

Savannah Lakes Village Marketing Plan

V2 | 3/5/12

2012

Top-selling master planned communities continue to be those that adapt to today's ever-shifting real estate environment. The marketing truth ***"Tis better to create new value than compete for the value created by others"*** has never been more meaningful in the current real estate markets.

With small signs of improvement in the economy, there are conservative projections for the national home markets to slowly improve from the worst three years in recorded history, building towards a rebound in 2014. Now is the time for Savannah Lakes Village (SLV) to place full attention on value enhancement/creation to ensure the community's relevance to today's and tomorrow's buyers. As a member-owned community, SLV must think and act like the "developer" towards progressively adapting and growing our community, leveraging our strengths, and addressing the weakness that lead to substantial competitive disadvantages.

This is a functional and living marketing plan, designed not as a stagnant snapshot of planning for 2012, but rather a tool for guiding strategic value creation, creating messages to communicate this value, and value delivery. Space is designed into most page layouts for capturing quick thoughts and highlighting ideas. The tools/research provided in this marketing plan will be updated throughout the year as we adapt to the rapidly changing environments we face today as a community and as new opportunities are developed.

Community Relaunch & Real Estate Value Enhancement

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1. MARKET ASSESSMENT

Current External Environment

NOTES & QUICK TAKE-A WAYS

- Although it is a slow process, the overall economy is showing signs of improvement, yet national housing markets are not forecasted to make a rebound until 2014.
- The nation is now 4 years into the worst economic downturn in most of our lives. This period has been termed "the great adjustment" in the real estate industry, and the result is more that short term home value declines... There have been fundamental shifts in consumer behavior. Unlike the short period following September 11, 2001, these shifts in consumer behavior and values are expected to be much more permanent on all markets. The boomer segment is leading this change in consumer demand/philosophy. Those organizations that are nimble and quick to adapt will have the upper hand when the markets improve.

ECONOMIC SNAPSHOT: Q411

Bowden's Real Estate Market Report (December 2011) - Based on the revised GDP estimate, the overall economy is showing some signs of improvement, growing at a 1.8% rate in the third quarter, up from 1.3% in Q2. The Q3 increase in real GDP primarily reflected positive contributions from non- residential fixed investment, personal consumption expenditures, exports and federal government spending, and marks the ninth straight quarter that the economy has expanded. The Fed's latest Beige Book shows small to moderate increases in economic activity occurring in 11 of its 12 districts, and upward momentum in lending. While the report reveals that residential real estate activity has increased overall, on a by-district basis housing activity was mixed with Philadelphia, Minneapolis, Kansas City, MO and Dallas moving forward, while conditions remained relatively flat in New York, Boston, Cleveland and San Francisco, and decreased in Atlanta and St. Louis.

The Consumer Price Index (CPI) was unchanged (month-over-month) in November. Over the last 12 months, the all items index increased 3.4% before seasonal adjustment. This compares to a 3.5% figure in October. The nominal drop reflected decreases in the energy and food indices. Personal income increased \$8.5 billion or 0.1% while disposable personal income (DPI) decreased \$5.0 billion or less than 0.1%. Personal consumption expenditures continued to outpace income, increasing \$13.7 billion or 0.1% in November.

The Conference Board *Consumer Confidence Index*®, which had improved in November, increased further in December. The Index now stands at 64.5 up from 55.2 in November and 40.9 in October, which reflected the largest monthly gain since April 2003. Coincidentally, the Dow closed at 12,294 the week ending December 23rd. Employment continues to exhibit momentum. On a seasonally adjusted basis, non-farm employment increased by 120,000 payrolls in November, marking the fifth consecutive month that the economy has added more than 100,000 jobs. The current employment figure of 132,959,000 represents a 1.2% year-over-year increase.

The unemployment rate took a nice dip in November, dropping to 8.6% from 9.1% in October after spending seven months in the 9% range. November's rate is the lowest since March 2009, and is 120 basis points lower than one year ago when it was 9.8%, and 140 basis points lower than two years ago when it was 10%. Service industries expanded at the fastest pace in six months in November, presumably in response to the holiday season, while construction employment fell for the second month in a row. However, the current construction unemployment rate was 13.1% in November, down from 18.8% a year earlier.

REAL ESTATE TRENDS FOR RESORT CLASSIFIED COMMUNITIES

- Continue emphasis on online and web 2.0 strategies – greater focus on content marketing programs using free or inexpensive social media platforms to engage and entertain customers.
- Opportunity - Establish referral incentives for existing residents/property owners
- “90% of all home buyers are searching online” – some research suggests upwards of 95%.
- Print should be limited to key publications, and used to drive traffic to online sources of information
- Ensure good online experience – education and entertainment - for researching families
- Maximize online keywords and content around top search phrases and adjust AdWords on based on research
- Positioning and preparations now for market growth towards the middle of this decade

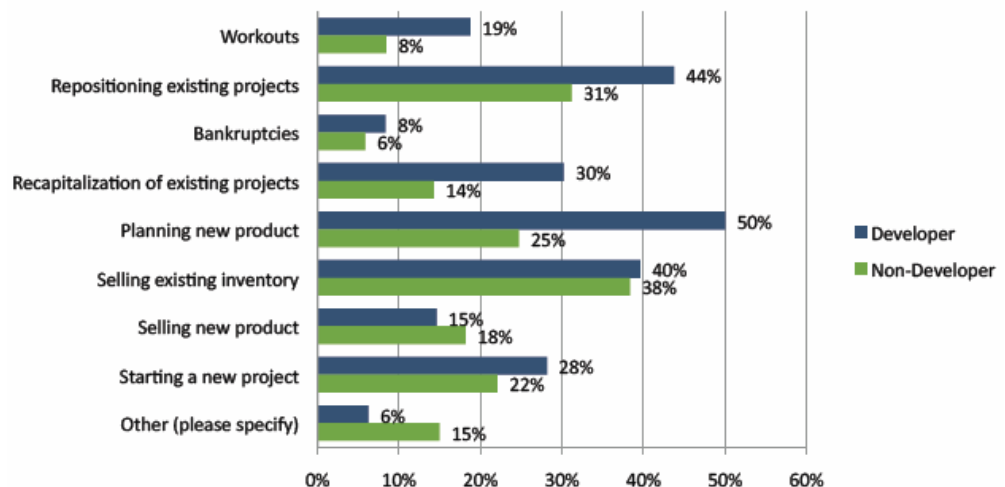
Rather than “waiting for the renaissance” and deserting marketing altogether, developers have turned to relatively cost-efficient electronic marketing. Virtually all (print) publications have an electronic version of their latest issue, oftentimes providing deeper coverage than the original publication. Favorable publicity, no matter what the medium, serves the singular purpose of exposure. But successful development and sales strategies do not necessarily mean rejecting traditional techniques. Referral sales are still the least expensive and most effective way to move houses and memberships; few marketing tactics can beat the effectiveness of a third-party endorsement; and, direct mail has the propensity to more specifically target a qualified prospect. – source December 2011 Bowden’s Real Estate Market Barometer

DMB Realty Network, a major sales and marketing company that follows the trends very carefully states: “Having learned that roughly 90 percent of all homebuyers are searching online, we realized that effective website content is tantamount to success. We have found that the three most frequently used search words are Home, Lifestyle, and Residences.”

Fall 2011 Kelsey & Norden Resort Real Estate Professionals Survey | Highlights

According to the December 2, 2011 survey of 1,300 industry professionals, the industry is projecting that sales prices and velocities will continue to lag for the next few years, governed by a belief that the economy will continue to languish until after the 2012 elections. It’s clear that some in the industry can’t see past the pain and frustration of current conditions. On the other hand, many industry leaders are planning and preparing for a re-start that, on average, is projected to begin between 2013 and 2014.

Where is most of your current resort real estate work focused? (Select all that apply.)



“Lean and mean ‘til ‘13” captures the spirit of the investors and professionals who are committing capital and effort to designing the projects and products of the future.

Projecting the Next Cycle:

In the Spring 2009, industry professionals predicted the beginning of an economic recovery somewhere between Spring 2010 and the year 2011 - about 12 to 18 months

- *Economic recovery in the industry now projected out to 2013/2014*
- *Marketing budgets have continued to be cut across the industry, and is further indication of no immediate rebound*
- *SLV's only advantage here is that our small marketing budget does stretch further today with limited competition. Now is the time to continue building our awareness within markets of coming pent-up demand.*
- *In comparison to this research, at the end of 2011, SLV had 133 homes listed with real estate offices in SLV, or 13.5 % of total homes on the market.*

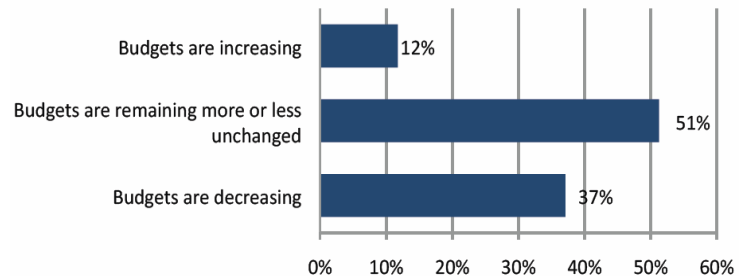
from the time of being surveyed. A year later, in the Spring 2010 survey, the same group simply adjusted its prediction by the same length of time, indicating a belief that recovery would begin in 12 to 18 months, or sometime between 2011 and 2012.

Now that we are in late 2011 and recovery remains elusive, the respondent group continues to push out its prediction. This time, however, the group seems to be a bit more realistic as they are looking out two to three years to 2013 or 2014 as the date when the “next sales cycle” begins. There appears to be consensus that economic recovery in home markets will not begin meaningfully until after the next election cycle as well as the absorption of a predicted second wave of foreclosures.

Marketing Expenditures:

Respondents indicated that there is no new marketing investment to programs in the foreseeable future; in fact, many indicate they will be spending less in marketing in 2012. Given how little is being spent in marketing in general, this finding is significant because it indicates the depth of belief that the market won't improve in the immediate future.

At your primary projects, how are marketing budgets changing relative to a year ago?

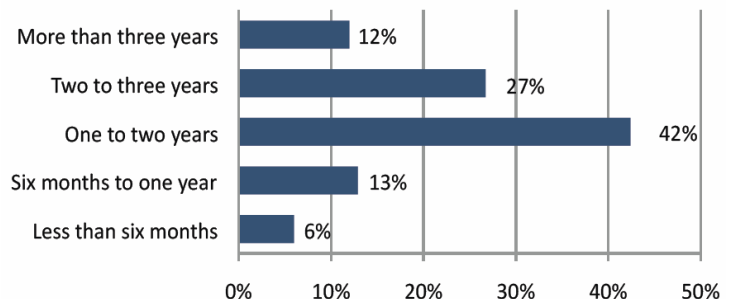


Real Estate Sales & Inventory:

When asked about the volume of available inventory, respondents on average indicated two years worth of listed inventory and another one to two years in the form of “shadow” or unlisted inventory waiting for market conditions to improve. When combined,

this means that there is on average three or more years worth of inventory in domestic markets. Together, all of these factors indicate a general belief that resort real estate markets will continue to “bump along the bottom” for the near-term as uncertain conditions continue, excess inventories are slowly absorbed and additional foreclosures continue to suppress prices.

What is the supply of available inventory in your market?



The Table Has Been Re-Set

With much of the process of ownership changes and re-capitalization of projects already completed, new sales activity underway and many reporting that they are working on new projects, we believe that the “table has been re-set.” Although the “table” is smaller than it was during the roaring 2000's, there is opportunity on the horizon for those with a seat at the table, fueled by new owners often with new capital structures and the creativity to take advantage of new conditions.

- *Note: Attributes of AARP's Top 10 Towns align with the core strengths of our location. These attributes need to be a stronger part of community identity.*
- *Profound shift in consumer values... No longer "socially hip" to belong to the exclusive country club. Golf Clubs across the country are being impacted by this trend. This illustrates the importance of embracing SLV's unique location in our branding, and the message that we are not just another golf course community in a saturated market... Use our unique location to add value to the golf and all amenities offered.*
- *There's a new value at hand (that has also been refined and shaped by the recession) to be a part of a community and to invest in personal relationships*
- *The impacts of this shift are growing demands for common community gathering areas, both internally at community facilities and outdoors, such as common lake access points and small parks.*

Market Trends

Trends in the young/active retiree community market have been evolving for years as Baby Boomers continue to age. The 75 million Boomers are now (2012) between the ages of 48 and 66, in their prime home buying years, for vacation or primary retirement property. Boomers are savvy consumers, having purchased between three to nine homes in their lifetimes, and they are highly specific with respect to their dwelling and lifestyle choices and are reluctant to compromise.

Current trends in this segment include a desire for smaller, more intimate communities. The mega-resort-style large-scale master plan development reportedly appeals to just 7% of today's age and income qualified boomer market, while small towns and rural locations have become the preferred destinations. A desire for proximity to family, especially grandchildren, has many retirees aging in place, but relocation remains appealing. AARP's Top 10 Retirement Towns were recently ranked based on their financial "friendliness" and "staycation" getaway environments. Eight (8) of the ten (10) have populations of 66,000 or less and all boast scenic beauty, outdoor recreation, authenticity, arts and cultural attributes.

Redefining Our Consumer

Permanent Changes in Consumer Interests

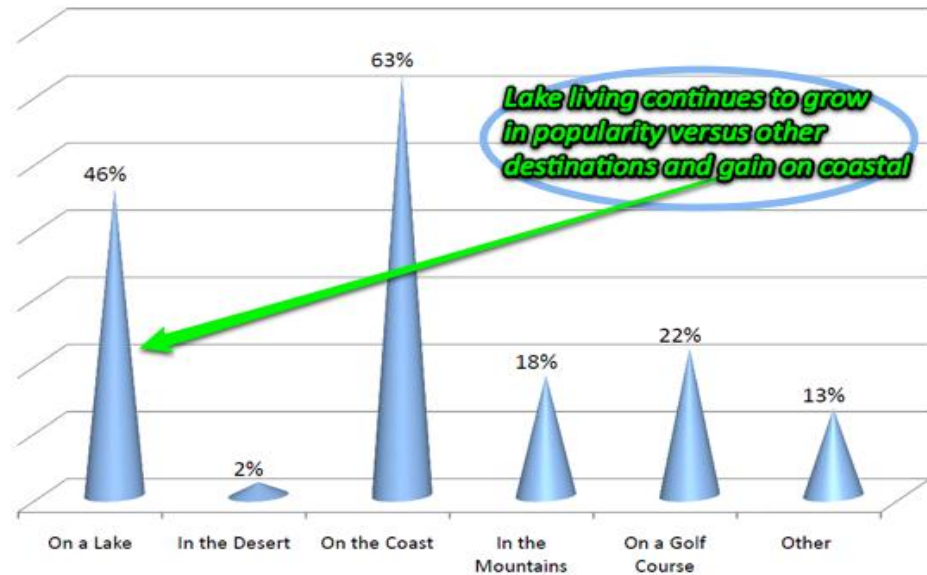
At the recent ULI Fall 2011 Conference, Peter Yesawich of YPartnership and Brooke Warrick of American LIVES presented research that confirms a major shift in Boomer consumers' attitudes from a pre-recession propensity for consumerism to a new focus on investing in personal relationships. More importantly, Yesawich and Warrick report that this is a permanent change, unlike changes subsequent to 9/11 that proved short lived. They believe that this time the psychological impact of the financial crisis, resulting loss in wealth and massive uncertainty have resulted in long-lasting changes to what attracts our customers to our products. Additionally, Boomers are proving to be uninterested in traditional retirement and plan to either work longer professionally or to find new entrepreneurial or volunteer endeavors that provide ongoing personal fulfillment and meaningful connections.

These findings are entirely consistent with the results of previous consumer survey reports. The summary of these consumer trends includes:

- **Increased emphasis on having a place for quality time with family and friends**
- **Desire to reduce both upfront and ongoing costs**
- **Corresponding willingness to have smaller, lower cost homes**
- **Willingness to eliminate some amenities and reduce service levels**
- **Increased desire to be connected and contribute to their community**
- **Reduced interest in private clubs and exclusivity in general**

**Source: Urban Land Institute*

WHERE WILL YOUR NEXT HOME BE LOCATED?



Source: 2011 Ideal Living/Live South Survey

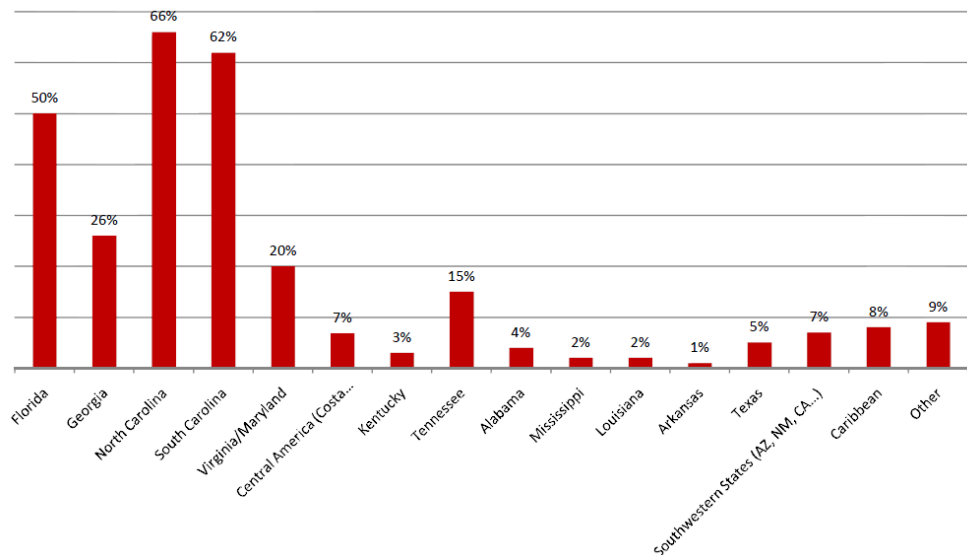
Lake living continues to trend upwards, while coastal living (high cost of living & traffic) is trending downwards. Brand development as a lakefront sporting community (rather than a golf and country club alone identity) is crucial to capitalizing on this trend in the marketplace. Development of lake access points for areas of strategically identified interior properties should be a priority. Interior properties represent our largest residential growth potential, and adding value to these properties to make them more marketable to meet consumer demand could prove to be an excellent investment in the competitiveness of Savannah Lakes Village. This opportunity also opens the door for price-conscious families that want access to the water, but are not willing to pay the premium for waterfront property.

- **Unique Selling Points Around our Lake Location:**
 - Forested shoreline protecting the land and wildlife of the region
 - Uncrowded
 - Freshwater means no watching the tides and salt water maintenance
 - One of the largest inland bodies of water in the South
 - 63,000 acres of common forest land surrounding SLV, the lake, and the Little River and Long Cane Creek watersheds
 - Hiking, Biking, & Kayaking trails connecting families to the outdoors
 - Combined with world-class technology infrastructure – Pg 15

- **States of Interest:**
Opportunity to use the South Carolina name more prominently in our branding... See Camp Lake James "North Carolina" example on Pg. 13

- South Carolina was ranked the second state nationwide in personal income gains from net domestic migration between 2010 - 2011, outpaced only by Montana (#1)
Source:
NewGeography.com

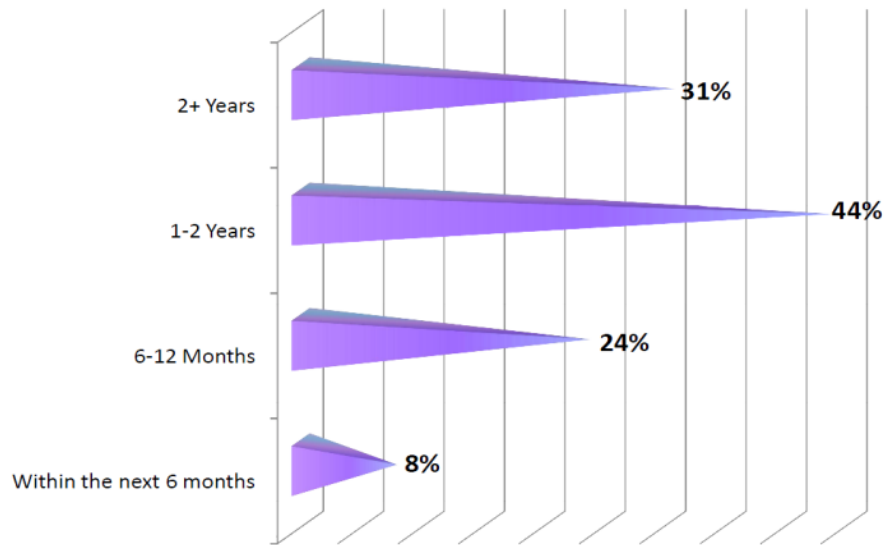
STATES OF HIGHEST INTEREST



Source: 2011 Ideal Living/Live South Survey

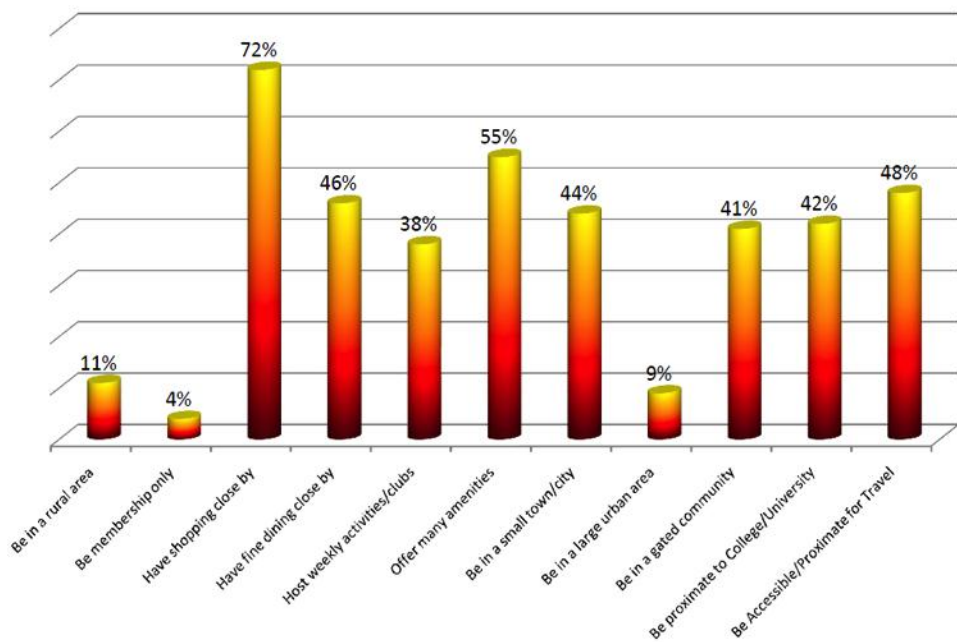
The Carolinas continue to trend upwards, while Florida is trending down since the recession. The appeal of Florida has suffered with the boomer segment as the state has an image of senior homes and retirement communities. The prevailing Boomer philosophy (at least for now) is "Florida is where my parents retired."

