



Illustrated  
Properties  
Real Estate, Inc.

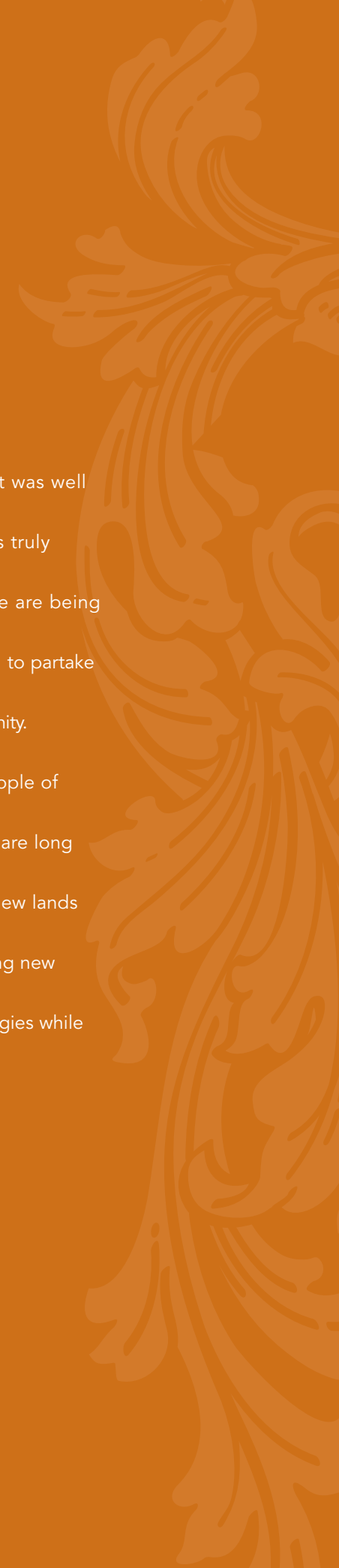
[www.byillustrated.com](http://www.byillustrated.com) Phone: 561.743.2331 Fax: 561.743.2717

Illustrated  
Properties  
Real Estate, Inc.



*F*lorida means “flowering” in Spanish and it was well named by the early explorers. Today, Florida is truly “in bloom”. New communities and infrastructure are being created for people from around the globe who are coming to Florida to partake of its temperate climate, unparalleled natural beauty and economic opportunity.

From the beginning, those who made Florida their home were people of courage and determination. Although the days of pirates and plague are long gone, the new pioneers are those men and women who are creating new lands rife with character and charm. With courage and vision, they are crafting new homes and communities that offer a quality lifestyle using new technologies while respecting our natural habitat.





Once known as a retirement mecca, Florida is now home to young families, extended families, single professionals, empty nesters and retirees who get younger every day. Today's builders and

developers are challenged to keep abreast of the demand for new housing while negotiating the maze of growth management regulations and building codes from state, county and local municipalities. The distractions of day-to-day management, marketing and sales once construction commences, prevents builders and developers from seeking and acquiring new opportunities.

With roots that run deep in South Florida, Illustrated Properties encourages these new pioneers by serving their needs with a division created especially for them – New Homes & Communities by Illustrated Properties. Recognizing that the skills and resources required to develop and build new homes and communities differ greatly from the sales and marketing of those communities, New Homes & Communities provides all of the sales, marketing and transaction assistance needed by builders and developers. We do what we do best, enabling our clients to do what they do best.





# Leadership Team

Team Leaders, F.F. "Chappy" Adams, Bill Hall and Nancy Cardone consult regularly to position the New Homes & Communities Division at the forefront of the development industry. Having the resources of Illustrated Properties behind the Division keeps the Leadership Team focused on current market trends, strengths and weaknesses affecting market conditions, changing real estate business models and top notch training methodologies.

As President of Illustrated Properties, Chappy is a Power Trends participant, which provides unparalleled access to the most dynamic brokers in the United States.

The New Homes & Communities Division is a member of the invitation-only New Homes & Marketing Group of America. Comprised of only a dozen companies in the country specializing in on-site development sales, this group of industry leaders meets annually for networking, idea sharing and product comparisons.

To protect our clients from non-compliance of regulatory issues, the Leadership Team closely monitors ever-changing regulations to Chapter 475 F.S., governing the conduct of real estate licensees, licensing and permitting requirements for branch offices, signage, mandatory state and federal disclosure requirements, RESPA regulations, conversion process requirements and condominium and homeowner association disclosure changes.



