf Club	900 Acre Golf Masterplan, Show Low, AZ
2007	Needles Creek	Custom Homes & Lots, Show Low, AZ
2008	JW Marriott Residences	Condominiums, Loreto, BCS, Mexico
2008	Torreon Retreat	Hospitality & Property Management, Show Low, AZ

SELECTED CLIENT REFERENCES

A Complete listing is available upon request.

Daniel Hammonds, CPA, VP/CFO

Desert Troon Companies
17207 N. Perimeter Drive #200
Scottsdale, AZ
480-563-5247

Shayne Jessop

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250-704-4433

Carl Bommarito

Vision 5 Development, LLC
2855 E. Brown Road, Suite 6
Mesa, AZ 85213
480-837-9300

Neil Ginsberg, Managing Partner

The Villas at CopperWynd
CopperWynd Resort and Spa
2944 N. 44th Street, #250
Phoenix, AZ 85018
602-852-3400

Our corporate headquarters are located at 16824 E. Ave. of the Fountains, Suite 12, Fountain Hills, AZ 85268. Branch offices are located at 13951 N. Scottsdale Road, Suite 122, Scottsdale, AZ 85254 and Torreon Centre, 3350 W. Sugar Pine Way, Suite 100, Show Low, AZ 85901. We are on-line at www.SonoranLifestyle.com.

Sonoran Lifestyle Real Estate

Dori Wittrig, President and Designated Broker

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