WHEN DO YOU PLAN TO RELOCATE?



Relocation timelines reinforce projections we looked at earlier regarding improvements to housing markets, consumer confidence, and the next sales cycle being beyond 2013. Now is the time to “get our house in order” to ensure SLV is relevant to the market as it begins to transition towards the middle of this decade and to encourage short-term sales and growth where we can in the meantime.

YOUR IDEAL COMMUNITY WOULD

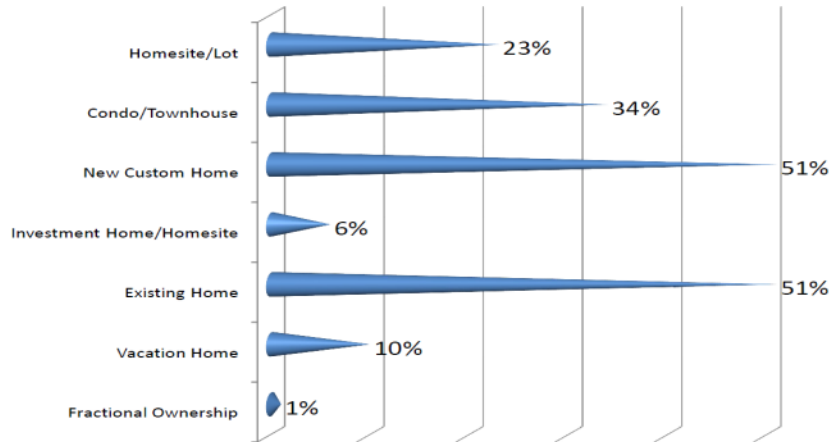


Ideal community trends present some challenges and opportunities for Savannah Lakes Village. Shopping is a major factor, so promoting the proximity to Augusta and Greenwood, as well as the novelty of shopping in small towns of McCormick and Lincolnton are important. Contradictory, we can see a large but smaller percentage of boomers prefer to be in a small town. We also see opportunity in growing new amenities outside of golf and recreation center programming, as 55% prefer a community offering many amenities. These responses also highlight the importance of developing continuing education programs and alliances with regional colleges/universities such as Lander, Piedmont Tech, and Augusta State.

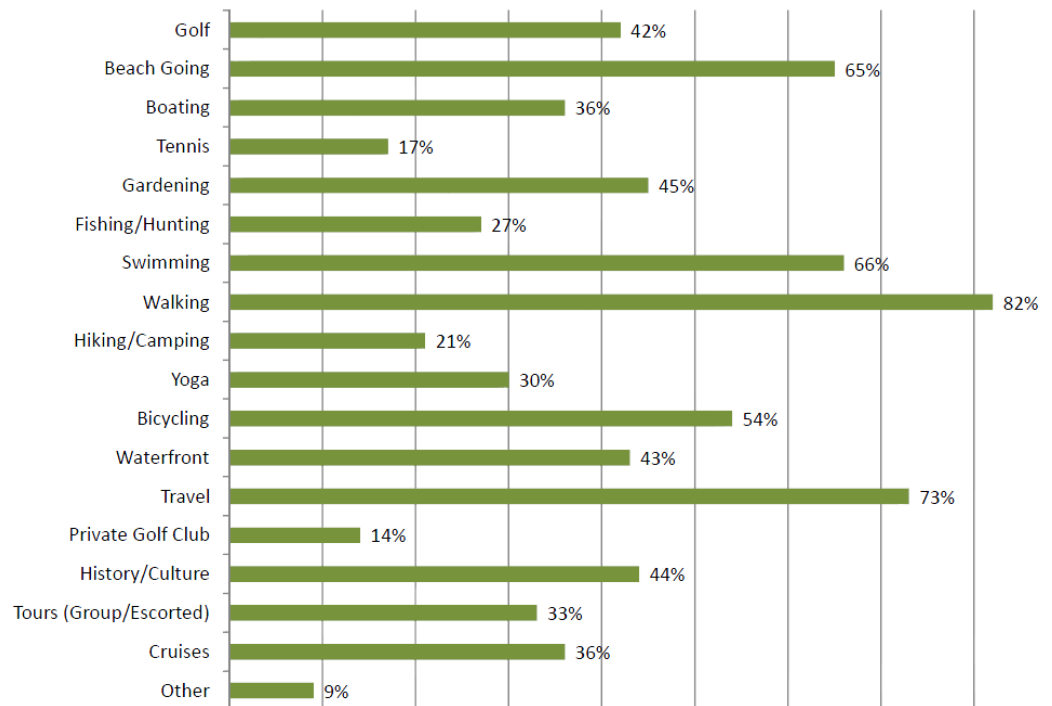
- *Relocation timelines: Aligns with previous research indicating no major turnaround in real estate markets as a whole before 2014*
- *Now is the time to “get SLV’s house in order” for the emerging markets and pent up demand that will be realized towards the middle of this decade*
- *Ideal community trends: In marketing message and positioning... Build up the community’s proximity to Augusta Metro Area on the lake in the middle of a nature preserve flanked by two small towns*
- *Illustrate the ideal community strengths SLV offers when developing discovery packages... Consider accommodation options/packages in Greenwood and Augusta/Evans, Golf & Recreation Center, Boat Tours, outdoor recreation, antiques in McCormick – example: Calloway Garden’s experience package with shopping in Pine Mountain, smaller than McCormick*
- *Programming development ideas based on research: Continuing education partnerships with Lander and PTC*
- *Establish a 2012 referral program, empowering property owner referrals, with an incentive if referred family purchases (i.e. \$100 community gift card)*

- Centralized product placement of pre-existing homes and land/home packages is very important to this market
- Continue to highlight these products on SavannahLakes.com
- Continued decline of consumers looking to purchase a homesite as a whole... The percentage of consumers planning to by an interior homesite would be much smaller.
- Good illustration of the importance of land home packages for interior properties and creating new value for these properties... These area provide SLV's largest home growth and assessment growth potential.
- Aligning with interests that will impact purchase decisions:
 - walking and connectivity #1 interest... Development of nature trails for walking and golf carts
 - SLV has the opportunity to align very strongly with most of the top interests on this list, and the charts of other surveys shown on pg 9

WHAT DO YOU PLAN TO PURCHASE?



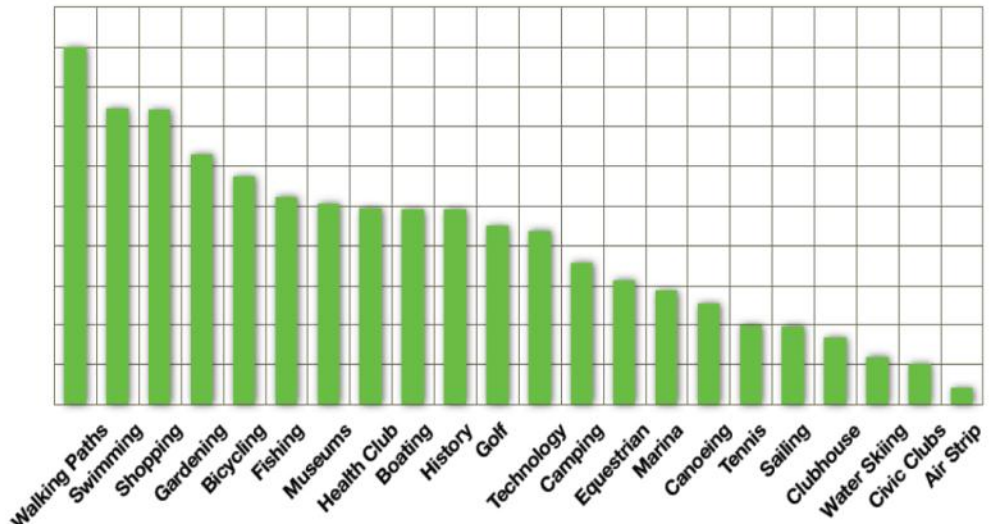
WHAT INTERESTS WILL IMPACT YOUR PURCHASE DECISION



*Source: 2011 Ideal Living/Live South Survey

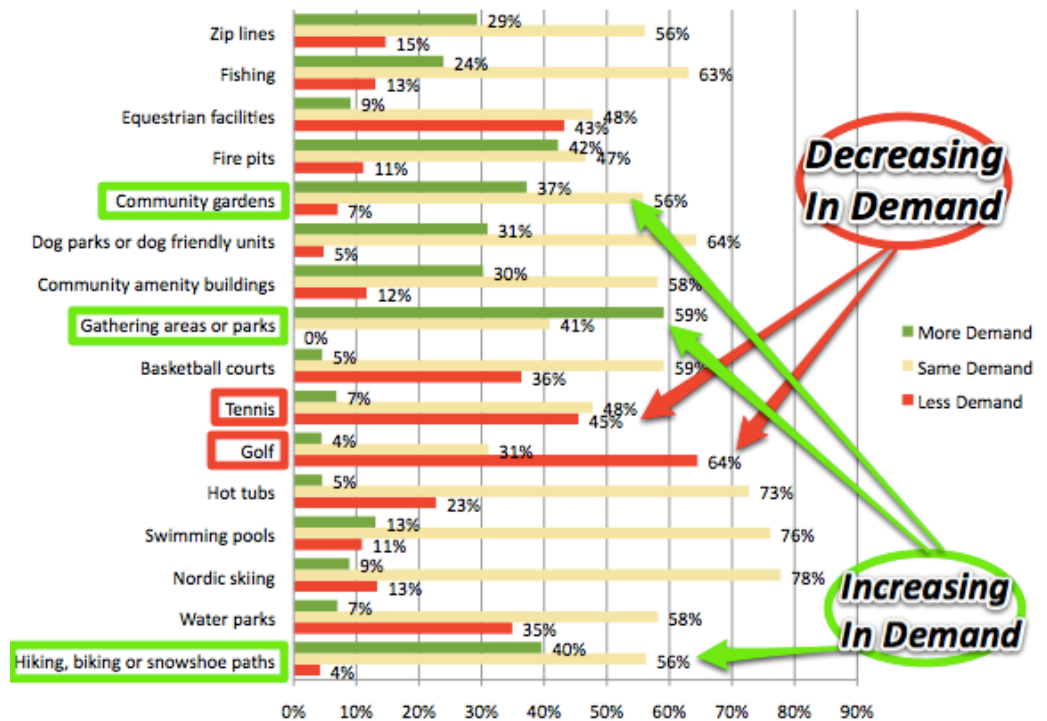
It is always very interesting to see how these latest lifestyle surveys correlate. The graph above illustrates data collected by the recent Ideal Living/Live South Survey. The charts on page 8 illustrate similar lifestyle/amenity preference questions conducted by the Center for Carolina Living and the Fall 2011 Kelsey Norden Real Estate Survey. Referencing this data, we can see that although golf has been trending downwards, it is still important to a fairly large percentage of the market. Fortunately, SLV has an opportunity to differentiate the community and the golf experience based on the outdoor recreation lifestyle trends that SLV and surrounding area have to offer.

WHAT ARE YOUR TOP AMENITY PREFERNECES



*Source: 2011 Center for Carolina Living Survey

CHANGE IN AMENITIES CONSUMERS DESIRE | 2010 - 2011

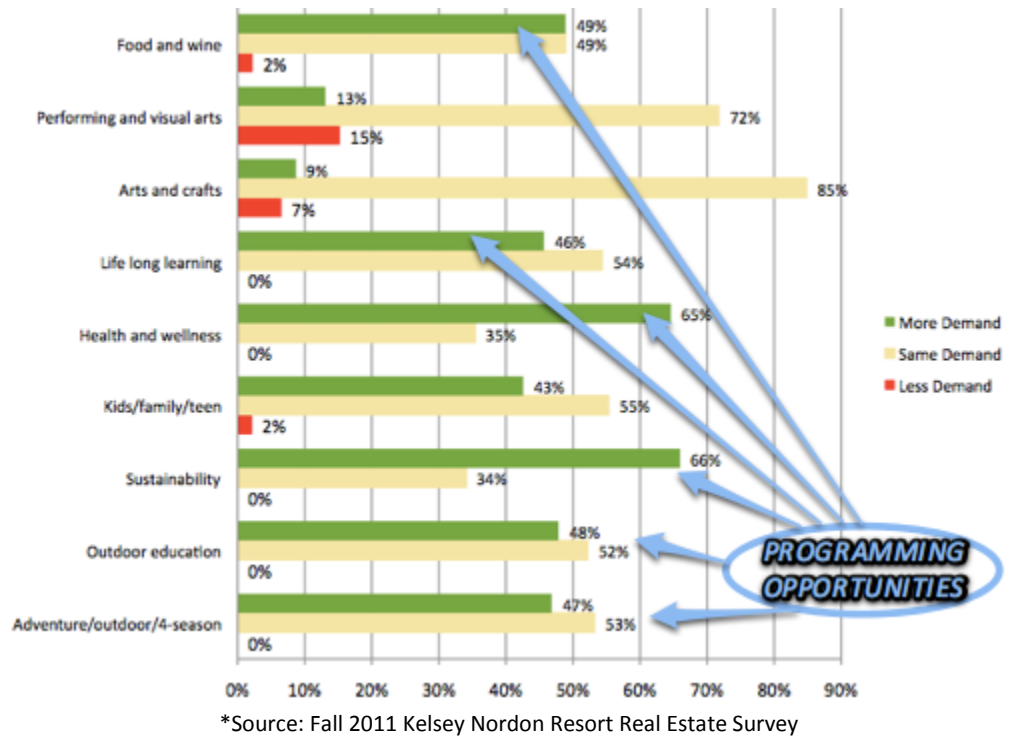


*Source: Fall 2011 Kelsey Nordon Resort Real Estate Survey

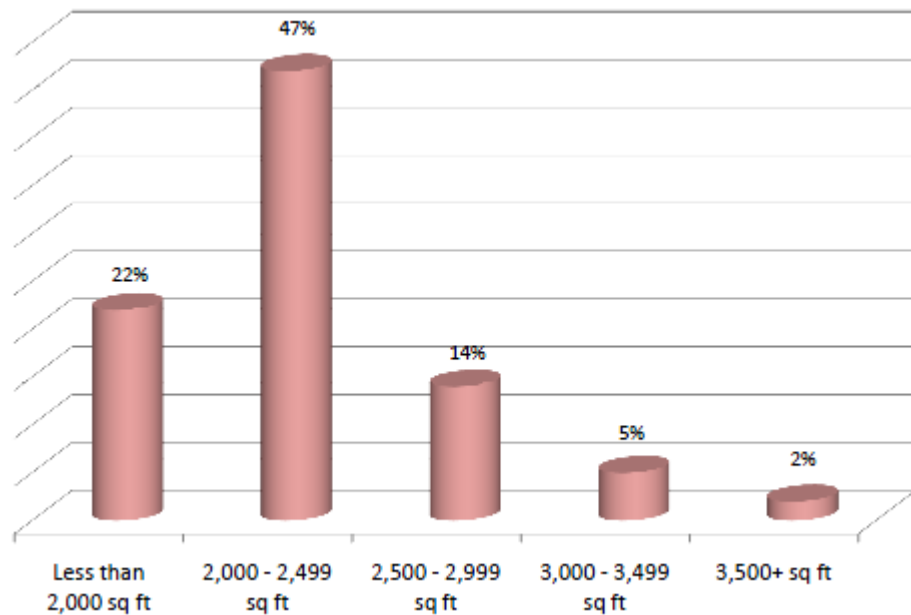
These graphs illustrate a major challenge for SLV. Golf and tennis (some of our largest amenities and most valuable amenities for our current residential base) are declining in popularity with emerging markets. Strategically, we must do everything we can to create points of difference for our community and these amenities by developing the gathering areas and outdoor recreation based amenities that are increasing in demand. The development of “new value” will ultimately add value back to golf and the more traditional recreation amenities that SLV already offers.

CHANGE IN PROGRAMMING CONSUMERS DESIRE | 2010 - 2011

- Corresponding with amenity and lifestyle preferences, programming that is in highest demand includes health and wellness, outdoor education, and outdoor adventures. Lifelong learning and food & wine programs also remain popular.
- Great opportunity to leverage location and surrounding outdoor recreation facilities to establish programming to meet consumer desires.
- Continuing shift towards smaller more efficient homes. 3,500 sq ft homes will be the “dinosaurs of tomorrow’s home markets.”



WHAT SIZE HOME ARE YOU CONSIDERING



*Source: Fall 2011 Live South / Ideal Living Survey

There has been and continues to be a major shift towards smaller more efficient homes. This does not necessarily correlate with the price couples are willing to pay. Couples are looking for smaller, well appointed “small palaces” as the term has been coined. This brings about a strong opportunity for repurposing interior properties with collections of neighboring homesites into themed cul de sacs, adding real and

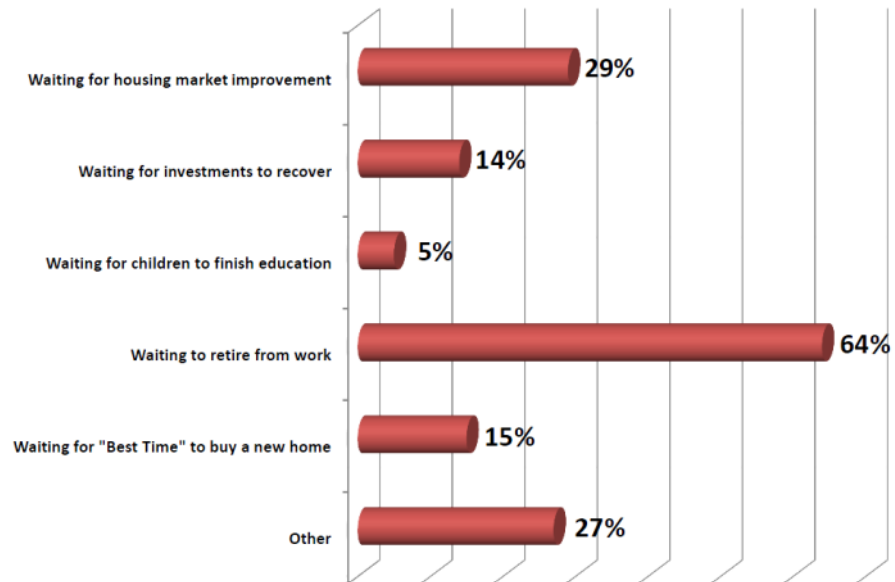
- SLV's most undervalued property (and our biggest opportunity for both residential growth and assessment revenue growth) is in the vast areas of undeveloped interior properties of eastern Southwind and western Shenandoah
- Reassigning value to these properties by theming the architecture, design of the neighborhood, with desirable housing, connectivity through nature trails to other neighborhoods, the lake, and recreation center/golf course builds sense of community and value perception to the consumer.
- An example is the value Serenbe is creating without waterfront or golf courses. SLV's opportunity is to establish a similar offer that also includes access to two golf courses and access to a 70,000 acre lake.
- Needed:
 - Partnership with builder and lot owners of properties
 - Design of "themed" architecture... While boomers are interested in smaller more efficient floor plans, they do not want to purchase the same floor plan they could by in any other subdivision
 - Architectural creation of value through clusters of similarly designed land/home packages as part of a redevelopment plan for identified undeveloped area

perceived value to these properties necessary to realize growth in what is currently "undesirable" locations within Savannah Lakes Village (i.e. Southwind East and Western Shenandoah). For an example, see The Nest offering that just opened at Serenbe (located southeast of Atlanta).



***Reference Appendix A2 – A3 for additional information on The Nest from Serenbe**

WHAT IS KEEPING YOU FROM ENJOYING THE BEST YEARS OF YOUR LIFE?



Taking children and personal career elements out of the equation, many of the leading edge boomers (59 – 66 years old) are "WAITING" for market conditions to improve for what they feel is the best time to buy. In the short term, a call to action to "DO NOT WAIT TO ENJOY THE BEST YEARS OF YOUR LIFE" should be used to touch on these emotions in the short term. Although they may loose equity in their existing home in order to sell, pricing for new construction and some pre-existing homes in Savannah Lakes Village is ideal.

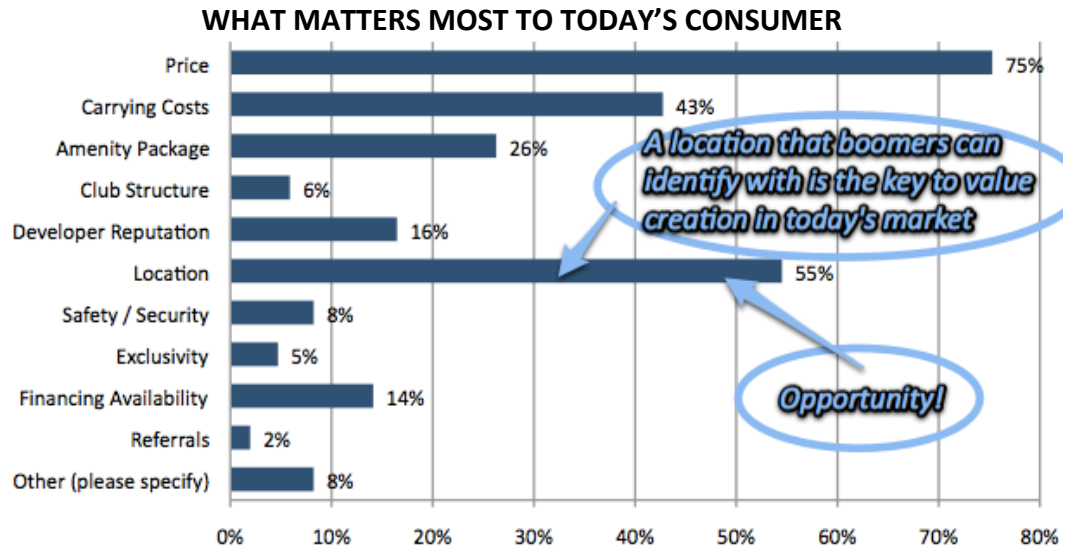
➤ While we cannot and do not want to compete on price alone, illustrating to couples how they can absorb a value adjustment on their existing homes and still afford to relocate to SLV should be a part of our message... A call to action to proactively begin living the best years of their life today.

