

## **RANCHO SAHUARITA SALES UP 17%**

Rancho Sahuarita's annual sales continue to be strong, with 570 sales for 2007, as compared to 488 sales during last year or a 17% increase. Although during the last two years, Tucson has experienced a severe drop in new-home growth, Rancho Sahuarita's new home sales rate has remained stable, and could increase Rancho Sahuarita's overall market share from about 6% for 2006 to 11% this year. Bob Sharpe, managing partner of Rancho Sahuarita, believes that the community offers lifestyle oriented buyers exactly what they are looking for. He recently said, "With Rancho Sahuarita's millions of dollars in amenities and its small town atmosphere, homebuyers are recognizing the value of living in this intimate community.

Although the unsteady market has made prospective homebuyers insecure and confused about what exactly a good housing deal is today, Rancho Sahuarita's continual introduction of new amenities and events reassures residents that choosing to live in a "true" master planned community was the correct decision for their family. Emphasizing customer satisfaction has resulted in almost 40% of all of Rancho Sahuarita's home sales resulting from referrals by existing residents.

According to Sharpe, "Time to do what's really important in life is America's new amenity, and Rancho Sahuarita's all in your backyard approach is very attractive to people of all ages." He continues, "The value of living in this community is more than just affordable homes, beautiful neighborhoods and recreational amenities; it is the sense of community that really convinces families that Rancho Sahuarita is the perfect place to live."

Renowned real estate consulting firm Robert Charles Lesser ranked Rancho Sahuarita #11 in a list of the best-selling master planned communities in the nation, based on its almost 500 new homes sales in 2006. Since Rancho Sahuarita opened in July 2001, 4,000 homes have been purchased and more than 9,000 people now call this innovative community home.

Rancho Sahuarita offers the most amenitized lifestyle in the Tucson metro area, including its 15-acre lake park in the center of the community that is ideal for sailing, fishing or enjoying a performance at the lake's amphitheatre. The community's eight additional parks include a Safari Trail with life-sized bronze statues of African animals, Desert Interpretive and Butterfly Gardens, picnic tables and tot lots. There are also 11 miles of paved trails that weave throughout the community that connect neighborhoods and schools.

At the centerpiece of this recreational master plan is the 20,000 sq. ft. Club Rancho Sahuarita, with the largest private splash park in Arizona and a 6,000 sq. ft. fitness facility. The 8,000 sq. ft. Kids Club, which opened last summer, is the ideal place for children and teens to spend time, complete with a "Kids Time" babysitting area, "arcade" room, and multi-purpose room that serves to host resident parties and children's celebrations. Adjacent to the Kids Club is the expanded Adventure Park that features an

electric train for weekend rides, a pedal car racetrack, a nine-hole miniature golf course, a shaded playground, lighted tennis courts, and an event lawn for concerts and outdoor entertainment. Two new neighborhood recreational areas were also recently completed, providing residents with additional lap pools, spas and sport courts. There's even a new "Bark Park" that caters to the four-legged residents.

Commercial amenities are also becoming a part of the Rancho Sahuarita master plan with the opening of the area's first 108,000 sq. ft. Fry's Marketplace. Together with 35,000 sq. ft. of adjacent retail space that is currently under construction, this first phase of Rancho Sahuarita Marketplace will be one of Tucson's premier shopping destinations.

If you would like to tell your friends or family members about Rancho Sahuarita or send them a brochure in the mail, please visit [www.ranchosahuarita.com](http://www.ranchosahuarita.com) or call Kim Sykes at the Welcome Center at (520) 207-7730.