*F.* "Chappy" Adams is President of Illustrated Properties. A third generation Realtor, Chappy joined his father, Bud Adam's firm in 1987. Assuming the responsibilities of management, Chappy encouraged and was instrumental in the growth of Illustrated Properties from 3 offices to 20 offices, now located throughout Palm Beach, Martin, St. Lucie and Collier Counties.

Chappy Adams responded to consumer demands for "one-stop shopping" by establishing affiliated Mortgage, Title and Insurance Services which continue to satisfy the clients' needs for prompt and professional customer service. These services are available for developer clients and have served to expedite large numbers of simultaneous closings with reduced bureaucracy.

Sensitive to special needs in the community, Chappy has formed "Illustrated Properties Charities" which participates with the Lymphoma & Lukemia Society, Susan B. Komen Foundation, American Cancer Society, American Red Cross, and Habitat for Humanity. Chappy has traveled with the International Red Cross to Rwanda to help aid orphans and rebuild war torn villages.

Recognitions include:

**Certified Residential Brokerage**

**Friend of Florida RPAC**



*W*illiam M. Hall, CSP, is a Director of New Homes and Communities by Illustrated Properties Real Estate, Inc. He came to Illustrated Properties from Coldwell Banker Commercial NRT where he was Director of Commercial Sales. He also is a principle with Development One L.L.C. and has sold in excess of two billion dollars of real estate.

Mr. Hall has been named Commercial Real Estate Agent of the Year by the Building Owners and Managers Association (BOMA). He is also the recipient of a scholarship awarded by the Commercial Investment Real Estate Council (CCIM) for excellence in commercial real estate and holds the Certified New Home Sales Professional (CSP) designation by the National Association of Home Builders. He specializes in Land Use, Planning and Development Issues for new developments, as well as sales and marketing for new residential developments.

Mr. Hall is Chairman of the Palm Beach County Land Use Advisory Board and Local Planning Agency for Palm Beach County. He previously served as Chairman of the Commercial Needs Assessment Study for the Palm Beach County Board of County Commissioners. Additionally, Mr. Hall sits on the Government Affairs Committee and is Vice-Chairman of the Political Action Committee for the Gold Coast Builders Association, an affiliate of the National Association of Home Builders.

Mr. Hall has the distinction of conceiving and finalizing the largest Real Estate transaction ever in South Florida in 1990, the 104.7 million dollar Airport Centre deal.

He has served on the MPO/Turnpike task force and is past Chairman of the Chamber of Commerce of the Palm Beaches Transportation Committee and the City of West Palm Beach Transportation/Parking Committee.



*N*ancy Cardone is the Executive Director of the New Homes & Communities Division of Illustrated Properties Real Estate. She brings extensive management and organizational skills, sales experience and years of community involvement to the division. She is responsible for the overall management of sales teams, support personnel, marketing and community outreach for the New Homes Division.

Ms. Cardone has been awarded Realtor of the Year by the Jupiter-Tequesta-Hobe Sound Association of Realtors, is a Lifetime Member of the Realtors Professional Achievement Award and a continuous recipient of the Florida Association of Realtors Honor Society.

As a prominent member of the real estate community, Nancy has been asked to bring her expertise to several community boards, task forces and committees. Nancy has an appointment to Palm Beach County's Zoning Board of Adjustments and has served as an appointee to Palm Beach County's Commercial Need Assessment Study. She was a member of the Jupiter Farms Neighborhood Planning Committee as well as a member of the Palm Beach County School District Area Boundary Committee.

Ms. Cardone was President of the Jupiter Tequesta Hobe Sound Association of Realtors in 2001 and Chairman of the Board of the Jupiter Tequesta Juno Beach Chamber of Commerce from 2005-2006. Nancy is recognized for her accomplishments in Metropolitan's Who's Who.

Ms. Cardone is also an active, well-respected member of the Florida Association of Realtors, having served in many leadership positions, including:

**Chairman, Political Affairs Committee - 1998, 2005**

**Trustee, RPAC - 1996-2001**

**Chairman, Private Property Rights – 2001**

**Chairman, Political Fundraising Committee, achieved in excess of \$1.2 million in contributions – 2004**

**District Vice President - 2006**

# Testimonials

*"I* have thoroughly enjoyed my relationship with the New Homes Division of Illustrated Properties. At Lighthouse Cove at Tequesta and The Villas at Emerald Dunes, the sales teams work well together, are professional, knowledgeable, genuine and a pleasure to work with. Illustrated Properties reflects my philosophy to deliver the best possible product at all times."