➤ Outside of price, a location that “consumers can identify with” is a major opportunity for Savannah Lakes Village. We have a unique location that is not remote... in the middle of a nature preserve – and within an hour and a half of 5 cities and two and a half hours from Charlotte and Atlanta – on one of the largest and uncrowded lakes in the country.

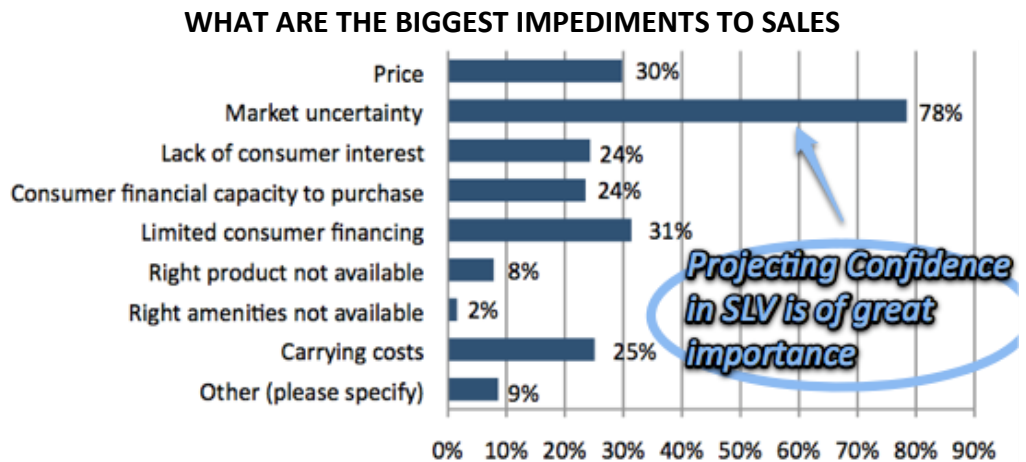
➤ Projecting confidence in SLV – whether it is to our prospective couples, residents, non-residents, investor owners, and future investors – is of great importance. We must also look the part of a successful community, especially along our major corridors. Signage and identification of the most important values of the SLV lifestyle must be highlighted.

To expand on external factors limiting sales further, the recent Kelsey and Norden Survey identified the chief consumer concerns ranked by the real estate practitioners:

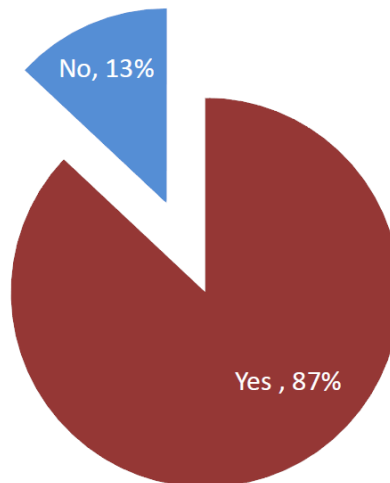
- ✓ Price -- ranked #1 by 75 percent of all respondents
- ✓ Location -- ranked second, cited by 55 percent of respondents
- ✓ Carrying costs -- ranked third, cited by 43% of respondents



In this market, the most important reading of “location” is a place to which people are loyal. It’s in this type of loyalist location that Kelsey & Norden have seen pockets of success despite today’s market conditions. Communities with strong identities in valued locations that know and communicate with their loyalists have sales traction. Those contemplating new real estate offerings should work to hone their identities and strengthen their loyalist connections.



DO YOU PLAN TO TAKE A DISCOVERY TOUR



Source: 2011 Live South / Ideal Living Survey

- *The Discovery Tour Graph is not surprising, but it does illustrate our competitive disadvantage of not having a solid discovery tour package.*
- *Establishing a discovery tour must be a priority in 2012... More than just accommodations and a tour of real estate - It is a controlled experience package, allowing guests to choose from a variety of recreation experiences (golf, boat tours, hiking, biking, antiquing, etc.) that all lead to and communicate unique selling points around the quality of life Savannah Lakes Village and the region has to offer.*
- *Good examples from Dataw on bundling experiences as a part of the discovery package*

There's nothing surprising about the discovery tour response, other than the fact that SLV does not have one. A consistent discovery package is not being offered through the sales offices. We must take ownership of this issue. The development of a strong discovery tour must be a priority in 2012 to include in SLV advertising. The discovery tour is the major call to action for prospects beginning their research. The key is to get them to visit, and then visit again often leading to a relationship with the prospect. Of course, this must be handled through the sales offices, but SLV should assist Sales Agents in developing a strong and consistent package. This is also not a free package. In fact, requiring prospects to pay for their accommodations as part of an overall value added package qualifies the leads as couples worth spending time and resources on while they are visiting Savannah Lakes Village.

The following is an example of the Discovery Package offered by Dataw Island, found on their website at www.Dataw.org

Experience Dataw!

The only way to appreciate all that Dataw Island has to offer is to experience it for yourself!

Through our three-day, two-night "Experience Dataw Package," you can:

- . Golf at one of our two championship courses
- . Dine in our world-class clubhouse
- . Play tennis on one of our eight Har-Tru courts
- . Enjoy a boat ride and see the island from a different perspective
- . Take a swim in our indoor or outdoor pool
- . Work out in our state-of-the-art fitness center
- . Borrow a golf cart and experience up-close encounters with nature and wildlife

- More good examples from Dataw on bundling experiences as a part of the discovery package

BRANDING:

- Of special note is Camp Lake James with the "North Carolina" subtitle... They realize that the Carolinas are one of the most popular relocation states as we've seen in other research presented, and they are using the state's appeal in their identity.
- Savannah Lakes Village should take the same opportunity to identify more with South Carolina for two purposes: (1) identify with a state with a strong brand and tourism draw (2) convey in our identity that we are not in Savannah, GA.

- . Meet and mingle with residents and members of the Club
- . Head over to Hunting Island for a walk on the beach
- . Receive a personalized real estate tour of our 870 -acre island community

This package is valued at more than \$700, but for a limited time, you can experience Dataw for only \$299*!

*Restrictions apply. Real estate tour required. The \$299 pricing is only available for first-time "Experience Dataw Package" participants. -Rates based on two nights' stay with two guests in the room.

Primary identity and positioning of competitors realizing growth in today's real estate markets. Of special note is the competitors' identity with nature in their branding.



Local External Environment

There are real challenges in the local environment that directly impact Savannah Lakes Village's attractiveness and competitiveness to attract new residents:

- McCormick personal property tax highest in SC
- Major corridors do not communicate value
- Lack of connection along corridors to area's most unique assets

1. McCormick County currently has the highest personal property tax in South Carolina.
2. Lack of ownership of Highway 378 and Highway 7 corridors through Savannah Lakes Village
3. Condition of county maintained roadways in and around SLV = negative appearance/perception of instability by non-residents, visitors, and prospects.
4. Apathy of local businesses and elected leadership in attitude towards SLV growth
5. Unkempt appearance of properties and businesses along Hwy 378 West Corridor between Savannah Lakes Village and the Town of McCormick
6. Lack of pride and connection to unique natural resources of the region and surrounding Savannah Lakes Village
7. A general lack of confidence in elected leadership, dating back to school bond referendums, property reassessments, FEMA flood plain issues, and the current redistricting process.

Despite these challenges, there are also opportunities in the local environment:

- LRB Project is beginning to gain traction and continues to project positive nature based recreation identity for the region.
- Downtown development
- Technology infrastructure and service

1. Continued development of the Little River Blueway Adventure Area, creating authentic programming based on the wealth of outdoor recreation amenities bordering Savannah Lakes Village and throughout McCormick County. Highly valuable alliances have been made on the state and regional levels. . The 2 year old non-profit project gained substantial traction in 2011, and adoption/alignment with local more local organizations (such as the Town of McCormick and the McCormick Chamber of Commerce) will further help in these efforts as we all begin telling the same story about the uniqueness of our destination.
2. Positively influence the development, identity, and quality of life and entrepreneurship in and around the town of McCormick. A vibrant and quaint downtown environment could be one of the best opportunities towards enhancing quality of life and selling non-residents and prospective couples on living in SLV. Research shows that today's buyer is not interested in isolated developments that are not personally connected to the surrounding community. This development is critical in order to compete against other successful destinations and communities in attracting residential growth, such as Bluffton, Aiken, Seneca, etc.
3. The largest opportunity in the local environment is the utility infrastructure that Savannah Lakes Village offers. Not only are water, sewer, and electrical installed underground to every homesite, but there is also fiber-optic "to the home" infrastructure. Currently, this is the only pocket of fiber infrastructure in South Carolina. Having this infrastructure in place allows small businesses, home based-businesses, and home owners to purchase the broadband width that they desire. The infrastructure and the services provided by West Carolina adds another unique selling point to living in Savannah Lakes Village. We have attended and are a part of an economic develop consortium led by Clemson University that is working with West Carolina to develop strategies to best leverage their infrastructure to attract new businesses to the McCormick, Abbeville, and Anderson regions, and also looking at tourism and quality of life impacts. One idea is to create "technology zones" connecting visitors and residents alike to the

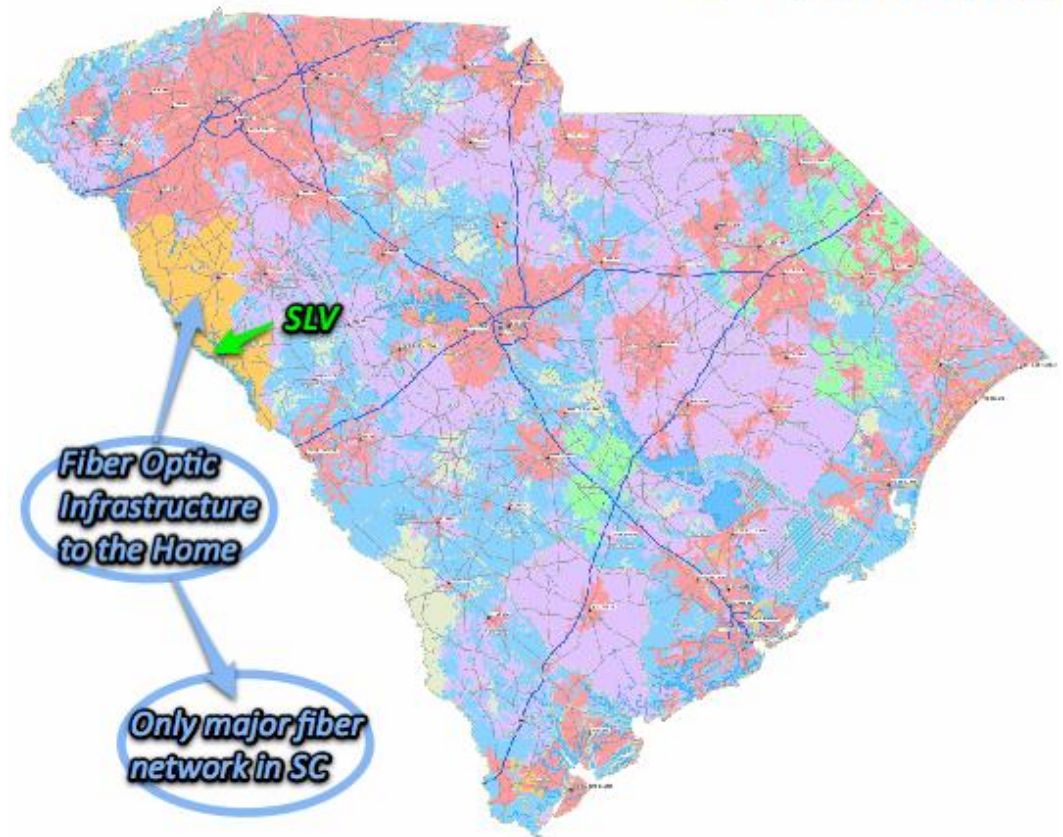
- *Fiber Technology Infrastructure is now complete and currently the only Fiber Optic Network in SC*

The region including SLV has \$78 million in technology infrastructure, but no one knows that it is here.

- *Opportunities will be explored with West Carolina, Inc. (owners of the infrastructure) to better connect people to the technology in SLV facilities and to build a greater awareness of the technology.*
- *Marketing Opportunity: Target broadband users in the Augusta, Greenville, Atlanta, Columbia, and Charlotte markets with direct mail campaigns promoting SLV as a Hi-Tech and Hi Nature community*
- *Work with West Carolina and local government to create branded Technology Corridors*
- *Internal programming to teach residents how to use/leverage technology*

infrastructure to increase the awareness of the value of this infrastructure. We are also meeting with West Carolina's executive team to specifically discuss ways that Savannah Lakes Village and West Carolina can work together to promote and better leverage this technology as a competitive advantage.

Broadband Service Inventory for the State of South Carolina



Symbology

In areas where multiple broadband providers offer service, this platform composite map stacks coverage display layers in the order presented below.

- Fiber Broadband Available
- Cable Broadband Available
- DSL Broadband Available
- Fixed Wireless Broadband Available
- Mobile Wireless Broadband Available*
- Unserved Areas

Internal Environment Snapshot

- *23 years old in 2012 – Only 20% built out*

Savannah Lakes Village will be 23 years old in 2012. Going into the new year, the community has 966 single family homes, and 39 townhomes for a total of 1,005 units. Of the 5,000 homesites, 1800 are identified as investor-owned, 1,000 are improved properties meaning that they have a home structure on them, and the remaining 2,200 properties are individually owned largely by non-resident members.

2010 MEMBER SURVEY

- *Individual nonresidents owners remain an attractive market for short term housing growth*
- *Many non-residents still have intentions of relocating to SLV*
- *While the majority of SLV residents do not plan to leave the community, many will be required to do so for health reasons and to be closer to family later in life.*

The strategic planning committee's executive summary of the 2010 Member survey revealed several interesting aspects of the lifestyle Savannah Lakes Village offers through the eyes of our resident and non-resident members. Many of these responses align with lifestyle trends of our target markets as we well analyze later. The following are key findings reported by the committee:

- 50% of nonresident owners plan to be here full time in the future. Vacation/seasonal homes will be more prevalent.
- About half the nonresident owners who responded to the survey plan to relocate to SLV, and half of them plan to do so within the next two years.
- Three out of four planning to relocate, plan to build new single family homes costing less than \$300,000. Smaller, but well-appointed seems to be the trend.
- 75% of our resident owners have no plan to ever leave the Village. On average, about 5% per year consider relocating.
- 92% of all respondents would recommend SLV to others
- The rural country feel is most appealing amenity to the nonresident owners.
- There appears to be a growing trend in various outdoor recreation activities in addition to golf, especially within the nonresident owner segment of SLV.
- Outdoor recreation ranks at the top with both hiking trails and water sports like kayaking and canoeing being favorites.

See the complete survey synopsis on page A2

REAL ESTATE MARKET

Over the past 11 years (since Cooper Communities completed their sales program in Savannah Lakes Village) all prospect inquiries generated have been forwarded to independent real estate offices. This decentralized environment has been and continues to be a competitive disadvantage for SLV from the consumer perspective:

- Inconsistent or non-existent discovery packages offered by sales offices
- Inconsistent scripting and prospect community tours

For prospective couples, the name and brand of various independent real estate offices is irrelevant to their research. They inquired because they are interested in the lifestyle offered by Savannah Lakes Village. They expect the representative to which they are assigned to be professional and assist them in their research for the home/property that is right for them and to positively represent the identity of Savannah Lakes Village throughout all interactions. Despite merging MLS feeds and independent office listing feeds, listing offices and contact info on the community website, and giving offices a newsroom for posting news, blogs, and other content, the sales process remains disjointed from the customer's perspective.

Sales systems between offices are different, which no standardization of scheduled phone, e-mail, and direct mail follow up. There's also not a consistent discovery package being offered by offices, and some offices do not have a discovery package to offer at all. Organizing the decentralized sales system and working with independent sales agents towards common goals should be an area of focus for SLV. Having a basic foundation of a sales system is important now, and will be crucial to have organized before housing markets begin to improve.

Real Estate Property Analysis

There are currently 121 homes on the multiple listing service for sale in SLV.

Referencing these 121 properties, the average pre-existing home for sale in Savannah Lakes Village is:

- 11 years old on average
- \$305,718 average asking price
- \$137 average price per square foot

Breakdown by location:

INTERIOR HOMES:

There are 63 Interior pre-existing homes for sale:

- 12 years old on average
- \$222,646 average asking price
- \$118 average price per square foot

GOLF FRONT HOMES:

There are 33 golf front pre-existing homes for sale:

- 10 years old on average
- \$335,777 average asking price
- \$149 average price per square foot

LAKEFRONT HOMES

There are 24 lake front pre-existing homes for sale:

- 12 years old on average
- \$482,450 average asking price
- \$171 average price per square foot

HOMESITES

- Lake-Front Homesites: 150 properties with average listing price of \$152,995
- Golf-Front Homesites: 113 properties with average listing price of \$73,837
- Interior Homesites: 165 properties with average listing price of \$20,642

* Analysis conducted late 2011

Fact/Trend

Fact/Trend	Impact on Market	Impact on SLV
Demand for smaller yet well designed homes with efficient floor plans, upgraded fixtures, and energy efficient	Architects, developers, and designers are bringing new home products to the market	Identify areas of the community that
Growing trends with boomers and younger edge of silent generation for alternative amenities: community gardens, walking/hiking/biking trails, wildlife viewing, kayaking... All are vehicles for getting outdoors and enjoying connections to nature.	New developments that couples can identify with are popping up and experiencing growth even in today's markets. Examples include Serenbe, Hammonds Ferry, Brunswick Forest, Habersham,	Create and communicate Points of Difference to living in Savannah Lakes Village and the experience of playing our golf courses by focusing on the elements that truly make our community unique and enhancing those points of difference... Better access to the lake, community gathering areas in natural locations, wildlife viewing areas, nature trails for the experience and for tangible connectivity
Gathering places	Many boomers are opting to relocate to urban areas as cities offer greater access to common gathering areas	Look at existing areas – such as the lounge at the Recreation Center, Tara Clubhouse, and other areas as potential gathering areas - and develop to facilitate the need for common areas. Establish common parks along nature trails,
Discovery & Experience Packages	Critical for attracting visitors and communities to get “on the map” as a potential relocation spot	This should be our major call to action... Come and experience the Savannah Lakes Village lifestyle... Develop a sales program that incorporates a discovery package
Using location as a unique identifier... Being perceived as authentic, not a developer “themed” community.	Competitors placing a larger emphasis on elements of connecting couples and families to the outdoors... Adoption of outdoor elements in branding	Opportunity to reinvent a relevant brand for SLV, based on the uniqueness of location and surrounding lands
Technology of high speed broadband networks paving the way for information flow with work from home/home based businesses	Regions without high speed broadband will be looked over	SLV offers access to the only fiber optic broadband network in South Carolina.

SWOT Analysis

STRENGTHS What strengths does SLV have, compared to market trends and competition, which will improve sales?	WEAKNESSES What weaknesses does SLV have, compared to market trends and competition that will hinder sales?
<ul style="list-style-type: none"> ➤ Outdoor recreation amenities that reflect top search criteria for boomers ➤ One of the largest and most beautiful lakes in the South – excellent alternative over high cost of coast ➤ Little River Blueway Adventure Area promoting authentic outdoor recreation opportunities/programs. ➤ World-class technology infrastructure ➤ Member-owned community that has absorbed revenue losses, and in relatively stable financial position 	<ul style="list-style-type: none"> ➤ Decentralized sales process – Lack of control over customer experience ➤ Lack of any consistent meaningful discovery package ➤ Hwy 378 corridor is main street SLV for visitors. Lack of control/ownership of community identity through this corridor. Negative lake level billboard attacking USACE has raised more questions from visiting couples than anything else ➤ Signage dated and in poor condition, landscaping around signage is in need of replacement ➤ Brand that no longer resonates with today's buyers ➤ Aging internal population... decreased usage of revenue generating amenities ➤ Limited accommodations ➤ Negative perception of lodge being closed ➤ McCormick County = Highest personal property taxes in SC ➤ Limited shopping amenities locally ➤ A community divided... Growing apathy/negativity within community culture – Negativity communicated to prospective couples when visiting.
OPPORTUNITIES What opportunities are open to SLV that will improve sales?	THREATS What threats is SLV facing internally and externally?
<ul style="list-style-type: none"> • ➤ Leveraging fiber optic infrastructure to create Hi-Tech/Hi-Nature identity ➤ Proximity of Ft. Gordon... Specifically targeting military officers that are retired or planning for retirement. ➤ Intercept marketing strategy with sales office in downtown Augusta or Aiken ➤ Develop opportunities to connect residents and visitors to the technology offered throughout SLV ➤ Establishing stronger relationships with county and local stakeholders, working together to realize the economic potential of SLV on the region and to positively influence competitiveness, quality of life, and cost of living issues 	<ul style="list-style-type: none"> • ➤ Increase in delinquent assessment accounts ➤ Perception of non-residents, prospective residents, and the overall market as a remotely located “retirement” community ➤ Continued industry decline in golf as major selection criteria. ➤ Negative member comments to perspective families ➤ Banking Industry – Ability to get quality prospects financed in today's environment: construction to perm and straight mortgages. ➤ Deterioration in confidence of SLV to be a financially sustainable community by owners, investors and lenders ➤ Amount of inventory in competing markets... Foreclosures, short sales, and distressed properties are a challenge to compete against, both for couples trying to sell in order to begin relocation plans and for SLV as we compete against other communities and products that are simply more attractive to the buyer market from a price perspective. ➤ Lack of innovation in cluster neighborhoods and unique architectural design ➤ Negative publicity waged by local groups for voice in lake level management [i.e. Hwy 378 billboard]

2. TARGET CUSTOMERS:

CRITERIA	NON-RESIDENT OWNERS	RETIRED MILITARY	BOOMERS 48-66	DESTINATION & 2 nd HOME SEGMENT
Identify Customer Benefits: What customers really care about	Concerned about investment in the community... Receive internal messages that are sometimes negative in tone. Question if SLV is right for them, although they have paid into the community for years. Need to project confidence, value, and stability to this market.	Taxation of military pensions [Retired military personnel 65 and older can deduct up to \$10,000 of military retirement benefits in SC], number of colleges, proximity of VA hospital and military installation [Ft. Gordon is 50 mins away – 2 military hospitals]. Stable community, high morals, close to military base for healthcare and on-base programs and amenities	Looking for communities with a large mix of amenities on a lake or on the coast. Today and post-recession, Boomers will have less of a propensity for consumerism, but will be motivated to buy in communities that offer places and amenities to connect with family, friends, and neighbors.	Resort type of environment, lock & leave programs, broad mix of amenities for usage by family and friends, low carry costs, transitional home options for future permanent relocation, confidence in community/resort for future resale, waterfront/outdoor recreation destination
Segment Profile: What makes it unique from other market segments? What are the demographics and other characteristics?	Strong connection to SLV as existing owners, easy to target, biggest opportunity for short term growth	To a large degree, military families have not faced pay cuts and/or lost jobs – retirement investments have been hit hard, but with government retirement programs, they have the confidence to make their move as the buyers market bottoms out	Broad population segment, that is broken down further by geography, HHI, occupation, and other demographics	There is the potential for a rebound in the 2 nd home market with cash buyers in look of bargains for weekend/vacation homes that may become transitional homes towards a primary living location in years to come. We can't overlook Gen X in this market going forward.
Size and Growth Potential:	2200 individual property owners... Highest potential for residential growth	High growth potential as boomers begin initial retirement, or second retirement from secondary jobs in private sector	Massive market with a high potential due to pent-up demand and savings	Limited... has seen the most decline over the recession, and expected to lag upward trends in other housing markets
Favorable Market Dynamics:	Already have a vested interest in SLV	Growth of Ft. Gordon & within 1 hour drive	Ability to reinvent SLV with focus on amenities highly demanded	Location: 9 million residents within 1.5 hour drive of SLV
SLV Advantage: Play the game we are most likely to win.	Easy to target, bought for existing lifestyle, but important to stay relevant with interests	Easy to target, location of Ft. Gordon, other military families in SLV, recreation	Opportunity to offer a unique unpretentious location with the nature-based identity boomers can connect with	70,000 acre freshwater lake, golf structure [no initiation fee], reasonable carrying costs
Reasons:	Highest growth potential per	SC's tax deduction on military pensions is average, Ft. Gordon as a growing base with NSA development, along with the PX, two hospitals & other base amenities a big draw	Largest market in US – can't overlook boomers impact on society and consumer behavior	Good opportunity for low cost of ownership interior properties

3. STRATEGIC & TACTICAL GOALS

- Referencing "Increasing Home Sales in Master Planned Communities" page 76 of the December 2011 ULI Magazine – the four common strategies amongst the top-ten selling communities were:

1. Adjusting and repositioning housing options to meet the demands of the changing consumer market
2. Altering advertising and marketing tactics to communicate value
3. Capitalizing on unique demographic niches that match strengths
4. All being in healthy geographic markets was a bonus, but not the only reason for growth

- Lesson learned: 'Tis better to create new value than compete for the value created by others.

