



VELLANO

Tuscan Heart, California Soul.

Project Overview

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**A Private Country Club Community featuring a
Greg Norman Signature Golf Course**

Presented by:



SOUTHCREEK
HOLDINGS, LLC



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Tucson Hills, California South

Project Background

Vellano is a private country club community featuring a Greg Norman Signature Golf Course. It is located in the heart of Chino Hills, California, which is approximately 30 minutes east of Los Angeles. The original entitlement included 205 lots, a golf course and two public parks. When Southcreek joined the development team, the community had been in the “making” for over 14 years.

The area of Chino Hills is known for its Dairy Farms and Cattle and not necessarily high-end housing (although the median area income is higher than that of Beverly Hills.) At groundbreaking, the average home price in the area was \$650,000.

We saw the potential of the land, the market and the team and were confident that we could make it a home run.

We are certain that you will agree...



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Project Management by Southcreek

1. Assist in the assembly of the Development Team
2. Assist in the design of the Overall Community Master Plan
3. Conduct Initial Market Feasibility and Focus Studies
4. Create Project Pro Forma
5. Determine Lot Pricing
6. Recruit and Sell Developer Lots to Builders – Oversee Program
7. Create Consumer Lot Sales Program
8. Set up On Site Real Estate Brokerage Company
9. Oversee Building and Design of the Sales Center
10. Hire and Train all Real Estate Staff
11. Create & Implement Overall Sales and Marketing Plan



The Goals - Lot Sales

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Initial Developer Lot Sales Goals:

205 lots to semi-custom builders @ \$350k each = \$71,750,000

Updated Lot Sales Goals based on Southcreek Program:

153 lots to semi-custom builders @ \$500k each = \$76,500,000

52 lot sales to consumers @ \$950k each = \$49,400,000

Builder Marketing Fees = \$1,860,000

Builder Profit Sharing = \$2,000,000

Total Sales Goal= \$129,760,000

Updated Sales Goals increased Developer Revenue by: \$58,010,000



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Lot Sales to Date

Lot Sales to date as of May 11, 2006

107 lots to semi-custom builders = \$48,713,000

27 lot sales to consumers = \$21,371,117

Builder Marketing Fees = \$908,000

Builder Profit Sharing = \$1,000,000

Total Revenue to date = \$71,092,117

134 lots sold to date - 71 remaining



The Goals - Builder Home Sales

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Initial Home Sales Goal:

51 homes - Shea Homes @ \$1mm each = \$51,000,000

52 Homes - Brookfield Homes @ \$1.2mm each = \$62,400,000

50 homes - Barratt American - \$1.5mm each = \$75,000,000

Total Homes Sales Goal = \$188,400,000



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Builder Home Sales to Date

Home Sales to date as of May 11, 2006

30 Homes - Shea Homes @ \$1.5mm each = \$45,000,000

41 Homes - Brookfield Homes @ \$1.7mm each = \$69,700,000

23 Homes - Barratt American @ \$2mm each = \$46,000,000

Total Homes Sales: \$160,700,000

94 homes sold to date - 59 remaining



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Tucson, Arizona, California & South

The Laurel Awards



The Laurel Awards is one of the building industry's premier awards programs in Southern California. The program encompasses all aspects of sales, marketing and merchandising in the new home industry.

We are proud to announce that Vellano has been voted into the prestigious "finals" for an amazing eight categories including **Master Planned Community of the Year**.

Judging is to take place on Saturday, May 13, 2006.



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The Laurel Awards

We are proud to announce that **Vellano** has been voted into the prestigious “finals” in the following eight categories:

1. Best Master Planned Community
2. Best Sales Center
3. Best Logo
4. Best Advertisement
5. Best Website
6. Best Graphic Continuity
7. Best Brochure
8. Best Landscaping



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Laurel Awards Category One

Best Master Planned Community



Best Master Planned Community

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Laurel Awards Category Two

Best Sales & Information Center



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Vellano Sales & Information Center





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Sales Gallery





Reception Area @ Local Lifestyle

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Topography Scale Model





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Sitting Area with Community DVD





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Homes & Builders





Courtyard & Administrative Offices

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Laurel Awards Category Three

Best Logo



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Best Logo



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Laurel Awards Category Four

Best Advertisement



Best Advertisement

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THE HILLS SPOKE, AND GREG NORMAN LISTENED.



John Grady Club #17



INTRIGUING VELLANO, A PRIVATE GATED COUNTRY CLUB COMMUNITY IN CRINO HILLS

Greg Norman loves golf, and the moment he set Vellano he knew there would be a great golf course here. That's what he chose. Hills, exceptional views, lush greenery, exceptional service, beautiful, serene, and a sense of peace, tranquility, and relaxation.

Quickly realizing the hills were exactly what he needed in Southern California, Greg set about Greg, Vellano, and a sense of tranquility.

Now selling new and unique homes from the New Estate to Estate.

Custom homes from the high-end to the low-end.

Highly featured in January 1997.

Custom built and golf course playing soon.

Visit Vellano at www.vellano.com

Kid Kites (201) 214-5432
Membership (201) 214-5432



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Laurel Awards Category Five

Best Website



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Best Website

Experience Vellano Home Page

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HOME VELLANO VERDI VERDE VILLAGE NEIGHBORHOOD DESIGN MODEL

DESTINY AT VELLANO RESIDENCE 3

Vellano Model Homes

MODEL HOMES ONLY AT VELLANO

VELLANO IS PLEASED TO ANNOUNCE THE GRAND OPENING MODEL HOMES IN THE NEIGHBORHOODS OF DESTINY BY HOMES AND VERDI BY BROOKFIELD HOMES.

MODEL HOURS: Monday-Friday 10:00a.m - 4:00p.m. By Appointment Only
Saturday and Sunday 10:00a.m - 8:00p.m.



BARRATT AMERICAN MODEL HOMES - Coming Soon

Barratt American will soon put the finishing touches on their 16th Avenue to open this spring.

VELLANO'S EXCLUSIVE CUSTOM NEIGHBORHOOD SELLING



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Laurel Awards Category Six

Best Graphic Continuity



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Laurel Awards Category Seven

Best Brochure



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Best Brochure





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Laurel Awards Category Eight

Best Landscaping



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Why Southcreek?

Thank you for the opportunity to share our success story. We believe that the tremendous sales success of this project is a direct result of the programs implemented by Southcreek from day one. Rumor has it that they now call Vellano "the Beverly Hills of Chino Hills." We certainly take that as a compliment.

At Southcreek, we are proud of our track record and ability to lead some of the most successful residential projects across the country.

Our goals are to:

1. Increase Developer Revenue
2. Create Faster Absorptions
3. Implement successful Sales Programs
(we are not just talk, we take action)

Our clients know that we hold ourselves accountable and treat each and every project as if it were our own.