- Establish a 2012 referral program, empowering property owner referrals, with an incentive if referred family purchases (i.e. \$100 community gift card)

Our marketing goals for 2012 center around three main areas: (1) Value Creation and Enhancement, (2) Communication of Value, and (3) Value Delivery. For visual, see *2012 Goal Mapping on page A-1*.

Top-selling master planned communities continue to be those that adapt to the ever-shifting real estate environment. As we outline the strategic and tactical goals we strive to address and achieve in 2012, thought and planning has been given to value enhancement and the need to reinvent Savannah Lakes Village to match our community offerings (homes, amenities, & programming) with the demand shifts we are experiencing in our market segments. Reinvention to remain relevant to target consumer markets is the only way to position our community for sustainable growth. As illustrated below, Savannah Lakes Village realized a very strong sales cycle from 1989 – 2000. The \$3.5 million annual marketing budget and a centralized sales system was helpful, but Copper Communities also had a product and brand perception that was aligned with the demands for the market place at the time. Our challenge is to reinvent the community in a way that aligns with the desires of today's consumer while still serving the needs of residents that bought 20 years ago for other reasons. For more insight on customer profiles and their criteria for their next community, see pages 4-14 of the 2012 marketing plan.



Past, Current, and Potential Lifecycle of Savannah Lakes Village

STRATEGIC GOAL A | Value Creation & Enhancements

Reinvent Savannah Lakes Village as a desirable place to live with an exceptional quality of life that offers renewed relevance and identifiable value to defined real estate target markets as the economy and home markets begin to stabilize between now and 2014.

Tactical Goal 1 | Market Research

Continually research markets and update marketing plans, strategies, and messages as necessary to best align Savannah Lakes Village with real trends best aligned with strengths, unique points of difference, and growth opportunities. Continuously document research and share with sales agents, builders, and other stakeholders offering products and services to target markets. Provide market research as support materials to Board of Directors and committees as needed.

Tactical Goal 2 | Amenities and Programming

Align Savannah Lakes Village's natural strengths with the amenity offerings and programming in highest demand from target markets, and use as a point of community differentiation, giving our traditional revenue producing amenities and real estate products a new relevance within the market, based on lifestyle traits and top selection criteria of growth markets.

TG2.1: Amenity Development – Develop planning/implementation of non-traditional amenities (i.e. gathering places, lake access/small parks, nature trails, and/or community garden) as value enhancements to our existing traditional amenities for undeveloped homesites and preexisting homes that are for sale, while adding quality of life enhancements to existing members.

TG2.2: Amenity Leveraging – Package and promote outdoor recreation based assets surrounding Savannah Lakes Village that add to the amenity offering, quality of life, creates unique points of difference, and relates to demand from growth markets. Position the community and the surrounding protected lands to leverage the strengths of regional outdoor land/water-based sporting assets as it relates to demands from SLV membership in accordance to the 2010 membership survey and the top search criteria for prospective target markets. Utilize this positioning to differentiate the quality/unique golf experience that SLV provides, creating unique value to compete with an advantage in the industry.

TG2.3: Connectivity Development – Establish connectivity plans that identify strategic properties needed to connect isolated streets and homes to other neighborhoods, community facilities, and lake locations through a series of strategically located nature trails suitable for walking and golf carts.

TG2.4: Value Added Real Estate Offerings – Identify pockets of interior properties and other opportunities to develop the styles and homeplans that interest today's home buyer. There has been and continues to be a major shift towards smaller

more efficient homes. This does not necessary correlate with the price couples are willing to pay. Couples are looking for smaller, well appointed “small palaces” as the term has been coined. This brings about a strong opportunity for repurposing interior properties with collections of neighboring homesites into themed cul de sacs, adding real and percieved value to these properties necessary to realize growth in what is currently “undesirable” locations within Savannah Lakes Village (i.e. Southwind East and Western Shenandoah).

Tactical Goal 3 | Organizational/Community Culture Program

Work with the director of human resources, chief operating officer, and all department managers to develop and begin implementing a “culture of excellence” throughout all departments and points of contact in Savannah Lakes Village. Begin taking the steps as leaders of our organization to change the way we think, act, and talk with the goal of making Savannah Lakes Village a fun and exciting place to work, based on a new vision, new core values, and a new belief that this community can be great. While culture programs have many intangible elements, there are few strategies that will create new value as crucial to bottom line results that a positive and aligned culture program will deliver. A strong internal culture program will spill over into the community, positively influencing our local environment.

Tactical Goal 4 | Leveraging Fiber Optic Infrastructure

Better communicate awareness of fiber optics and the benefits of the broadband infrastructure installed and available from every homesite within Savannah lakes Village.

- Participate on regional economic development council focused on identifying opportunities and implementing programs to benefit from the tech infrastructure
- Consider internal TV network with WCTEL to better communicate SLV programs over fiber optic lines to SLV facilities and possibly to residencies inside SLV
- Work with WCTEL, town, and county to create technology zones such as broad area Wi-Fi to better communicate tech infrastructure to visitors
- Identify key benefits of fiber optic technology infrastructure to communicate through SLV website, advertising programs, and scripting for sales programs.

STRATEGIC GOAL B | Communication of Value

Increase awareness of Savannah Lakes Village as a desirable place to live in western South Carolina delivering a unique quality lifestyle that aligns with the interests of defined real estate target markets and within SLV’s 2011 advertising and promotions budget. Use communication vehicles to recast Savannah Lakes Village with an authentic reputation as a nature based recreation community reflecting the outdoor activities and healthy living that living on a 70,000 acre lake and in the middle of a National Forest provides.

Tactical Goal 5 | Conveying Value in Branding and Creative

Develop a new community-wide reputation that identifies with today's buyers, unique Savannah Lakes Village selling points, and authentically represents the experience/quality of life Savannah Lakes Village offers, connecting our image to value propositions in our advertising and content marketing programs.

NOTE: Plans are to conduct these rebranding programs in-house and will be an ongoing process. This will save considerable costs to our 2012 marketing budget, which will preserve funding for media purchasing/programs for creating awareness with target markets.

TG5.1: Reinvent Community Logo – Align Savannah Lakes Village's primary identity with the unique values of living in our community. Begin implementing

TG5.2: Creative Development of Effective Ad Copy & Design – continually develop to align with value propositions and test advertising copy response rates through various media/target markets.

TG5.3: Website Redesign - Redesign the community website (Savannah Lakes.com) to align with new communication programs and branding. Develop, enhance, and deliver a strong web presence that supports all community advertising programs, serves as a sales/promotional resource for local/regional real estate offices and builders, and serves as the primary research tool for prospects.

TG5.4: Setting Branding and Narrative Standards: Share new copy, narratives, and branding standards with all stakeholders in Savannah Lakes Village including real estate offices, local/regional accommodations, convenience stores, chambers of commerce, marinas, and other stakeholders who are a point of contact for anyone visiting our area. Savannah Lakes Village's identity must be adopted by local/regional Stakeholders to be successful.

Tactical Goal 6 | Community Signage

COMMUNITY SIGNAGE & HWY 378 CORRIDOR DEVELOPMENT: With rebranding concepts in place, develop a comprehensive signage plan focusing first on the major existing signage locations, as well as new signage needed along the HWY 378 and HWY 7 corridors. Plan will include updating existing signs to match to identity and to serve as an entrance into South Carolina. Additionally, we will look at interior facility signage needed to reinforce the communication of value in Savannah Lakes Village, such as kiosks, photography, and signage in high traffic locations targeting residents, visiting non-resident members, guests, business leaders, entrepreneurs/investors, and prospective family discovery tours.

See A-4 for preliminary concept

Tactical Goal 7 | Community Incentives

Establish and promote a 2012 incentive program to prospective families and non-resident members for the purchases of pre-existing and new construction homes. Promote incentive package through:

- Incentive flyers & posters in print and digital format to all real estate and builder offices
- 2012 Incentive program announcement to 2400 member households through The Villager
- Website “banner ads” displayed on home page and real estate pages within www.SavannahLakes.com with links to incentive flyer for details
- Website articles on incentive programs to be highlighted on the home page of SavannahLakes.com as well in the new Real Estate and Construction News
- Feature articles with links to incentive program on other websites to include but not limited to CarolinaLiving, Private Communities.com, Golf Course Home, National Active Retirement Association, and more
- Continuous communications/promotions through social media channels
- Press releases pitched to PR contacts in industry to pick up in print and online articles, blogs, and social media.

See pages A-16 – A-19 for examples and details of 2012 incentive program.

Tactical Goal 8 | Market Segmentation

Carefully monitor market research and trends for new opportunities to segment our market and target communications to specific groups. Examples within our current planning include military officers/retired military, families who have expressed interest in our geographic region, families who are searching for planned communities online, families who are searching for the amenities our community has to offer in print and online (golf, lake, outdoor recreation, nature-based lifestyles). Market segmentation also includes monitoring and acting on specific geographic housing markets that are remaining strong due to infused localized economies. Examples include Austin/Houston, TX and Raleigh, NC.

Tactical Goal 9 | Media Mix

Target traditional, online, and web 2.0 media that engage/reach our defined target markets to create awareness and to drive traffic and information inquires through SavannahLakes.com and other online sources. Monitor media and media impressions through marketing dashboard and the development of a new lead management program that will be aligned with a centralized sales process. See Section 7 for the current 2012 media mix and reach. See Appendix for examples of marketing metrics.

STRATEGIC GOAL C | Value Delivery

Implement a centralized sales system, establish planned discovery packages, and integrate a lead management database system in order to enhance/take ownership of the value delivery processes to real estate prospects.

Tactical Goal 10 | Centralized Sales Program

GOAL & PURPOSE: Organize the decentralized real estate sales environment, increasing lead conversion rates and delivering a first-rate experience for all inquiries regarding our community.

OBJECTIVES: [1] Centralize the sales process from the consumer's perspective to make the research and discovery process as seamless as possible for the prospective couple researching Savannah Lakes Village... Simply put, take on the identity of the developer from the consumer's perspective. [2] Develop the planning and framework necessary and establish proper strategies for centralizing the sales process in order to:

- Deliver a positive and professional experience for the prospective couple (from the moment of contact with Savannah Lakes Village through the entire sales process) by developing an integrated lead management and customer relationship management (CRM) system to include scheduled communications by agents and community, scripting e-mails and phone conversations, touring, follow up materials, etc.
- Accurately measure promotional media channels by lead performance metrics such as qualification rates, visitation rates, and conversion rates.
- Establishing accountability for advertising programs and partnering real estate agents
- Establish efficient and effective sales funnel to measure/maximize the conversion of prospects to property owners.

BACKGROUND & DEFINING THE NEED:

Over the past 11 years (since Cooper Communities completed their sales program in Savannah Lakes Village) all prospect inquiries and real estate sales generated through community marketing programs have been handled by independent real estate offices.

- This decentralized environment has been and continues to be a competitive disadvantage for SLV from the consumer perspective:
- Inconsistent or non-existent discovery packages offered by sales offices
- Inconsistent scripting and prospect community tours... Experience by the customer is based on the office and sales agent to which they are assigned.
- For prospective couples, the name of various independent real estate offices is irrelevant to their research. They inquired because they learned of our community, conducted preliminary research, and are interested in the lifestyle offered by Savannah Lakes Village. They expect the representative to which they are assigned to be professional, positively project the community, and assist them in their research for the home/property/lifestyle that is right for them - positively and ethically representing the identity of Savannah Lakes Village throughout all interactions.
- Despite merging MLS feeds and independent office listing feeds, listing offices and contact info on the community website, and giving offices a newsroom

for posting news, blogs, and other content, the sales process remains disjointed from the customer's experience.

See "Enhancements to Real Estate Sales Systems" framework on pages A7 – A13

Tactical Goal 11 | Discovery Packages

Develop and standardize meaningful discovery packages, offering couples a planned and detailed experience package that connect them with the most unique points of difference that living in the Savannah Lakes Village community provides. Boat tours/eco tours, viewing SLV from the water, golf, and other experiences.

See "Discovery Package Example" Page A13

Tactical Goal 12 | Lead Management System

Establish a lead management system for the purpose of generating feedback to properly adjust marketing programs and to add accountability to assigned offices/agents. In 2011, over 1,300 specific named inquiries were turned over to three separate real estate offices on a manual rotational basis. Without a centralized lead management system that is utilized by Savannah Lakes Village and agents alike, there is not a method of tracking these leads to see where they are in the sales process. Currently leads are turned over to independent offices and entered into whatever follow up system these offices provide.

- Feedback is crucial to plug back into our advertising and media selection programs and adjust to meet changing trends with target markets.
- The lead management system is also needed to identify and communicate with leads as a part of a standardized sales/communication process. This is also needed to establish a baseline for objectively evaluating leads delivered from each media source.
- Manual systems are completely inadequate for lead feedback for real estate offices and the SLV marketing

Software Solution: Open Leads - Open Leads is a very powerful, yet easy to use Sales Force Automation (SFA) application. It is unique in that it incorporates both elements of Lead Management and Customer Relationship Management (CRM), without the complexity that most of these applications have. By focusing in ease of use, it overcomes the primary challenge to most CRM or SFA software - which is actually being used. Open Leads simplifies many of the processes, automates others, and keeps sales staff on task. ***Solutions that "Open Leads" provides towards enhancing our sales system:***

- *Automated entry of leads in database and assignment to agents*
- *Ability to set up any number of data collection points on websites, etc. for real estate inquiries*
- *Ability to manually add call-ins, direct e-mails, referrals and walk-in into the follow system*
- *Agents have their own personal login where they can access only leads that have been assigned to them personally*
- *Agents can add any other leads they personally generate into the program, providing agents with a comprehensive and personalized lead management solution*

Easy to use and no software to install... Open Leads is an online system that

- *allows login access from any desktop, laptop, tablet, or smartphone with an internet connection.*
- *Full featured tagging and reporting ability to track and identify the status of leads within the sales funnel*
- *Cost: \$500 set up | \$50 per month plus \$5 per agent per month*

Tactical Goal 13 | Monitor Metrics

Marketing programs and media mix will be evaluated based on metrics set for traditional, online, and web 2.0. A marketing spreadsheet and dashboard will be used to monitor and report response and qualification rates for monthly, annual, and multi-year programs.

Tactical Goal 14 | Plug Metrics/Feedback back into Planning

Apply metrics and feedback gained through lead management system back into marketing planning, and along with market research, adjust plans and media mix as needed to maximize return on investment

Savannah Lakes Village & Golf Clubs 2012 Marketing Media Budget

	January	February	March	April	May	June	July	August	September	October	November	December	Total Year	% of Total Costs
1. Traditional														
Carolina Living Relocation Guide													\$0	0%
Military Officers Assoc RTM Guide				\$3,000						\$3,000			\$7,000	7%
Augusta VB Visitor Map Ad	\$1,200												\$6,000	6%
Ideal Living/Live South				\$5,000									\$1,200	1%
Technology Direct Mail Campaign			\$5,000										\$12,000	12%
MO Direct Mail Campaign					\$5,000								\$5,000	5%
Sub-Total	\$8,200	\$0	\$5,000	\$8,000	\$5,000	\$0	\$0	\$0	\$5,000	\$3,000	\$0	\$2,000	\$36,200	38%
2. Web Media														
Private Communities.com 2012													\$5,500	6%
Refire Net	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$132	\$1,578	2%
SC Golf.com - 2012	\$1,500												\$1,500	2%
Golf Course Home.com		\$749			\$749						\$749		\$2,996	3%
Carolina Living Compass News 2k	\$2,000									\$2,500			\$4,500	5%
SL.com Website Redesign						\$6,000							\$6,000	6%
PTL.com Website Redesign						\$2,000							\$2,000	2%
Ideal Living/Live South	\$5,000												\$5,000	5%
Google Ad Words	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000	3%
Website Services			\$1,500			\$1,500			\$1,500			\$1,500	\$6,000	6%
Sub-Total	\$8,882	\$1,131	\$1,882	\$382	\$1,131	\$9,882	\$382	\$1,131	\$1,882	\$2,882	\$1,131	\$7,382	\$38,074	40%
3. Print & Materials														
New Print Materials					\$5,000								\$5,000	5%
Sub-Total	\$0	\$0	\$0	\$0	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000	5%
4. Other Expenses														
2012 PR MGMT Program	\$4,000												\$4,000	4%
Chamber Dues & Sponsors	\$3,000												\$5,000	5%
Content Marketing Service:	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$7,800	8%
Sub-Total	\$7,650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$16,800	17%
Total Media Costs	\$24,732	\$1,781	\$7,532	\$9,032	\$11,781	\$10,532	\$1,032	\$1,781	\$7,532	\$8,532	\$1,781	\$10,032	\$96,074	100%

4. MEDIA BUDGET

5. POSITIONING & UNIQUE SELLING POINTS

- *“For active adults...”
Defining our primary market, yet it is also noted that boomers are looking for experiences for their family*
- *Points of Differentiation: We saw in earlier research the surge in popularity for lake destinations, which are almost as popular as coastal destinations. Many couples also consider the lake as an alternative after researching the cost of living, tourist traffic in-season, and the additional maintenance and planning required to enjoy boating in coastal destinations*
- *We cannot over emphasize Lake Thurmond and the unique selling point it creates for our community*

Positioning Statement

For active adults, their families and friends, Savannah Lakes Village is an established lakefront sporting community along South Carolina’s Freshwater Coast, buffered by 63,368 acres of national forest land and state parks and the 70,000 acre Lake Thurmond (Clarks Hill Lake). Located on a peninsula at the convergence of the lake and the Little River, the community is situated along one of the largest inland bodies of water in the South. The natural features of the land, along with hiking/biking trails and kayaking trails, place Savannah Lakes Village in the heart of an outdoor recreation and wildlife conservation area. Two championship golf courses, a strong tennis program, and great fitness facilities round out the sporting lifestyle at Savannah Lakes Village.

Savannah Lakes Village offers a sustainable and affordable lakefront sporting lifestyle, and is a financially stable member-owned community. With our location and the traditional amenities you would expect from a recreation based development, Savannah Lakes Village has become the lakefront community of choice for over 2,000 primary home and vacation home owners.

Points of Differentiation / Unique Selling Points

We play the game we are most likely to win... Our points of differentiation (PoD), along with our positioning statement above, must clearly define where and how we compete.

- *70,000 Acre Freshwater Lake*
- *Member-owned assets, including two championship lakefront golf courses*
- *Location: Embrace being a recreation based community “Located in the Heart of the National Forest and state parks at the confluence of the Little River Blueway and Lake Thurmond.”*
- *Allow the land, water, and wildlife conservation that is often overlooked as a strength locally to become a major part of our identity... This is authenticity that our target markets can connect with and that cannot be duplicated in other developments.*

Ad example for March issue of Military Officer Magazine | Special Real Estate Section

YOUR NEXT ADVENTURE STARTS HERE

Savannah Lakes Village, South Carolina

- ▶ Short drive to Ft. Gordon in Augusta, GA
- ▶ Member-owned community & amenities
- ▶ Borders Lake Thurmond, National Forest, and Little River Blueway Adventure Area
- ▶ Two Exceptional Lakefront Golf Clubs
- ▶ Full utilities + Fiber optic Broadband
- ▶ Cottages & Homes from \$150K
- ▶ Membership dues less than \$100/month

SavannahLakes.com | 800.332.0013

2012 Masters Week Ad Example

Play the Lake!
The "Natural" Choice For Masters Week

**SAVANNAH LAKES VILLAGE
LAKE THURMOND, SC**

Only 40 Miles from the Augusta National

The golf clubs of Savannah Lakes Village are a scenic 40 mile drive up the Savannah River Scenic Highway from the the Augusta National. Share with your guests the experience of two lakefront golf courses set amongst the Sumter National Forest, Lake Thurmond, and the Little River Blueway Adventure Area - unlike any experience you will find in the Augusta Metro Area.

Savannah Lakes Village... A unique place to visit, an inspiring place to live.

Masters® Week Special: \$100 per person
plus \$23 same-day replays on either course!
Includes green, cart, practice balls, sales tax, & lunch voucher

Free Cart! **Free Lunch!**

For Tee Times and Directions:
PlayTheLake.com | 800.332.0013

6. ADVERTISING MEDIA MIX

2012 Real Estate Marketing Advertising Frequency Matrix:

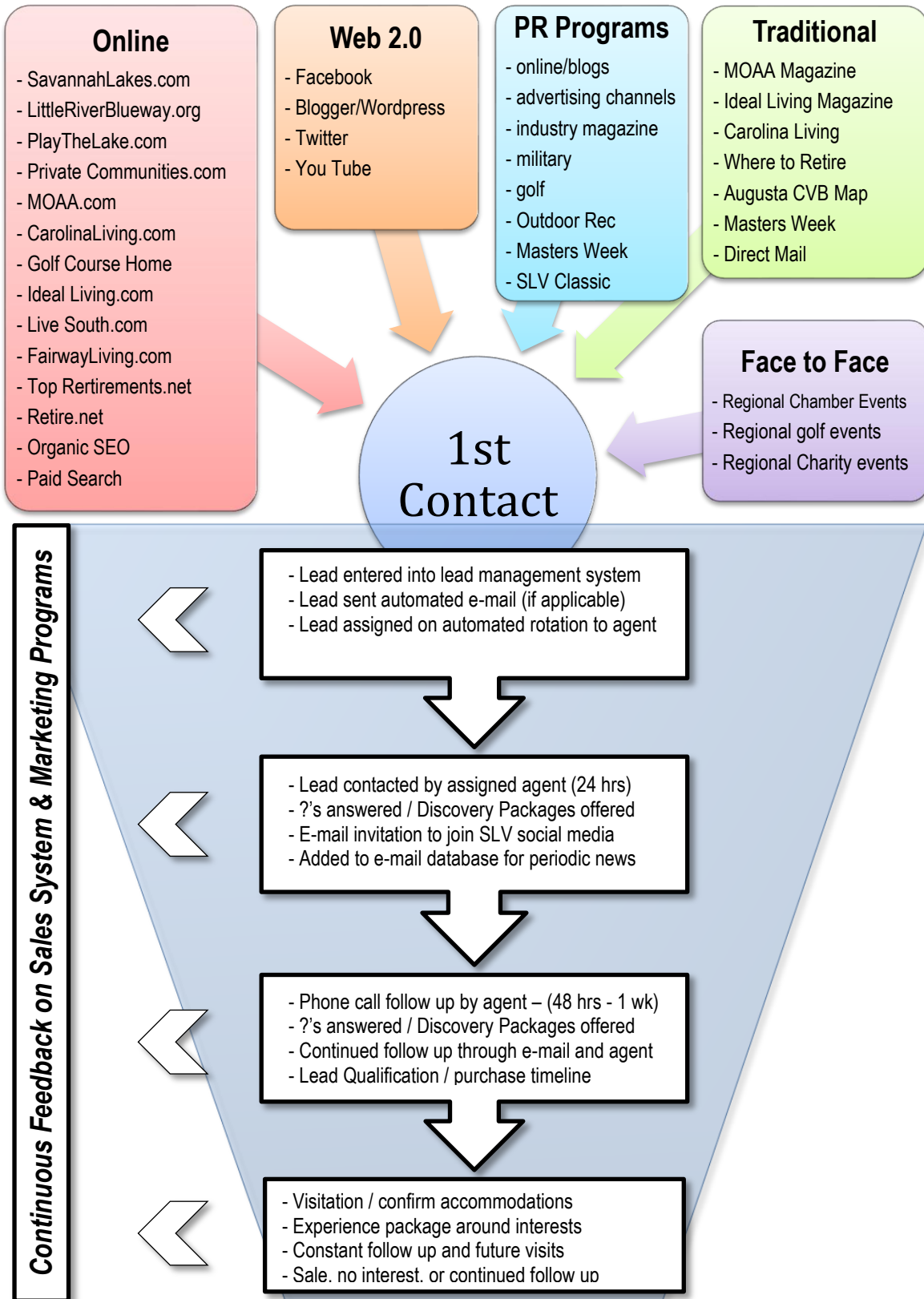
MEDIA NAME	J	F	M	A	M	J	J	A	S	O	N	D	Reach Per
TRADITIONAL MIX:													
Carolina Living Spring Relocation Guide [full pg ad + L.L. editorial]			X						X				80,000
Ideal Living: Annual Golf Living Guide [full pg ad + listing & 2 pg editorial]				X									100,000
Ideal Living: Annual Relocation Guide [full pg ad + 2 e-blasts to 30K]						X							100,000
Ideal Living: Winter 2012-2013 Guide [full pg ad + e-campaign]											X		100,000
Where to Retire: Relocation Guide Index				X		X		X		X		X	100,000
Military Officers Assoc Mag: Semiannual relocation guide				X					X				TBD
Direct Mail: Military Officers													TBD
Direct Mail Campaign: Hi tech – Hi Nature Campaign													TBD
ONLINE MIX:													
Carolina Living.com – Home page	X	X	X	X	X	X	X	X	X	X	X	X	15,000
Carolina Living Compass - e-newsletter to 25K [banner ad]	X	X	X	X	X	X	X	X	X	X	X	X	35,000
Ideal Living.com - Feature pg, listing, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Live South.com - Feature pg, listing, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Fairway Living.com - Feature pg, listing, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Private Communities.com - Feature pg, link to SL.com, & banner ad	X	X	X	X	X	X	X	X	X	X	X	X	
Retire.net – Feature pg, link to SL.com, Top 100 Communities	X	X	X	X	X	X	X	X	X	X	X	X	
Top Retirements – Feature pg, link to SL.com	X	X	X	X	X	X	X	X	X	X	X	X	
Google Ad Words	X	X	X	X	X	X	X	X	X	X	X	X	
WEB 2.0 Mix													
Savannah Lakes Village Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Little River Blueway Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Play The Lake Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Golf Trips Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Paddle SC Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Carolina Living Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
Heritage Corridor Facebook	X	X	X	X	X	X	X	X	X	X	X	X	
OTHER													
PR MANAGEMENT PROGRAM [measurable releases throughout the year]	X	X	X	X	X	X	X	X	X	X	X	X	TBD

2012 Media Mix for Masters Week

Media	Dates	Reach/Comments
Buzz on Bizz Newspaper Inserts	March Issue to reach subscribers and businesses by March 20.	Custom designed inserts -(in-house SLV) promoting Masters Week in SLV on one side and "Move to the Lake" on the other. Highly visible inexpensive way of reaching 16,000 subscribers, business, and masters week guests
Augusta Mkt TV spots & production	3/30- 4/3	Focused on time period leading up to the Masters as guests are coming into town and the first part of the week. Targeting news 12, Golf Channel, & ESPN within the Augusta area only to target key areas and limit expense.
Promotional materials in Hospitality Houses, businesses along Washington Road, and handed out around the course	4/1 - 4/8	5,000 handouts... More produced as needed
Restaurant Guide	4/1 - 4/8	1,000 - Custom "dual purpose" postcard as mentioned above
WGAC Masters Week News Radio Sponsorship	3/30 - 4/2	Targeting late March through the early part of Masters Week. WGAC is the station for all news, weather and traffic updates - the official radio news provider for the Masters. SLV will have 50 radio spots focused on Morning drive time to course. Also will receive mentions as a top sponsor of the news broadcast... "This report brought to you by Savannah Lakes Village Golf at www.PlayTheLake.com "
Downtown Augusta CVB driving and pedestrian map	2-20-12 – 2-20-13	75,000 pad maps. Major hotels CVB Gift Shop Ga-120 Welcome Center Conventions Attendees Attractions
Masters Housing Bureau E-mail Marketing	2/24/12 - 1st blast	Sent to all Housing Bureau Renters
Masters Housing Direct Mail	3/14/12	Information package on SLV sent to all Masters Housing Bureau Renters
Google AdWords	3/2/12 - 4/10/12	SLV and Play The Lake displaying on all major search terms for "The Masters" providing 1st page placement for www.PlayTheLake.com
Wisconsin Golf Show	3-2-12 - 3-4-12	Distribution of 5000 brochures at the Madison and Milwaukee Golf Shows
Golf Trips Newsletter	3/1/12	SLV masters Week program featured as headlining article for the March issue
Food & Fun Guide	3/30 - 4/9	35,000 in hotels and patron goodie bags - Full page ad
Augusta Chronicle Masters Review Wrap	4/1	115,000 (75,000 subscribers plus 45,000 to hotels, paper stands, and throughout the city for Masters Week
www.Augusta.com	3/14 - 4/9	250K plus impressions - exclusive sponsorship of "The Course"
E-mail Blast to PTL	3-13-12	1600 plus e-mails
8 regional chambers	March & April	handouts, e-blast promotions in newsletters, other communications - reach to chamber members alone = 4600
Masters Tournament Guide Half Page Ad	March 25 - April 30	75,000 - inserted into April issue of Augusta Magazine, placed in all rental housing, patron bags, red carpet tour, private jet terminals.
Organic Search		PlayThe Lake.com displays on the first page of most popular searches regarding Masters

2012 Real Estate Lead Flow Chart

With adoption of Lead MGMT Program and Centralized Sales System



7. Real Estate Marketing Program Metrics

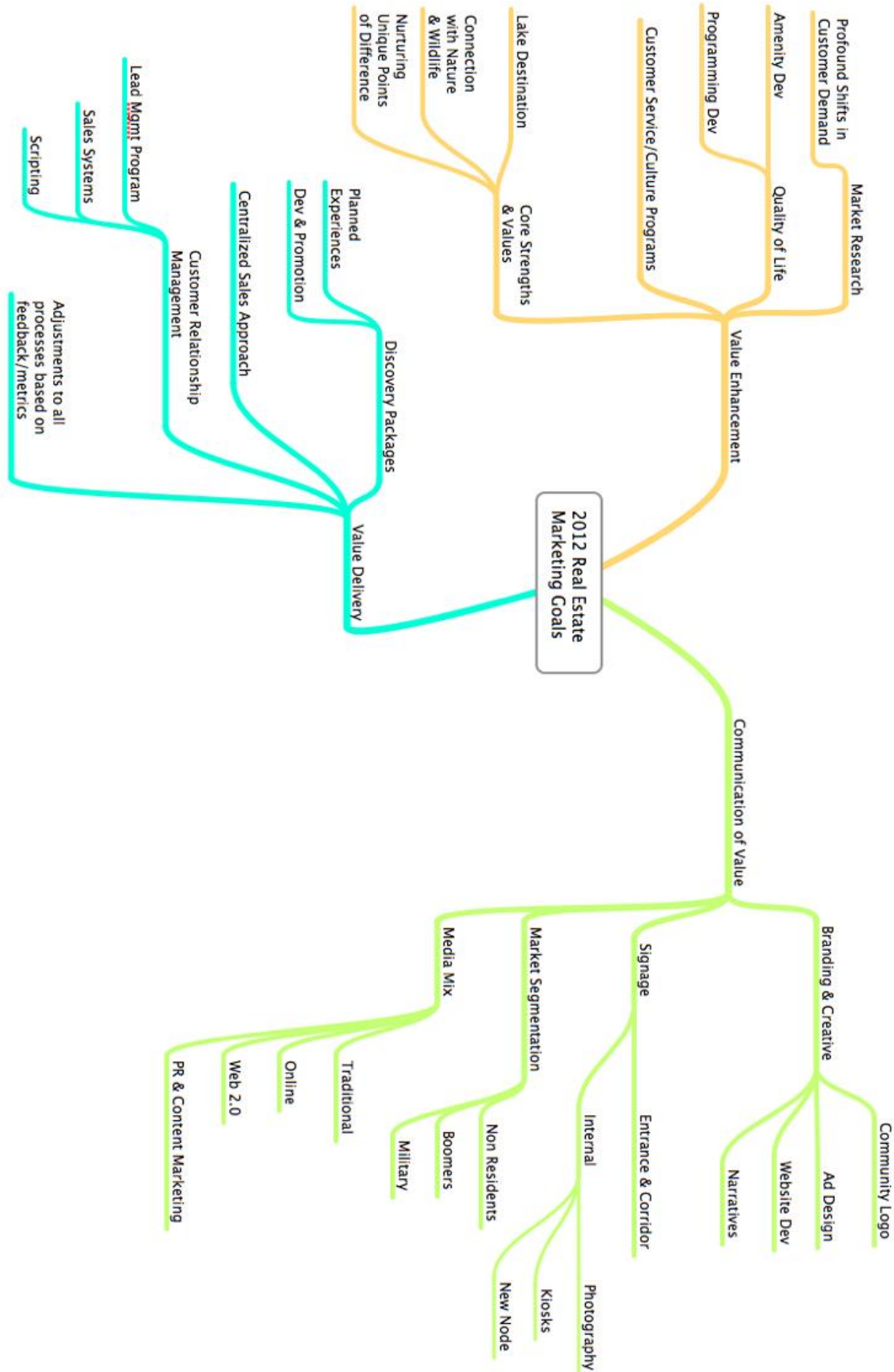
The following metrics will be adjusted as final programs are implemented in 2012. For example, the lead management/CRM software and adoption of this software by independent sales agents will provide many of the metrics included in this dashboard.

Marketing Program Metrics	Q1		
Total # Opportunities by Stage	Jan	Feb	Mar
Prospecting			
Qualification			
Specific Questions			
Visitation			
Continued Research			
Total Collateral Created/Updated	Jan	Feb	Mar
New Materials/Artwork			
Customer Program Metrics	Q1		
Net New Customers	Jan	Feb	Mar
Number of New Prospects Added			
Database Size	Jan	Feb	Mar
Total Records			
Lead Mgmt/CRM Adoption Rate	Jan	Feb	Mar
% sales agent users			
Lead Generation Metrics	Q1		
New Leads by Channel	Jan	Feb	Mar
Website Inquiries			
Call-in/Visits			
Breakdown of			
Face-to-Face Events			
PR Programs			
Traditional Print Advertising			
Landing Page Conversion Rate	Jan	Feb	Mar
Current Fiscal Actual			
Email Marketing Campaigns	Click Through Rate		
Campaign 1			
Campaign 2			
Campaign 3			
Campaign 4			
Newsletter			

Social Media Metrics	Q1		
Social Network Reach	Jan	Feb	Mar
Twitter (Followers)			
Facebook (Fans)			
Blog (RSS Feed Subscribers)			
Blog Postings/Tweets by Topic	Jan	Feb	Mar
Community News			
Golf Related			
Relevant Shares/Links			
Outdoor Recreation			
Total Comments	Jan	Feb	Mar
Comments			
New Facebook Follers	Jan	Feb	Mar
New Facebook Followers			
New Twitter Followers	Jan	Feb	Mar
New Twitter Followers			
Website Metrics	Q1		
Traffic Sources	Jan	Feb	Mar
Google			
Direct			
3rd Party Link			
Bing			
Facebook			
Twitter			
Top Pages	Jan	Feb	Mar
Real Estate Listings			
Photo Gallery			
Home			
Unique Visitors	Jan	Feb	Mar
Unique Visitors Per Month			
Goal			
Pages/Visit	Jan	Feb	Mar
Pages/Visit			
Bounce Rate	Jan	Feb	Mar
Bounce/Exit Rate			
Time on Site (Minutes)	Jan	Feb	Mar
Time on Site (Minutes)			

Appendix | Supporting Materials & Research

2012 Goals Map



2010 Property Owner Survey / Abridged Summary of Data

Survey responses were received from 353 Resident Property Owners (35% response rate) and 96 Nonresident Property Owners (4% response rate). Provided below is a summary of the significant response data. The N/A rate reflects a question not asked to both groups.

Survey Question Subject	Non-Resident Responses	Resident Responses
Current Residency	62% live in GA, IL, MI, or SC	N/A
Age of Household Members	49% in their 60's 7% in their 70's	58% in their 60's 25% in their 70's
Reason for Lot Purchase	35% - 2 nd Home 50% - Full time residency	91% - Full time residency
Time Spent at SLV	72% - Once or Many times/year 43% - more than 4 days/visit	92% - at least 8 months/year
Timetable to Relocate to SLV	24% - within 2 years	N/A
Build/Buy Preference	80% - Build	N/A
Residents Considering Moving from SLV	N/A	5% Plan to relocate annually
Primary Reason to Relocate from SLV	N/A	30% Physical limits or health reasons
Changes that Might Make You Reconsider	N/A	37% - Small, low-maintenance housing 29% - Assisted living facilities
Preference for Next Home	73% - Single Family 3% - Assisted Living	49% - Duplex or Condo 28% - Assisted Living
Green Design and Energy Efficiency	79% - Considers it important	77% - Considers it important
Budget for Next Home	75% - \$300,000 or less	80% - \$300,000 or less
May Require Special/Assisted Care in Future	25% Think they might	34% Think they might
Would You Recommend SLV	92% - Yes	92% - Yes
Reason for Recommending	52% Cited close to amenities, lake, friendly residents, overall feel of area, and SLV's facilities	54% Cited same reasons as the Nonresidents
POA Dues	47% Felt they are about right 25% Think they are too high	53% Felt they were about right 13% Think they were too high
Usage Fees	43% Felt they are about right 16% Think they are too high	42% Felt they were about right 19% Think they were too high
Focus for SLV General Operations Strict fiscal policy & Balanced Budgets Open Communications with members Maintenance of existing facilities	39% 14% 18%	36% 17% 19%
Enhanced Recreation Opportunities Hiking & Biking Lake area for canoeing & kayaking Golf Academy facility	29% 19% 18%	23% 9% 18%
Social Activities SLV POA owned Beach facility More informal dining options Small upscale steak/seafood option	31% 27% 19%	22% 31% 17%
Building and facility improvements Bigger 19 th hole Bigger meeting and fitness space Create a media center	30% 19% 20%	42% 15% 14%
Other services SLV could offer Bike/cart paths in communities Walking paths between communities More commercial business Assisted Living facility within SLV	24% 19% 22% 7%	13% 15% 21% 20%

Savannah Lakes Village Identity/Creative Development

What is the essence of Savannah Lakes Village? What are the essential elements that communicate relevant value and attract people to the community? Is it the houses? Is it the amenities? Or is it something more basic, something that people respond to on a deeper level? Ideally situated in the heart of both the Sumter national Forest and Lake Thurmond (a 70,000-acre lake), Savannah Lakes Village appeals to residents - both current and potential - because of its unique natural location. It is a factor in the Savannah Lakes Village equation that has not historically leveraged. We now have an opportunity to recast the community, not only rectifying this missed opportunity, but to also establish a standard for community branding and programming moving forward.

The tone of Savannah Lakes Village has been country-club-esque, with a current identity that could be dropped in at any golf course community in the industry generally fit. Going forward, we must create an identity that is less “country club formal” and more casual... A place where people can relax in the unique environment and enjoy the company of neighbors and visiting friends. It must reflect the outdoor activities offered by living on a natural, unspoiled 70,000 acre lake and in the heart of a National Forest. The primary logo and creative materials must convey a visual example of the lifestyle Savannah Lakes Village has to offer, and the unique points of difference it provides to owners and their families.

Drawing inspiration from the natural environments that surround Savannah Lakes Village, as well as successful communities using the natural environment in their branding (such as Serenby, Brunswick Forest, Camp Lake James, Palmetto Bluff, River Island), we are developing an identity that communicates the value and appreciation we place on the natural world surrounding our community. We want the identity to authentically differentiate the experience of visiting and living in Savannah Lakes Village. We must focus on these elements that make our community and the amenities that we offer unique. Any developer can build a new golf course community, and they have... The industry is saturated. We must create value through the uniqueness of our surrounding environment and communicate in our unique selling points. We either create new value (growth), or continue to compete in saturated markets for value others have already created (decline).



Initial Branding Concepts: The symbolism of the eagle as an identifier with Savannah Lakes Village aligns with our unique selling propositions and markets:

- Identifies with the value of our protected lands and waterways – Living within a land and wildlife refuge
- Differentiates and adds value to the golf experience... Not just another country club community.
- Communicates strength, pride, stability... In the context of America, the eagle also represents community.
- For the military markets we have identified, the eagle is a symbol of patriotism and dignity.

Savannah Lakes Village Signage Program

Savannah Lakes Village Signage has become stale, inconsistent, and in a state of disrepair. The state of our current signage screams to the thousands of travels that pass through our community every day that we are a distressed community. This hurts our reputation with residents, locals, business and political leaders, and prospective families as they arrive in Savannah Lakes Village. Furthermore, updating community signage to reflect community values and unique selling propositions expressed in our advertising and branding is critical.

We are currently identifying our total signage needs, from major entrance and corridor signage to proper identification of facilities, common areas, and nature trails. We are working with AAA Signs - major signage company covering the Southeast region - to plan out this process over a multi-year period. Our goal is to address the highest visibility areas first. There is currently \$30,000 in the capital budget earmarked for signage improvements.



Example of Initial Signage Concepts



Price range: \$265,000 - \$455,000

Designed by Lew Oliver, Nest - Built by Martin Dodson Homes

nest

- Smaller Footprint Cottages
- EarthCraft Certified Green Building
- Passive Solar
- Geothermal Heating
- Reclaimed Wastewater & Stormwater for Irrigation
- Energy Star & Water Sense Appliances & Fixtures
- "Night Sky" Uplighting Regulations = Bright, Star-filled Skies
- Walking Distance to Organic Farm, 6-Acre Lake, Restaurants, Shops, Art Galleries, & Spa
- Minimal Grading & Disturbance of the Land
- Natural Landscaping includes Edible Fruit Bushes & Trees
- Concierge Recycling and Compost Service
- Underground Utilities
- Pre-Wiring for 21st Century Technology

Call Serenbe Real Estate for more information or to set up a site visit: 770.463.9997.



At Serenbe, we constantly strive to introduce smart, environmentally responsible approaches to community development. Our newest product is a group of 15 small footprint cottages with the latest environmental features -- demonstrating top quality green construction and thoughtful land planning.

These cottages respond to an emerging value shift -- homeowners realizing "home" is more than a structure, and a true community with neighbors as friends is important. Our cottages have front porches and sidewalks, encouraging interaction with neighbors. Trails connect homes to nature and to modern amenities of good food, art galleries and shops. Children can walk to the bakeshop or navigate a stream; adults can have a *New York Times*' recommended meal or lose themselves in the seclusion of preserved forestland. Spend a day volunteering on the Serenbe Farm, just across the street. Go fishing in the 6-acre lake, just outside your door.

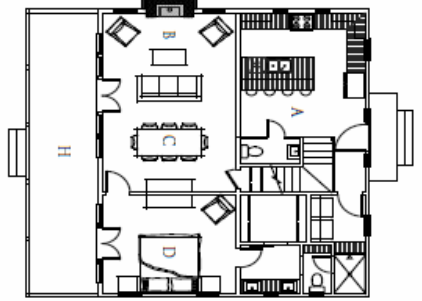
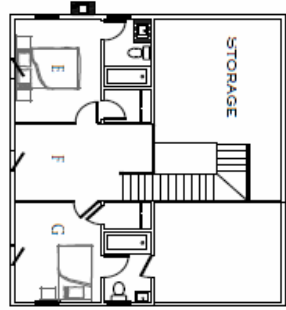
The Nest plans, designed by Lew Oliver, are perfect for Serenbe -- a place where life resembles a simpler time, yet is a national model for environmentally responsible and healthy living.

Come envision your life here.

COTTAGE A

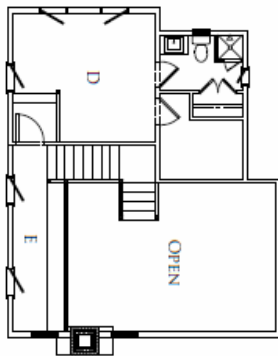
- 3 bedrooms
- master on main

nest.



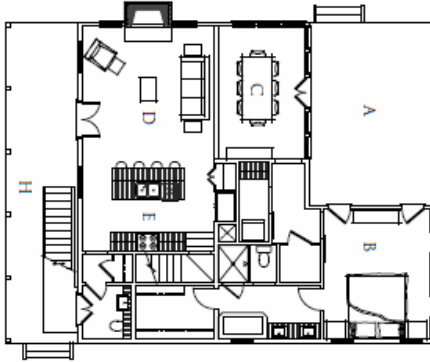
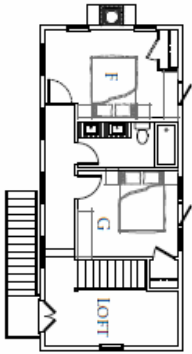
COTTAGE D

- 2 bedrooms
- master on main



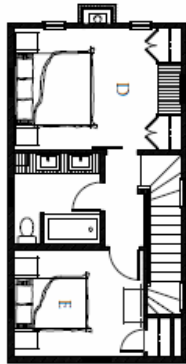
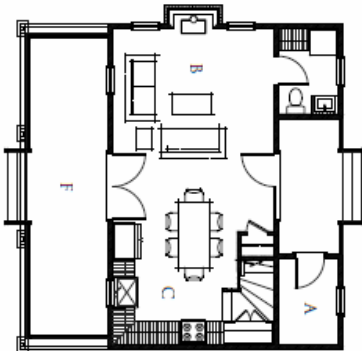
COTTAGE B

- 3 bedrooms
- master on main



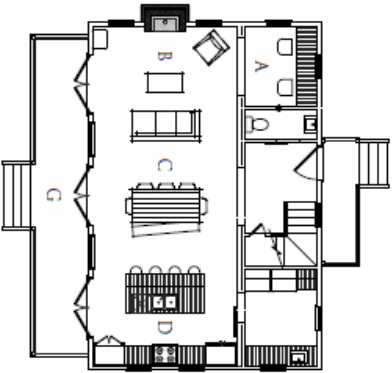
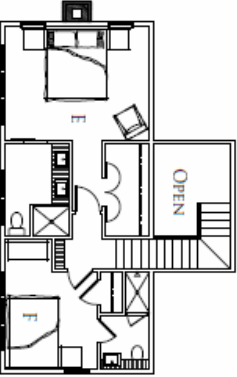
COTTAGE E

- 2 bedrooms
- extra storage



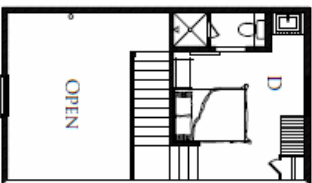
COTTAGE C

- 2 bedrooms
- office



COTTAGE F

- 2 bedrooms
- master on main



A 1% transfer fee is applicable to all sales. A yearly HOA fee is applicable to all sales. The information in this folder is believed to be accurate but is not warranted and is subject to errors, change, omissions, prior sale and withdrawals without notice.



Outside Atlanta, a Utopia Rises

By KEVIN SACK

EACH morning, as the breakfast dishes are cleared, Nick Melvin escapes the kitchen at the [Inn at Serenbe](#), where he is the executive chef, and drives five minutes down a country road to a sumptuous 25-acre organic farm. There he examines the collards and the mache, the sunchoke and the carrots, and decides what looks best for that night's table and next week's menu at the [Farmhouse](#), Serenbe's acclaimed restaurant.



Since opening in Palmetto, Ga., in June 2006, the Farmhouse has become a Southeastern showcase for the country's growing farm-to-table movement, winning accolades for food that is both innovative and authentic. The same ethos, it would seem, infuses just about everything in Serenbe, a utopian experiment in New Urbanism being molded out of red [Georgia](#) clay, about 30 miles southwest of downtown [Atlanta](#).

In just a few years, this idyllic community — which aspires to be something of a Sonoma for the New South (though without the wine) — has become a destination for Atlantans in search of a day trip with the kids or a getaway without them. My wife, Dina, and I recently took the latter course, and quickly discovered a refuge that washed away the stresses of city living within minutes of arrival, after an hour's drive through Atlanta's ever-worsening traffic. Despite only word-of-mouth advertising, it is increasingly attracting visitors from afar, some on extended layovers at nearby [Hartsfield-Jackson Atlanta International Airport](#).

Serenbe defies easy description, and is perhaps best understood through the story of its creation. In 1991, Steve and Marie Nygren, an Atlanta couple with deep roots in the city's culinary life, took their three daughters for a ride in the country. The trip was prompted by the advertisement of a farm for sale, and the family ended up buying the 60-acre parcel, with its 1905 farmhouse and rolling terrain, as a weekend home.

Three years later, Mr. Nygren sold his stake in Peasant Restaurant Group, which had helped introduce Atlanta to fine dining in the 1970s with restaurants like Pleasant Peasant and [City Grill](#), and he moved his family to the farm. His wife, whose mother had owned [Mary Mac's Tea Room](#), one of Atlanta's most beloved Southern eateries, christened the place Serenbe, because it was such a serene place to be.

Within two years, the Nygrens had converted the farmhouse into a bed-and-breakfast, and begun a series of additions and improvements. The barn became a guesthouse, and several tin-roofed cottages were restored into romantic hideaways. There are now 19 guest rooms in different configurations.

They planted a [garden](#) thick with [tomatoes](#) and zucchini, and dug a pair of swimming pools, along with a [fishing](#) pond. They populated the property with llamas and donkeys and rabbits and goats, and added a croquet lawn, an open-air pavilion for weddings, miles of [hiking](#) trails and a labyrinth made of stones cleared from the organic fields.

"We invited people to come and simply unfold and relax," Mr. Nygren said in a recent interview at the Farmhouse, over a Sunday lunch of peppery buttermilk fried chicken, served with Creole stewed tomatoes and creamed greens. "Just being in nature was enough."

In 2000, while jogging, Mr. Nygren noticed bulldozers on adjacent farmland and promptly panicked that Atlanta's sprawl was

about to consume his solitude. He quickly purchased 900 acres adjacent to the farm and, feeling it was inevitable that land so close to the city would be developed, determined to set an example.

He did so only after banding together with neighboring landowners to push through zoning changes aimed at limiting development to self-contained clusters, surrounded by wilderness. Under the plan, 80 percent of the 40,000-acre Chattahoochee Hill Country region must be preserved as green space.

In the last five years, Serenbe's first two high-density hamlets have risen, shaped like omegas to flow with the undulations of the land and constructed according to stringent environmental and conservation standards. They have a Main Street feel, with Arts and Crafts cottages sharing the winding lanes with loft-style town houses and sleek modern boxes. Front porches supplant front lawns, and the sidewalks are dotted with fanciful lampposts that seem to have been designed in Whoville.

One hamlet, Selborne, is devoted to the visual and culinary arts and features two galleries, a gourmet grocer, a [bike](#) rental, a salon and several boutiques. A bakeshop, the Blue-Eyed Daisy, serves as the village gathering spot, luring visitors with red-velvet cupcakes. The other hamlet, known as Grange, has an agricultural theme and includes the stables and organic farm. A third neighborhood is being planned, with a focus on health and healing, though the economy has slowed the progress.

The community sponsors frequent weekend festivals, farmers' markets and other events, including an annual November fundraiser for Les Dames d'Escoffier International, the women's culinary group, that attracts foodies from across the region to sample the area's best chefs.

Last August, Hilary White, who had been the longtime executive chef at 103 West, an Atlanta mainstay, opened the [Hil on the Hill](#) in the heart of the village, giving diners a second option for cooking that originates at Serenbe Organic Farms. Like Mr. Melvin, Ms. White makes daily pilgrimages to hand-pick produce for dishes like chicken pot pie and pork ribs with okra stew, and to leaf through seed catalogs with the farm manager, Paige Witherington. When we visited for dinner, she stopped by the table to shave fresh fennel onto my wife's citrus salad.

Dining at one of the Farmhouse's 10 or so tables is an almost worshipful experience. Soft string [music](#) sets the mood, and guests await the next course in cheerful whispers. Our outstanding prix fixe meal, which came with [wines](#) paired to each course, started with charred lamb carpaccio and a melt-in-your-mouth gnocchi made with spinach and shrimp, followed by entrees of molasses-lacquered short ribs served over creamed grits and wild Georgia shrimp surrounded by braised fennel, celery, pearl onions and artichokes.

Our breakfast the next morning — with Mr. Nygren pouring the coffee — was equally memorable: perfectly scrambled eggs with an oniony maple-pear sausage and stone-ground organic grits.

The spacious rooms at the Inn at Serenbe, in the main house or the cottages, are simple and fresh, with cushiony beds that insist that you sleep. The Nygrens serve an afternoon tea, and guests are invited to help feed the animals on Saturday mornings, to gather around a lakeside bonfire on Saturday nights, and to take a hay ride on Sunday mornings.

We were not there on a weekend, and found we did not need the distractions. We walked the farm and took pictures with the pigs. We explored the village in fascination at what the Nygrens had built. We watched five consecutive episodes from the "Mad Men" DVD we had packed. We slept and ate extremely well. Ignoring the occasional plane overhead, we bathed in the solitude. And in reconnecting to the land, even for just two days, we found that we connected to ourselves and to each other.

FARM-TO-TABLE EATING

The **Inn at Serenbe**, 10950 Hutcheson Ferry Road, Palmetto, Ga., (770) 463-2610; www.serenbeinn.com; the **Farmhouse at Serenbe**, open for dinner Thursday to Saturday and for Sunday lunch; (770) 463-2622; www.serenbefarmhouse.com.

The **Hil on the Hill**, open for dinner Wednesday to Sunday and brunch on Saturday and Sunday; (770) 463-6040; www.the-hil.com. Rooms in the Main House, including breakfast, range from a low of \$160 a night on weekdays to a high of \$225 a night on weekends, while the two-bedroom Mimosa cottage runs from \$330 to \$350 and a suite in Magnolia Cottage with a kitchenette and a fireplace costs \$275 to \$295.

Dinner for two at both the Hil and the Farmhouse, with wine or cocktails, runs about \$140 without tip. On Wednesday, Thursday and Sunday, the Inn will discount rooms to \$109 if guests spend at least \$60 on a meal that day at either the Hil or the Farmhouse.

Enhancing Real Estate Sales Systems within Savannah Lakes Village

GOAL & PURPOSE

Organize the decentralized real estate sales environment, increasing lead conversion rates and delivering a first-rate experience for all inquiries regarding our community.

OBJECTIVES: [1] Centralize the sales process from the consumer's perspective to make the research and discovery process as seamless as possible for the prospective couple researching Savannah Lakes Village... Simply put, take on the identity of the developer from the consumer's perspective. [2] Develop the planning and framework necessary and establish proper strategies for centralizing the sales process in order to:

- a. *Deliver a positive and professional experience for the prospective couple (from the moment of contact with Savannah Lakes Village through the entire sales process) by developing an integrated lead management and customer relationship management (CRM) system to include scheduled communications by agents and community, scripting e-mails and phone conversations, touring, follow up materials, etc.*
- b. *Accurately measure promotional media channels by lead performance metrics such as qualification rates, visitation rates, and conversion rates.*
- c. *Establishing accountability for advertising programs and partnering real estate agents*
- d. *Establish efficient and effective sales funnel to measure/maximize the conversion of prospects to property owners.*

BACKGROUND & DEFINING THE NEED:

- *Over the past 11 years (since Cooper Communities completed their sales program in Savannah Lakes Village) all prospect inquires and real estate sales generated through community marketing programs have been handled by independent real estate offices.*
- *This decentralized environment has been and continues to be a competitive disadvantage for SLV from the consumer perspective:*
 - *Inconsistent or non-existent discovery packages offered by sales offices*
 - *Inconsistent scripting and prospect community tours... Experience by the customer is based on the office and sales agent to which they are assigned.*
 - *For prospective couples, the name of various independent real estate offices is irrelevant to their research. They inquired because they learned of our community, conducted preliminary research, and are interested in the lifestyle offered by Savannah Lakes Village. They expect the representative to which they are assigned to be professional, positively project the community, and assist them in their research for the home/property/lifestyle that is right for them - positively and ethically representing the identity of Savannah Lakes Village throughout all interactions.*
 - *Despite merging MLS feeds and independent office listing feeds, listing offices and contact info on the community website, and giving offices a newsroom for posting news, blogs, and other content, the sales process remains disjointed from the customer's experience.*

RECOMMENDED STRATEGY FOR ENHANCING SLV SALES SYSTEMS

- Adopt a Lead Management / CRM software solution providing sales tools and database for participating sales agents (*see page 3*). Adoption of a lead management program is the only way to establish accountability, both for sales agents who have been assigned the lead and for feedback to SLV marketing programs for proper adjustments to planning and selection of media.
- Create "Discovery Package" options, bundling accommodations, experiences relevant to the prospective couple (golf, recreation center, dining, boat tour, and other recreational experiences i.e. hiking/biking, kayaking, etc.) for one set price, with the qualification that prospects must also take community/real estate tour. *See example on page 7*
- Focus on "Preferred Agent" Sales System Development strategy identified on page 4

- Suggested Sales Program Framework:
 - Develop meaningful/relevant objectives for individual real estate agents to meet as criteria for appointment as a “preferred agent” of Savannah Lakes Village.
 - “Preferred Agent” status includes the following benefits/sales tools:
 - **Savannah Lakes Village will provide:**
 - Marketing programs to facilitate targeted lead generation along with research/sales support such as community website, online feature pages, lead generation forms.
 - Possible purchase incentives in periods of low sales to inflate demand
 - Personalized “Open Leads” database account for each agent in the program
 - Recognition as a “Preferred Agent” on the Savannah Lakes Village website, along with a personal profile and a direct contact form for direct inquiries that will be captured in their own “Open Leads” account (*see The Landings example on page 6*)
 - Use of “standardized discovery package” as a visitation offer to assigned leads
 - Savannah Lakes Village printed materials as needed
 - Use of Savannah Lakes Village tent and display materials for promotional events
 - Periodic meetings for communicating marketing programs, research/trends, training as necessary on Open Leads software, website, and other technology as needed.
 - **Preferred Agents will:**
 - Agree to established values and ethical standards and performance standards that preferred agents must continually meet to remain in the program
 - Agree to a small percentage of each property closed on leads to go to SLV POA to assist in covering the cost of lead management system and community marketing programs. Exact percentage to be set after careful consideration, research, and discussions with agents. Each agent will be responsible for including this percentage in the closing, which will be a part of the program agreement.
 - Utilize the Lead Management System for documenting the progress of leads assigned to them personally.
 - Work with SLV to create needed referral networks in key markets for attracting immigration to South Carolina and specifically SLV. *An example would be establishing a relationship with Southeast Discovery, who is entrenched Northeast and Mid-West markets that would promote SLV to qualified couples in those markets in exchange for a referral fee.*

ACTIONS & APPROACH

- ✓ Discuss preliminary framework and direction internally and make adjustments as necessary
- ✓ Host planning meeting to solicit input from local/regional real estate firms active and interested in SLV
- ✓ Decision on recommended strategy
- ✓ Create/set up lead management program
- ✓ Define qualifications/objective selection criteria for agents and/or office participation
- ✓ Develop proposal outline to guide real estate agents through the request for “preferred agent” status.
- ✓ Launch program

LEAD MANAGEMENT / CRM SOLUTION

- Establishing a lead management system:

- 1,300 specific named inquiries were turned over to three separate real estate offices on a manual rotational basis in 2011
- Without a centralized lead management system that is utilized by Savannah Lakes Village and agents alike, there is not a means of tracking these leads to see where they are in the sales process. Currently leads are turned over to independent offices and entered into whatever follow up system they provide.
- Feedback is crucial to plug back into our advertising and media selection programs and adjust to meet changing trends with target markets. We cannot accurately measure our marketing programs without a lead management program actively used by agents.
- The CRM function of the system is needed to identify and communicate with leads as a part of a standardized sales/communication process. This is also needed to establish a baseline for objectively evaluating leads delivered from each media source.
- Manual systems are completely inadequate for lead feedback for real estate offices and the SLV marketing
- **Software Solution: Open Leads** - Open Leads is a very powerful, yet easy to use Sales Force Automation (SFA) application. It is unique in that it incorporates both elements of Lead Management and Customer Relationship Management (CRM), without the complexity that most of these applications have. By focusing in ease of use, it overcomes the primary challenge to most CRM or SFA software - which is actually being used. Open Leads simplifies many of the processes, automates others, and keeps sales staff on task.
- **Solutions that “Open Leads” provides towards enhancing our sales system:**
 - Automated entry of leads in database and assignment to agents
 - Ability to set up any number of data collection points on websites, etc. for real estate inquiries
 - Ability to manually add call-ins, direct e-mails, referrals and walk-in into the follow system
 - Agents have their own personal login where they can access only leads that have been assigned to them personally
 - Agents can add any other leads they personally generate into the program, providing agents with a comprehensive and personalized lead management solution
 - Easy to use and no software to install... Open Leads is an online system that allows login access from any desktop, laptop, tablet, or smartphone with an internet connection.
 - Full featured tagging and reporting ability to track and identify the status of leads within the sales funnel
 - Cost: \$500 set up | \$50 per month plus \$5 per agent per month

OTHER POTENTIAL STRATEGIES: (Brief overview of strategies not selected)

There are several different strategies we looked at that SLV could pursue, which are briefly highlighted below. These strategies were deemed not feasible at this time.

Brokerage Partnership Strategy (Status: Determined not to be the best approach)

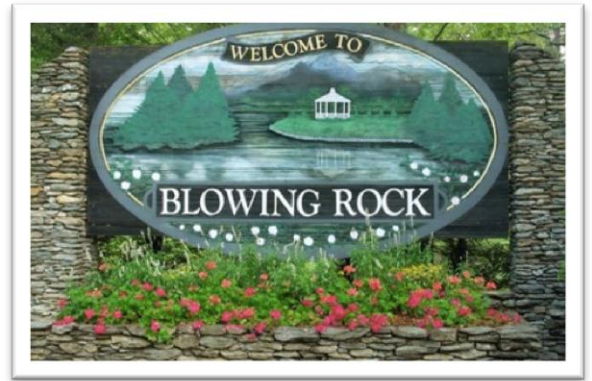
Partner with one real estate office to:

- *Deliver all generated leads to one central office, and promote such office as “THE” sales office for Savannah Lakes Village (See Dataw Island and The Landings examples on page 6).*
- *Establish consistent scripting, discovery packages, and tours*
- *Establish a lead management system that will facilitate the flow of leads, prompt follow up, and reports/metrics on generation source, qualified versus unqualified, and conversion rates providing information necessary to rate return on investment of media channels and advertising mix, and accountability of the sales agent to which the lead was delivered.*
- *Percentage of commission to assist in funding SLV marketing programs*

Intercept Strategy (Status: Determined not feasible at this time)

Partner with a leading real estate office within a popular and established destination/relocation area for the development of a Savannah Lakes Village discovery center in such a location, therefore giving SLV a presence and an opportunity to “intercept” these couples as they visit such destinations.

- *Example: Reynolds Blue Ridge (now called Blue Ridge Mountain Club) operates a Sales and Discovery Center in downtown Blowing Rock.*
- *Applying this example: Partner with XYZ Realty located on Main Street in downtown Aiken, SC (other examples of regional towns include Anderson/Clemson, downtown Augusta, Greenville, or even the Square in Abbeville – the key is to establish a location in the happening area of these downtown destinations).*
- *Deliver all generated leads to one central office, and promote such office as “THE” sales office for Savannah Lakes Village (See Dataw Island example on page 6).*
- *Establish consistent scripting, discovery packages, and tours*
- *Establish a online lead management system that will facilitate the flow of leads, prompt follow up, and reports/metrics on generation source, qualified versus unqualified, and conversion rates providing information necessary to rate return on investment of media channels and advertising mix.*
- *Using the SLV Administration office as a real sales office, converting the great room area into a sales lobby for visiting families*
- *Percentage of commission to assist in funding SLV marketing programs*
- **Potential Downside of Strategy:** *Excludes local offices, attracting a regional office to dedicating agents to SLV, travel time of agents to meet couples who “stop in SLV” unannounced*
- *High potential opportunity... Establish referral relationships that would also facilitate an intercept strategy should be pursued if another strategy is selected.*
-



Internal Brokerage Strategy (Status: Determined not feasible in the short term, and not to be the best approach at this time)

Using variations of The Landings and Dataw Island business models create a new business unit within SLV POA to establish an internal brokerage.

- *Likely the highest alignment potential and opportunity to build long-term sustainable program.*
- *Brokerage operates within Savannah Lakes Village office/visitors center*
- *Generated leads are distributed only to the internal brokerage agents*
- *Community receives commission percentage to fund advertising programs*

QUESTIONS/CHALLENGES

- Are there enough objective criteria to justify working with one office exclusively?
- Reasons to exclude local offices and/or agents that could be empowered to better promote and coach potential buyers?

SELECTED STRATEGY

“Preferred Agent” Sales System Development Strategy

Establishing a sales system within Savannah Lakes Village that democratically allows all sales agents the opportunity to meet criteria and participate in the SLV “Preferred Agent” marketing/sales program. This strategy is facilitated by the development of the lead management/CRM software solution.


- *Deliver all generated leads to sales agents in the “Preferred Agent” program on a rotational basis*
- *Each preferred agent would have their own personal accounts within lead management database, with access only to the leads assigned specifically to them. This would also provide the communication and CRM tools to assist in lead follow-up/conversion for the agent and feedback/accountability information to close the loop for marketing programs.*
- *Establish consistent scripting, discovery packages, and tours and provide materials/training to agents*
- *Establish a lead management system that will facilitate the flow of leads, prompt follow up, and reports/metrics on generation source, qualified versus unqualified, and conversion rates providing information necessary to rate return on investment of media channels and advertising mix, and accountability of the sales agent to which the lead was delivered.*
- *Percentage of commission to assist in funding SLV marketing programs, included in closing as payment to SLV POA*
- *Development of “Preferred Agent” page on the Savannah Lakes Village real estate website with forms that will add direct inquires to agent in their personalized lead database account.*
- *See website example of “The Landings” example on page 6”*



DATAW ISLAND

GOLF || AMENITIES || LIFESTYLE || REAL ESTATE || NEWS || ABOUT || CONTACT || HOME

ERA Evergreen Realty



When looking for real estate on Dataw Island, look no further than Hilton Head Island-based ERA Evergreen Real Estate Company. In early 2008, Dataw Island partnered with ERA Evergreen to be the preferred listing and sales firm for real estate sales on the island. As the preferred firm for properties on Dataw, ERA Evergreen is responsible for all aspects of selling homes and homesites within the community, as well as brokering deals with outside real estate firms.

ERA Evergreen Real Estate Company, one of the fastest growing real estate companies in the Lowcountry, is proud to offer the very best real estate services to its customers. The company's vision states that, "ERA Evergreen Real Estate will be the company of choice for customers and agents because ERA sales associates are ethical, forward-thinking and results-oriented professionals who take a proactive approach to real estate. Consumers will have total confidence that they are dealing with a consummate professional demonstrating the highest level of service and integrity."



SAVANNAH'S BEST REAL ESTATE

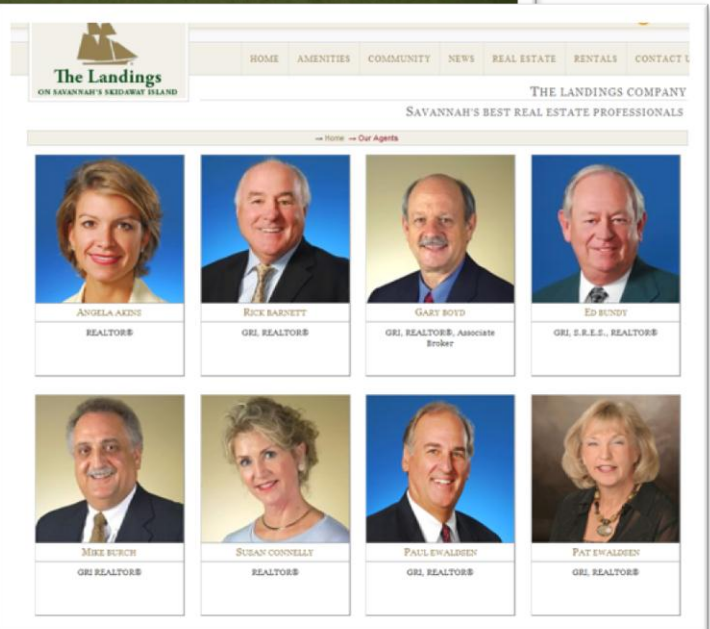
The Landings features a broad array of opportunities, both for enjoying yourself through our many amenities and social groups and through the great diversity of homes and homesites in our community. As the dedicated marketing arm of The Landings (Homeowners) Association, The Landings Company represents our community in its entirety – here, you will find information on EVERY property we have listed for sale.

The Landings Company also is proud to engage the services of a dedicated group of real estate professionals who have a cumulative 346 years of experience in selling real estate in this community. That kind of experience can be a valuable guide in helping you to find the perfect home or lot in the perfect neighborhood of our vast community. While we do help our owners with the sale of a few off-island properties, our dedicated focus is on properties here at The Landings. Nobody knows the real estate on this island better than The Landings Company, and we sell more properties here than all other real estate firms combined.

Created by a vote of Landings residents in 1997, The Landings Company's mission is to support and protect property values throughout the community. The company devotes all of the net revenues generated by real estate sales to market the lifestyle of The Landings. Through marketing efforts, exclusive [Discovery Packages](#) for those interested in visiting, and a comprehensive knowledge of the for-sale inventory, The Landings Company serves the needs of both current and future owners.

As is befitting a "small town" like The Landings, the real estate options are vast and diverse. Homes in our more traditional neighborhoods start in the \$200,000s, while homes on the marsh or the river can run over \$3 million. Homesites and condo/cottage units start at prices below that. Our [Property Search](#) offers a variety of ways to sort, edit, and view the full inventory of homes and homesites (from all Savannah Board of Realtors brokers) for sale in The Landings, and our agents would be happy to assist you in narrowing your search.

For immediate assistance, please call our office at (888) 825-2901 or visit our on-site Discovery Center (15-20 minutes from Savannah's historic district and riverfront) at 1 Landings Way North, Savannah, GA.












The Landings
ON SAVANNAH'S BEAUTIFUL ISLAND

HOME | AMENITIES | COMMUNITY | NEWS | REAL ESTATE | RENTALS | CONTACT

THE LANDINGS COMPANY
SAVANNAH'S BEST REAL ESTATE PROFESSIONALS

→ Home → Our Agents

 ANGELA ATKINS REALTOR®	 RICK BARRETT GRI, REALTOR®	 GARY BOYD GRI, REALTOR®, Associate Broker	 ED BUNDY GRI, S.R.E.S., REALTOR®
 MIKE BIRCH GRI, REALTOR®	 SUSAN CONNELLY REALTOR®	 PAUL EWALDSEN GRI, REALTOR®	 PAT EWALDSEN GRI, REALTOR®



ANGELA ATKINS

Angela is a Native Savannahian and Landings resident for the past 20 years. She has been a fully licensed Realtor with The Landings Company for the past 6 years and has a loyal following of clients who enjoy and appreciate her unique ability to listen, understand their needs & wants, and provide them with personal and superior personal service.

Angela's personal style is friendly and warm. And you can be confident that Angela's in-depth knowledge of The Landings lifestyle, properties, and amenities will make for an effective and pleasant house hunt. With an excellent eye for detail and decorating, she can also help you envision the possibilities of each home you view. If you are thinking of selling your home, Angela will insure your property gets the exposure and professional marketing it needs to sell.

Angela also teams up with her mother, Judy Green, who has been a Realtor with The Landings Company for the past 20 years. Together or alone, you are sure to have all your real estate needs met.

CONTACT ANGELA

[Send Angela Email](#)

Phone: (912) 598-3223

Sales program examples in other member-

MEMBER LISTING/SALES SOCIETY



HOME

AMENITIES

COMMUNITY

NEWS

REAL ESTATE

Savannah

DISCOVERY PACKAGE

YOU ARE CORDIALLY INVITED..

..to experience the most exquisite coastal island community in the country.

We offer four ways to discover The Landings.

1. Sneak Peek – \$99 – one night, lodging ONLY

2. Two Nights/Three Days – \$325

Enjoy one round of golf per person or a boat ride for two, and a personalized real estate and amenities tour of our magnificent island, as well as unlimited access to our state-of-the-art fitness facility, pools, tennis center and dining at any of our four clubhouses.

3. Three Nights/Four Days – \$450

Enjoy two rounds of golf per person or one round of golf per person, a boat ride for two, and a personalized real estate and amenities tour of our magnificent island, as well as unlimited access to our state-of-the-art fitness facility, pools, tennis center and dining at any of our four clubhouses.

4. Winter Special – 7 Nights – \$795

Enjoy one week for two during January and February 2012. This special rate includes two rounds of golf and a personalized real estate and amenities of our magnificent island, as well as unlimited access to our state-of-the-art fitness facility, pools, tennis center and dining at any of our four clubhouses.

PLUS all tours include:

Club coupons for complimentary drinks/coffee/gifts

Complimentary use of bikes

Landings tote bag

Option to be matched with Resident Ambassadors

Call today to take advantage of one of our SPECIAL DISCOVERY PACKAGES and see for yourself why so many people have chosen to make our island their own.

[Click Here](#) to contact us and Request a Discovery Package or call (800) 841-7011 or (912) 598-0500.

Di

2012 Construction/Purchase Incentive Programs

New construction homes under contract before 12/31/12:

- Complimentary Golf (unlimited green and cart) for one year
- Complimentary Recreation Center pass for one year
- Complimentary Community Dock slip for one year, based on availability. Incentive is for interior and golf homesites only. Not valid on Lakefront homesites.
- The details:
 - Maximum of two per household for Golf & Recreation Center memberships, must be redeemed at the same time
 - Anniversary date to start on date of certificate of occupancy, unless owner desires to redeem incentives prior to home completion
 - May not be transferred

Pre-existing home purchases under contract before 12/31/12:

- Complimentary Golf (unlimited green and cart) for six months
- Complimentary Recreation Center membership for six months
- The details:
 - Maximum of two per household, must be redeemed at the same time
 - 6 month timeline to start on or before move in date
 - May not be transferred

SLV began these incentives in July of 2011, which resulted in the following:

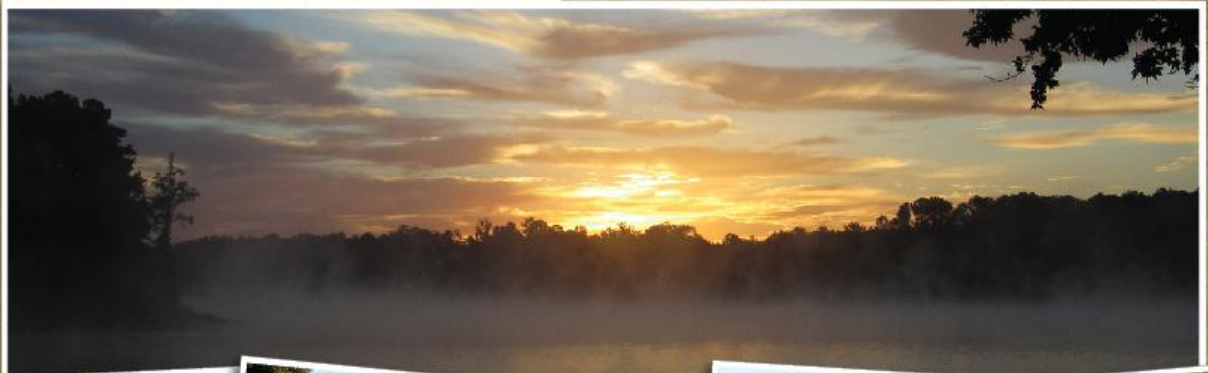
- 5 pre-existing home purchasers requested and were eligible to receive the 6 month incentive package, with another 1 pending December closing.
- 1 new construction purchaser applied for and is actively using the incentive full year incentive package
- 3 new construction purchasers have applied, but will wait for home completion in 2012 to begin receiving the incentive benefits
- 3 new construction signed contracts, planning to break ground in early 2012.

Communications and Promotions of Incentives to begin January 2012:

- Incentive flyers & posters (see A-2) in print and digital format to all real estate and builder offices
- 2012 Incentive program announcement to 2400 member households through The Villager
- Website “banner ads”(see A-1) displayed on home page and real estate pages within www.SavannahLakes.com with links to incentive flyer for details
- Website articles on incentive programs to be highlighted on the home page of SavannahLakes.com as well in the new Real Estate and Construction News (see A-3)
- Feature articles with links to incentive program on other websites to include but not limited to CarolinaLiving, Private Communities.com, Golf Course Home, National Active Retirement Association, and more
- Continuous communications/promotions through social media channels
- Press releases pitched to PR contacts in industry to pick up in print and online articles, blogs, and social media.

A-1 | Website Banner Ad on SavannahLakes.com





DON'T LET ANOTHER YEAR PASS BY...
MAKE YOUR MOVE
TO THE LAKE
IN 2012!

The following incentives are available on contracts made before 12/31/12

***New construction homes under contract before 12/31/12:**

- » Complimentary Golf (unlimited green and cart) for 1 year
- » Complimentary Recreation Center pass for 1 year
- » Complimentary Community Dock slip for 1 year, based on availability. Incentive is for interior and golf homesites only.

***Pre-existing homes under contract before 12/31/12:**

- » Complimentary Golf (unlimited green and cart) for 6 months
- » Complimentary Recreation Center pass for 6 months

***The Details:**

- » Maximum of two per household for Golf & Recreation Center memberships, must be redeemed at the same time
- » For new construction incentives, the anniversary date to begin on certificate of occupancy date, unless owner desires to redeem prior to home completion
- » For pre-existing home purchases, 6 month timeline begins on closing date
- » Incentives may not be transferred to other members or guests



QUICK COMMUNITY FACTS:

- Established, Member-Owned Community
- Located on Lake Thurmond, within the National Forest, & Little River Blueway
- Two Exceptional Lakefront Golf Clubs
- Fiber-Optic Broadband Technology Network
- Recreation Center including Tennis Complex
- Membership dues less than \$100/month
- Cottages & Homes from \$150K
- Visit our community website at SavannahLakes.com for more information

SavannahLakes.com | 800.332.0013

A-3 | Real Estate and Construction Newsroom | See Highlighted Areas Below

The real estate and construction newsroom and the corresponding newsroom articles are showcased on the www.SavannahLakes.com/real_estate landing page, along with several other pages inside the real estate section. These pages consistently have some of the highest visitor traffic on the Savannah Lakes.com website, and we frequently use the www.SavannahLakes.com/real_estate landing page for QR codes, direct links, etc. to drive traffic flow to these pages. The new newsroom is designed to give real estate and builder offices the ability to put their products and offers directly in front of this traffic flow to showcase new home plans, land and home packages, discovery packages, other visitation incentives, pictures of new home starts, portfolio of SLV home construction, and basically any relevant news that we deem is of value to prospective families researching Savannah Lakes Village. The newsroom also serves to make the real estate and construction businesses active in and around our community appear less “disjointed” to families researching our area.

SAVANNAH LAKES VILLAGE
ON THE SHORES OF LAKE THURMOND, SC **EST. 1989**

Username: Password:
Login Assistance **LOGIN**

Home Living in SLV Location Community Newsroom Gallery Contact Us

Savannah Lakes Village Listings
Real Estate Offices
Meet The Builders
Infrastructure
Cost Of Living
Architectural Expectations
Governing Documents
Request Real Estate Information

SLV QUICK LINKS

- » [Community Calendar](#)
- » [Little River Blueway Outdoor Adventure Area](#)
- » [Experience SLV](#)
- » [Real Estate](#)
- » [Golf](#)
- » [Tennis](#)
- » [Play The Lake Guest Program](#)
- » [Information Request](#)
- » [Interactive Scorecard](#)

Real Estate
Savannah Lakes Village...
Providing an Unsurpassed Value
for Your Recreational Lifestyle

SLV HOMESITES LISTINGS #1

SLV RESIDENTIAL LISTINGS #1

SLV HOMESITES LISTINGS #2

SLV RESIDENTIAL LISTINGS #2

REAL ESTATE & CONSTRUCTION NEWS

Lee Builders Oktoberfest Celebration
Posted 10/24/2011

Introducing the Cottonwood Plan | Land & Home For \$149,900 - Lee Builders
Posted 10/11/2011

Announcing "Move to SLV" Incentives - Limited Time!
Posted 7/28/2011

How to Buy in an Area Unknown to You
Posted 7/28/2011

South Carolina Links on the Lake Discovery Package Announced
Posted 7/19/2011

Capital Homes Portfolio Showcase
Posted 7/19/2011

[click here for older articles](#)

NEW CONSTRUCTION & HOME PURCHASE INCENTIVES
Valid July 31 - December 31, 2011 **CLICK FOR DETAILS**

LIMITED OFFER
Unlimited Golf for up to 1 year

ACT BEFORE 12/31/2011
Rec Center Pass for up to 1 year

Boat Slip for 1 Year

Now is the Time to Make Your Move

Topic: Alternative Amenity Programs

URBANLAND

The Food Revolution and Its Impact on Real Estate

URBAN LAND INST. 11/1/11

What can help stop global warming, feed the hungry, make us healthier, and add value to real estate? A jam-packed session at the recent ULI 2011 Fall Meeting in Los Angeles learned that the answer to this question is locally grown food.

In the United States, we often take food for granted, especially where it is grown and how it is sourced. But as a growing number of developers are learning, food can have a big impact on the success or failure of new development, particularly in these challenging economic times.

“The Food Revolution and Its Impact on Real Estate” showcased three different examples of how food is becoming an increasingly important part of not just our diets, but also our developments. Moderated by California marketing expert Beth Callender, this panel provided food for thought on the role of food as a real estate amenity, a community builder, and a project differentiator.

The panel kicked off with a presentation by Christian Meany, a partner with San Francisco developer Wilson Meany Sullivan. In 1998, Wilson Meany Sullivan was selected by the Port of San Francisco to rehabilitate the Ferry Building, a famous city landmark on the San Francisco waterfront. Developed pursuant to a 66-year ground lease, the Ferry Building represents an outstanding example of urban redevelopment through public/private partnership. The renovation of the 1898 landmark building included rehabilitation of the historic west facade, clock tower, and 660-foot (201-m) Grand Hall. However, it was the creation of a European-style food marketplace on the ground floor which launched a renaissance on the San Francisco waterfront and made the Ferry Building one of San Francisco’s five most visited destinations, attracting more than 1 million visitors a year.

To draw people to the waterfront, the developers brought an existing farmers market to the site. This, in turn, attracted food vendors to the market hall. The food market now generates \$1,250 per square foot (\$13,440 per sq m) and has become one of San Francisco’s premier destinations.

The second panelist at the Food Revolution session was Brent Herrington of DMB Associates and president of Kukuiula Development Company. DMB is an Arizona-based diversified real estate company with a history of developing signature commercial properties and resort/recreation and primary home communities throughout the western United States. Herrington’s presentation focused on the role of agriculture in a luxury resort development. Long known for setting aside large tracts of open space in master-planned communities such as DC Ranch and Verrado, both in Arizona, DMB is now developing Kukuiula, a 1,000-acre (405-ha) low-density resort community on the island of Kauai in Hawaii. Like most luxury residential resorts, Kukuiula includes a golf course and a high-end clubhouse and spa, but what is unexpected and unique about the.....

The Food Revolution and Its Impact on Real Estate (cont’d)

...development is its ten-acre (4.05-ha) community farm. The farm, which abuts a 22-acre (8.9-ha) lake, grows bananas, papayas, chard, citrus, herbs, pineapples, arugula, and breadfruit, among other foods.

The farm has a small staff, but many community members choose to get their hands dirty by volunteering at the farm, while others simply sit back and enjoy the farm at table dinners. The range of fruits, flowers, and vegetables grown on the small farm is impressive, but what is even more impressive is the big impact on sales and marketing of this relatively low-cost amenity (roughly \$1 million), especially when compared to high-cost amenities like the golf course, clubhouse, and spa (roughly \$100 million).

The final presenter was Sibella Kraus, president of Sustainable Agriculture Education (SAGE) in Berkeley, California. In the early 1980s, Kraus was a cook at Berkeley's famed Chez Panisse Restaurant, but she has since gone from cooking food to helping communities grow food closer to home. SAGE works to develop urban-edge agriculture and to engage diverse populations with the sustainable agriculture movement.

According to Kraus, urban agriculture is not just a way to grow vegetables, but also a way to strengthen communities. She described how more and more cities are developing urban agriculture policies, which often start with a "greenprint." A corollary to a blueprint, a regional greenprint identifies where a community should invest in natural lands, just as most communities identify where to invest in development.

Because we all eat every day, it makes sense to bring food production closer to home, especially considering the carbon footprint of food transport and distribution. As James Howard Kunstler likes to say, "The era of the 1,500-mile Caesar salad is going to have to come to an end."

Kraus was particularly enthusiastic about linking farming, natural resource protection, and environmental education together by creating agricultural parks, food belts, and agricultural preservation districts. She described ongoing efforts to create urban-edge food belts around Fresno and other California communities. She also discussed agriculture tourism and urged communities to differentiate themselves by thinking about the "taste of place."

When we think about what's next in real estate, it is clear that food and farming will become a more important and profitable part of the equation.

10 PITCHES BOOMERS DON'T WANT TO HEAR

Source: Top Retirement.com

**10 RETIREMENT PITCHES BABY BOOMERS DON'T WANT TO HEAR**Category: [Baby Boomer Retirement Issues](#)

November 29, 2011 — Marketers have been salivating about baby boomers since the time we started overwhelming kindergartens in 1951. Developers are still excited about our huge numbers (76 million); today they are eager to supply us with real estate for our “golden years”. Yet, just as when we were in our teens a lot of companies couldn’t connect with us, many of the people trying to market to us today don’t always get what makes us tick either.

One constant is that baby boomers will never think of themselves as old. Our bodies might not look much like what they did when we got naked at Woodstock, but, attitudinally, we still tend to place ourselves in our late teens or 20’s. Keeping that in mind, here are the top things that baby boomers *don’t* want to hear as they think about retirement. Some are contradictory, but heh, who ever said we were predictable. See if you agree, and use the Comments section to give us your ideas about approaches that might appeal to you as a baby boomer.

1. You’ll love our Premier Senior or Retirement Community. It’s easy to see why 30 something marketers pitch their communities to “seniors” – to them anybody over 40 is pretty old. Although just about every new development has learned to avoid these charged names in their advertising, it is surprising how many communities still age themselves by using these terms. No self-respecting baby boomer thinks of himself as a senior, or could see herself in a “retirement community” – those are for old people! Thank goodness the terms “retirement home” and “old folks home” seem to have disappeared, replaced by the more acceptable “[Assisted Living](#)” or “Nursing Homes”.

The same goes for the no-no of speaking of “golden years”. First, it just sounds so old. And second, it’s ironic: so many baby boomers are financially insecure about retirement that their “gold” has been tarnished.

2. You will love all our activities. Amenities are the surest indicator of when a community was built, and how old the population is. When a website or brochure talks about shuffleboard, bingo, and card games – look out. Golf is in the middle and declining in popularity. Many people are crazy about it, some people can’t stand it, and still other folks are leary because maintaining the courses is expensive. Aerobics classes, pickle ball, and college classes are a lot more appealing to the boomer generation.

3. We’ve been around since 1965. Financial strength is a powerful benefit these days, no doubt. Communities that exhibit staying power are a lot safer than half-finished ones from builders without a strong track record. But the flip side is that the longer the community has been around, the older its population. A lot of baby boomers would prefer being around people their own age – or younger.

4. Great suburban location. Active adult communities take up a lot of land. Developers have tended to place them out in the sticks where real estate was cheap and plentiful. But increasingly, boomers are rejecting places that are strictly a place to live and are far from towns, shopping, and cultural venues. Master planned communities that integrate some of those features into a walkable town are often much more attractive to boomers. And so are urban apartment or town house complexes that keep boomers in the thick of things.

5. You will love our Florida location. Florida has an image problem. Although as we reported recently, it is still a popular place to retire, there are hordes of boomers who “hate” Florida. Although many of the haters have probably not spent much time there, developers in the Sunshine State need to do a better job of convincing people that their state is not just a hell on earth populated by oversized bugs, suffocating humidity, endless tacky developments, and hordes of old people. There are places in Florida that defy the stereotype, and many that fulfill it have the virtues of great weather and cheap prices.

6. Enjoy these luxury homes with the championship golf courses. There is certainly an enormous segment of baby boomers who have significant financial resources who can afford luxury homes with expensive amenities. The high end should do well in the long term. But the majority of boomers haven’t saved enough to afford luxury. What they need is affordable – as long as these communities are pitched as offering value. Smaller homes, fewer but carefully chosen amenities, nice finishing touches – boomers might be able to afford these type of homes and not feel they are having to deprive themselves.

7. It’s a great investment for your kids. Wrong. Most boomers have always been in it for themselves. We didn’t save enough, we took out home equity loans, and we went for instant gratification. We spent a lot for our kids’ colleges and weddings – for most of us the younger generation is on its own.

8. We’ve got a wonderful Home Owners Association. Baby boomers are rebels, always have been. The idea of following lots of rules that someone else made up is the last thing a boomer wants. Even if they protect the common good, there are many boomers who will never live anywhere that a Home Owners Association is in charge, or is played up in the advertising pitch as a benefit.

9. We’re very affordably priced. As we discussed earlier, most boomers don’t have enough for a secure retirement. But we don’t want to be reminded of that. Shown that value exists and that self-image can be preserved, boomers will buy.

10. Our community is great for couples. Baby boomers have always had a high divorce rate and that will continue. At the current pace 400,000 couples a year over 50 will be getting a divorce in 2030. Communities that don’t try to create an environment that singles recognize as friendly will miss out on a lot of prospects.

The marketers that get it: Fortunately there a lot of savvy marketing people who understand what makes baby boomers tick. They start by calling themselves active adult communities, master planned communities, or other appealing terms. Some communities that we talk with get it, and they have skillfully avoided anything that smacks of old in their marketing.

Topic:

MOVEABLE DISCOVERY PROGRAMMING

Source: Top Retirements.com

***Playing Close to the Fest: Moveable feasts build sales traffic at Brunswick Forest***

Those on the fence about purchasing a golf community home are often worried about the financial stability of the communities they are considering. But Lord Baltimore, the asset-rich developer of Brunswick Forest, has the deep pockets to market a successful community by feeding its potential residents very well. To even out the peaks and valleys of sales traffic, the nearly five-year old sprawling community just outside Wilmington, NC, spreads six promotional events across the calendar in the traditionally slow sales months of April, July, August, October and November. The 2011 events, which have attracted between 20 and 60 couples each, have included a Food & Wine Festival, a summer series of three concerts, and a Fall Festival that comprised Oktoberfest (when else, in October) and a celebration of Carolina barbecue (Rib Fest) in November. The price is certainly right for the events. The Food & Wine Festival in April, for example, included three nights of lodging, a round of golf on the community's fine Cape Fear National course, membership privileges at the Wellness & Fitness Center, and a roster of food and wine events — all for just \$249 per couple. According to Brunswick Forest Marketing Coordinator Brandy Marshall, the real estate office makes all lodging and other arrangements for couples signing up for one of the festivals, but it is understood each couple will take a tour of the community with a real estate agent assigned to them. Not only do the events give first-time visitors an excuse to make an initial excursion to the community, but the events also engage repeat visitors.

"About 10 to 11 percent of our first-time visitors eventually purchase a property," says Brandy Marshall, "but those who return buy at a 30 percent rate." That return on investment pays for a fair amount of ribs and beer.

So far this year, Brunswick Forest has sold more than 150 properties, an impressive achievement in the current economy. Home prices in the community start in the \$200s.

For those who have shown an interest in the community, Brunswick Forest has begun to bring the party to them — three parties to be exact -- in Washington, D.C., New Jersey and Long Island, NY. According to an invitation I received for its Long Island event in December, Lord Baltimore Properties will "introduce ourselves personally" at a series of three "private receptions" that will include "cocktails and fine dining." Fine marketing, too.

Retirees drawn to state by weather, scenery, housing costs and ... did we say weather?

CHARLESTON POST & COURIER

BY JIM PARKER

Saturday, December 17, 2011

Seniors are flocking to the state, choosing the Lowcountry most of all, according to figures from the government's official figure-cruncher.

"Census numbers suggest that South Carolina — and in particular, its coast — is becoming a hot destination for retirees," says Michelle Whitbeck, Realtor with Keller Williams Realty in her periodic Lowcountry Real Estate Update.

"Charleston County, the most popular retirement destination in the Carolinas, has witnessed the trend more than most," she says.

Forbes magazine has named Charleston one of the best retirement places because of its low tax burden and low cost of living, says Whitbeck, of Mount Pleasant.

In her update, Whitbeck cites comments from Patrick Mason, co-founder of the Columbia-based Center for Carolina Living. The center promotes relocation to the Carolinas and tracks population trends. He says, "The best estimate we have these days is that the Carolinas are getting 9 percent of all retirees, and it's going to go up. With an estimated 210,000 people over age 50 moving to the Carolinas annually, trend projections forecast this in-migration will grow by 5 percent per year for 30 years."

The influx of retirees to South Carolina was the focus of the latest Lowcountry Real Estate Update, written by Keller Williams Realty agent Michelle Whitbeck.

Whitbeck also spotlights U.S. Census Bureau records showing that the bulk of people relocating to South Carolina are from Northeast corridor states.

"It's no wonder folks from these states are moving down to S.C. ... they have higher taxes and cost of living, not to mention harsh winters," she says.

From 2008 to 2009, more than 4,800 people moved to South Carolina from Michigan, more than 5,800 from New Jersey, more than 7,000 from Ohio, close to 7,000 from Pennsylvania, and more than 11,000 from New York. Whitbeck says the figures are according to www.FindTheData.org, which based its totals on 2008-09 tax returns.

"With no property tax, Florida has for years attracted large numbers of snow birds looking for warm weather. However, for a lot of people who wander into S.C. on I-95, our state holds one decided advantage over the Sunshine State: It is a day's drive closer to their old homes and to their families," she says.

Also, South Carolina offers all four seasons as opposed to Florida's year-round hotter weather, Whitbeck says.

The state may be gaining a housing boost from people getting ready to curtail their career.

"Many soon-to-be retirees are taking advantage of the low home-loan interest rates and buying their second homes or retirement homes about five years prior to actually retiring," she says.

"They figure renting the house out for a few years is a small price to pay to be able to take advantage of the low prices and interest rates. Most plan to pay off the loan once they retire," she says.

Alluding to the Center for Carolina Living organization, Whitbeck lists the top 15 motivators for attracting people to the Carolinas.

In order, they are scenic beauty; a climate with four seasons; recreational opportunities; cultural amenities; modest taxes; warm climate year-round; housing costs; cost of living; medical care; later life learning opportunities; closer to family; planned retirement community; closer to friends; return to native area; and business or employment opportunity.

Also according to Center for Carolina Living research, the Charleston area tends to be on the lower side in terms of property taxes.

The computations are based on millage rates provided by the S.C. Association of Counties. They are for selected cities and include school district taxes but not special purpose districts.

The highest total on a \$200,000 house is in Manning at \$2,454 with the lowest in Hilton Head Island at \$553. Among local municipalities, Charleston is \$1,068; Mount Pleasant, \$744; Summerville, \$899; Walterboro, \$1,522; and Georgetown, \$1,199.

The most expensive place tax-wise to own a \$20,000 boat or car is McCormick at \$393 while the lowest is North Myrtle Beach at \$92. Charleston is at \$160; Mount Pleasant, \$112; Summerville, \$135; Walterboro, \$228; and Georgetown, \$168.

GEOGRAPHIC TARGETING

THE NEXT US BOOM TOWNS

NewGeography.com | July 2011

newgeography

What cities are best positioned to grow and prosper in the coming decade?

To determine the next boom towns in the U.S., with the help of Mark Schill at the [Praxis Strategy Group](#), we took the 52 largest metro areas in the country (those with populations exceeding 1 million) and ranked them based on various data indicating past, present and future vitality.

We started with job growth, not only looking at performance over the past decade but also focusing on growth in the past two years, to account for the possible long-term effects of the Great Recession. That accounted for roughly one-third of the score. The other two-thirds were made up of a broad range of demographic factors, all weighted equally. These included rates of family formation (percentage growth in children 5-17), growth in educated migration, population growth and, finally, a broad measurement of attractiveness to immigrants — as places to settle, make money and start businesses.

We focused on these demographic factors because college-educated migrants (who also tend to be under 30), new families and immigrants will be critical in shaping the future. Areas that are rapidly losing young families and low rates of migration among educated migrants are the American equivalents of rapidly aging countries like Japan; those with more sprightly demographics are akin to up and coming countries such as [Vietnam](#).

Many of our top performers are not surprising. No. 1 Austin, Texas, and No. 2 Raleigh, N.C., have it all demographically: high rates of immigration and migration of educated workers and healthy increases in population and number of children. They are also economic superstars, with job-creation records [among the best in the nation](#).

Perhaps less expected is the No. 3 ranking for Nashville, Tenn. The country music capital, with its low housing prices and pro-business environment, has experienced rapid growth in educated migrants, where it ranks an impressive fourth in terms of percentage growth. New ethnic groups, such as Latinos and Asians, have doubled in size over the past decade.

Two advantages Nashville and other rising Southern cities like No. 8 Charlotte, N.C., possess are a mild climate and smaller scale. Even with population growth, they do not suffer the persistent transportation bottlenecks that strangle the older growth hubs. At the same time, these cities are building the infrastructure — roads, cultural institutions and airports — critical to future growth. Charlotte's [bustling airport](#) may never be as big as Atlanta's Hartsfield, but it serves both major national and international routes.

Of course, Texas metropolitan areas feature prominently on our list of future boom towns, including No. 4 San Antonio, No. 5 Houston and [No. 7 Dallas](#), which over the past years boasted the biggest jump in new jobs, over 83,000. Aided by relatively low housing prices and buoyant economies, these Lone Star cities have become major hubs for jobs and families.

And there's more growth to come. With its strategically located airport, Dallas is emerging as the ideal place for corporate relocations. And Houston, with its burgeoning port and dominance of the world energy business, seems destined to become ever more influential in the coming decade. Both cities have emerged as

major immigrant hubs, attracting newcomers at a rate far higher than old immigrant hubs like Chicago, Boston and Seattle.

The three other regions in our top 10 represent radically different kinds of places. The Washington, D.C., area (No. 6) sprawls from the District of Columbia through parts of Virginia, Maryland and West Virginia. Its great competitive advantage lies in proximity to the federal government, which has helped it enjoy an almost shockingly “good recession,” with continuing job growth, including in high-wage science- and technology-related fields, and an improving real estate market.

Our other two top ten, No. 9 Phoenix, Ariz., and No. 10 Orlando, Fla., have not done well in the recession, but both still have more jobs now than in 2000. Their demographics remain surprisingly robust. Despite some anti-immigrant agitation by local politicians, immigrants still seem to be flocking to both of these states. Known better as retirement havens, their ranks of children and families have surged over the past decade. Warm weather, pro-business environments and, most critically, a large supply of affordable housing should allow these regions to grow, if not in the overheated fashion of the past, at rates both steadier and more sustainable.

Sadly, several of the nation’s premier economic regions sit toward the bottom of the list, notably former boom town Los Angeles (No. 47). Los Angeles’ once huge and vibrant industrial sector has shrunk rapidly, in large part the consequence of ever-tightening regulatory burdens. Its once magnetic appeal to educated migrants faded and families are fleeing from persistently high housing prices, poor educational choices and weak employment opportunities. Los Angeles lost over 180,000 children 5 to 17, the largest such drop in the nation.

Many of L.A.’s traditional rivals — such as Chicago (with which is tied at No. 47), New York City (No. 35) and San Francisco (No. 42) — also did poorly on our prospective list. To be sure, they will continue to reap the benefits of existing resources — financial institutions, universities and the presence of leading companies — but their future prospects will be limited by their generally sluggish job creation and aging demographics.

Of course, even the most exhaustive research cannot fully predict the future. A significant downsizing of the federal government, for example, would slow the D.C. region’s growth. A big fall in energy prices, or tough restrictions of carbon emissions, could hit the Texas cities, particularly Houston, hard. If housing prices stabilize in the Northeast or West Coast, less people will flock to places like Phoenix, Orlando or even Indianapolis (No.11) , Salt Lake City (No. 12) and Columbus (No. 13). One or more of our now lower ranked locales, like Los Angeles, San Francisco and New York, might also decide to reform in order to become more attractive to small businesses and middle class families.

What is clear is that well-established patterns of job creation and vital demographics will drive future regional growth, not only in the next year, but over the coming decade. People create economies and they tend to vote with their feet when they choose to locate their families as well as their businesses. This will prove more decisive in shaping future growth than the hip imagery and big city-oriented PR flackery that dominate media coverage of America’s changing regions.

Cities of the Future Rankings

		3	Nashville, TN
		4	San Antonio, TX
		5	Houston, TX
		6	Washington, DC-VA-MD-WV
Rank	Metropolitan Area		
1	Austin, TX		
2	Raleigh, NC		

7	Dallas-Fort Worth, TX	29	Sacramento, CA
8	Charlotte, NC-SC	30	Birmingham, AL
8	Phoenix, AZ	31	New Orleans, LA
10	Orlando, FL	32	Philadelphia, PA-NJ-DE-MD
11	Indianapolis, IN	33	Minneapolis, MN-WI
12	Salt Lake City, UT	34	St. Louis, MO-IL
13	Columbus, OH	35	Cincinnati, OH-KY-IN
14	Jacksonville, FL	35	New York, NY-NJ-PA
15	Atlanta, GA	37	Boston, MA-NH
16	Las Vegas, NV	38	Memphis, TN-MS-AR
16	Riverside, CA	39	Pittsburgh, PA
18	Portland, OR-WA	40	Virginia Beach, VA-NC
19	Denver, CO	41	Rochester, NY
20	Oklahoma City, OK	42	Buffalo, NY
21	Baltimore, MD	42	San Francisco, CA
22	Louisville, KY-IN	44	Hartford, CT
22	Richmond, VA	45	Milwaukee, WI
24	Seattle, WA	45	San Jose, CA
25	Kansas City, MO-KS	47	Chicago, IL-IN-WI
26	San Diego, CA	47	Los Angeles, CA
27	Miami, FL	49	Providence, RI-MA
28	Tampa, FL	50	Detroit, MI
		51	Cleveland, OH

This piece originally appeared at Forbes.com.

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Relevant Notes and Highlights from *"Boomer Consumer"*

(2008) - Matt Thornhill and John Martin

Boomers at age 50, some of whom began turning age 60 and 2006 or not "old". They don't think of themselves as "old" and will ignore any sales or marketing message targeting "the old." "Old age" is something Boomers see for all the time to the future if at all—perhaps happening by the time they reached their mid-70s. Maybe. although Boomer consumers can and do admit they are in "middle age" and may even confess, grudgingly, that they are "growing older" they or not old yet.

Page 18: International study of Boomer consumers and younger adults, we asked the question "At what age is someone over the hill?" Boomers said someone is over the hill at age 75. Some Boomers answered: "never." "Over the hill isn't an age, is an attitude." "It's up to the individual." "I'll be over the hill when I'm 6 feet under the hill." "When they close the box."

Page 21: Boomers see themselves living to age 90 and beyond. Given that, it comes as no surprise that they tell us in survey after survey that they won't reach old age until they are almost 80. Boomers have extended middle age to practically last a lifetime. They have made it okay to be a mature adult for a long time—space—approximately from your early 30s through your late 70s. Before that you're in your youth and after that you're in old age. In between, for upwards of 40 years, you're middle-aged.

Check out October 2005 Business Week article titled: "Aging Boomers" —*ways to best connect with this group*

Page 23: According to the census, between now and 2017, US adults 18+ population will increase by 23.5 million people, with immigration, deaths, and those under 18 aging into the segment. But interestingly here's how it breaks down: 22.5 million of that increase will happen in the 50+. Only 1 million new 18-49 adults are anticipated. While the younger group will remain stagnant the 50+ segment will jump 23%

Page 26:

Boomers at 50 and older aren't anywhere near done consuming. They will buy things marketed to them for 20 or more years.

Boomers feel some 14 years younger than they actually are. However, that doesn't mean they should be marketed to as if they are actually that age. But they are in their heads—their mental age—probably doesn't match their needs as a consumer.

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The fall season is from 40-60 or so and the focus for most people now moves towards becoming more inner directed and self focused. Rather than being self absorbed, this shift involves seeking self respect and self fulfillment. The ultimate goal is to reach self actualization. Consumers between 40 and 60 are looking to strike a balance between work and the rest of life. At some point we stop concentrating so much on trying to become someone and instead focus on being someone. Life becomes more about the journey and less about the destination marketers need to understand the shift because the large and in charge Boomer generation is now at this fall stage of life. For example when a 55-year-old buys a BMW, the incentive is more in work, and deals with what it tells them about themselves. What matters is how it makes them feel; they don't care nearly as much about what it says to other

USA TODAY

Jan 16, 2012

As golf declines, life on the links ain't what it used to be

Communities and clubs suffer as fewer take up sport

By Mike Perrault and Keith Matheny
USA TODAY

PALM SPRINGS, Calif. — Bill Ashley traveled the Northwest for 30 years as a wholesale furniture sales representative, which gave him plenty of time to contemplate a retirement filled with golf and warm winter days.

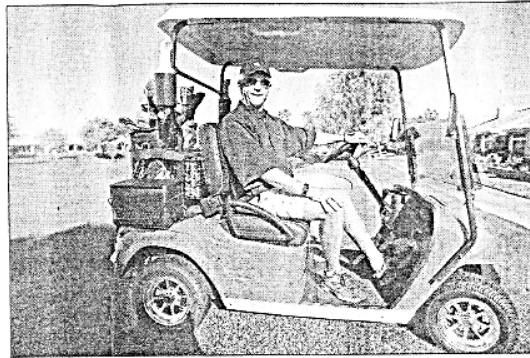
Now, six decades after discovering his passion for the game, he can pull his golf cart out of the garage and drive a minute to Mountain Vista Golf Club, in the resort community of Sun City Palm Desert, Calif., about 120 miles east of Los Angeles.

"I love the game," said Ashley, who plays as many as five days a week, watches the Golf Channel religiously and has been to The Masters tournament twice. "If I couldn't play, I'm not sure what I'd do."

Ashley is the kind of die-hard golfer and second-home buyer who has driven much of the real estate growth in California's Coachella Valley and other golf-oriented residential areas such as those near Las Vegas, in Arizona, Florida and elsewhere.

But fewer Bill Ashleys are coming. "We're not getting replacements for those people," said real estate analyst Lou Goodkin, president of Miami-based Goodkin Consulting.

"There are fewer golfers, fewer people who can pay the high amounts to buy into a club. There's going to be a lot more people out there that are challenged in their retirement years than we've had in the past."



By Omar Ornela, The (Palm Springs) Desert Sun

Addicted to golf: Bill Ashley, who lives in Sun City, Calif., plays 100 rounds of golf a year. But he's becoming a rarity.

Golf resort communities are bleeding money and members, as the recession exposed the vulnerability of the business model that created an unbreakable linkage between golf and real estate.

In the nine cities of the Coachella Valley, including Palm Springs, where multiple presidents, Bob Hope and Frank Sinatra swung the clubs and lived in golf-centric resorts, today nearly one out of every four homes for sale is on a golf course.

"We're entering a new normal," said Pete Halter, chairman of the Halter Cos., an Atlanta firm that advises developers. "We can't think this will be over soon. Things have changed for good."

Among the forces reshaping the relationship between golf and real estate:

- Fewer people play golf, and Baby Boomers don't have the time, money or interest in the game that their parents did. The number of golfers in the U.S. has fallen by 13% in the past five years, according to National Golf Foundation statistics. The number of golf rounds played nationwide last year through November was down 3.5% from the previous year, according to the foundation.

- Nationally, golf memberships have dropped by a million since the early 1990s, and of the 3,400 courses built across the country in the past decade, 93% are daily fee courses, according to industry associations. Coachella Valley golf resorts have responded by slashing often six-figure club membership fees by as much as 70%.

The decline of golf real estate extends to other parts of the country:

- In Missouri, the Sikeston Country Club, about 145 miles south of St. Louis, closed last month after nearly 55 years of operation.

- Paulson & Co., a large hedge fund owning five high-profile golf resorts, including Grand Wailea Resort Hotel & Spa in Hawaii, the Arizona Biltmore Resort & Spa in Phoenix, Doral Golf Resort and Spa in Miami and PGA West in La Quinta, Calif., filed for Chapter 11 reorganization last February. Paulson, in its bankruptcy filing, cited an economic downturn that in recent years caused the resorts to lose more than two-thirds of their annual operating revenue.

- The Club at Cordillera near Vail, Colo., opened only one of its four golf courses last spring, with owners claiming they lost more than \$6 million in 2010. Club owners and homeowners have sued one another after many residents balked at paying 50% higher dues last year, from \$12,000 to \$18,000, while amenities were cut.

Resort communities are already beginning to offer fewer golf courses, and high-priced courses designed by top golfers or famous architects will become rarer, Goodkin said. Allowing non-residents onto club courses and letting them pay by the round will become more prevalent as a way to control costs within golf communities, he said.

"There will be a lot more focus on soft amenities — education, fitness and health programs — not just playing golf four or five times per week," he said.

Perrault and Matheny also report for *The (Palm Springs, Calif.) Desert Sun*