Allen Greenwald, CEO  
The Greenwald Group, Coral Gables, FL  
Lighthouse Cove at Tequesta  
The Villas at Emerald Dunes

*"I*'d like to thank New Homes & Communities by Illustrated Properties and particularly our Sales Team for their diligence and perseverance. The sales team worked very conscientiously to present our product and our location in its best light at all times.

Keeping the momentum and the energy level at high levels past the Grand Opening celebrations are very important to a development, and our team could be counted upon to display enthusiasm to our prospects and purchasers alike."

Todd Caplin, Managing Partner  
Waterfront Clematis Property LLC  
Coral Gables, FL  
101 Lofts

*"O*nce again, thank you very much for an extremely successful sell out of The Village at Abacoa in Jupiter, Florida.

Lehman Brothers and Rockwood Realty were extremely impressed by the professionalism, understanding of the sales process and procedures of selling this large scale community which made The Village at Abacoa hugely successful."

Keith Walker, Vice-President  
Rockwood DTZ, New York, NY  
Representing Lehman Brothers, New York, NY  
The Village at Abacoa

# Scope of Work



## Project Evaluation

- Market Study
- Local Broker Focus Groups
- Design Recommendations
- Document Review
- Site Plan Review
- Problem Resolution & Fiduciary Services

## Advertising & Marketing

- Project Positioning
- Advertising Agency Coordination
- Collateral Materials
- Media Choices
- Web Page and Internet Marketing Development
- Sponsorship Opportunities
- Launch Timing

## Sales Staffing & Office Design

- Experienced Management
- On-Site Sales Managers are assigned to every project.
- Trained New Home Sales Agents
- Full-time Receptionists
- Furnishings
- Professional Office Design

## IPRE Corporate Advantages

- 650 Resale Agents
- RELO Member
- Christie's Auction Services
- Title & Mortgage Affiliations
- Name/Branding Identification

## Broker Relations

- Broker Outreach
- Preferred Broker Program
- Local Realtor Association Promotional Opportunities

## Contracts to Closings

- Closing Coordinator
- Buyer Financing Follow Up
- Closing Statement Review
- Buyer Appreciation Opportunities

## Sales Teams

Sales agents work together as a team, devoted solely to one project from inception to sell-out. Sales Teams are assigned by the Executive Director, mindful of the buyer profile and product style.

**Requirements:** • Florida Real Estate Salesperson License  
• Current Errors & Omissions Insurance • Active Member of Realtor Association • CSP Designation

Having our agents work as a team means buyers' needs are handled quickly and professionally. Every buyer knows the entire team is available to answer concerns, get information and give updates. Seven days a week, 24 hours a day.

Agents working with the New Homes & Communities Division are restricted from selling resale properties. Our friendliness and professionalism have set us apart from many other development sales efforts. Never will a buyer feel ignored or receive less than full attention. The sense of welcome and community begins in the sales office and carries through the closing.



## Clerical / Administrative Support / Receptionists

Hospitality begins at the front door. Every prospect is treated with courtesy, respect and professionalism. Receptionists are mindful of federal anti-discrimination laws and local Fair Housing ordinances. Many of our receptionists are bi-lingual.



## Sales Managers

**Responsibilities:** • Daily Scheduling • Operational Procedures • FREC Compliance • Broker Relations  
• Adherence to Company Policy • Timely Developer Response  
• Establishing Sales Presentations & Protocol • Implementing Sales Program Changes • Overseeing Sales Agent's Performance • Weekly Marketing Updates • Coordination with Developer's Representative • Database Management  
• Technical Support • Bank Reports

**Qualifications:** • Florida Real Estate Broker-Salesperson License • NAHB Certified Sales Professional Designation  
• Florida Notary Public



## Operations & Technical Support

• Registration Tracking Databases • Broker Registration  
• Property Databases • Email Address Lists

Exclusively designed by New Homes & Communities, these databases are tailored to provide the developer with the information he or she needs quickly in an uncomplicated format. Additional reports are easily prepared with specific information for Banking Partners, Project Managers, Maintenance Personnel, Management and Closing Agents.

The Operations & Systems Manager is responsible for establishing a site-specific database and assisting managers with reports. Information is verified with surveyors, architects and engineers prior to formation of the database.

# The Critical Path to Success

## 1. Pre-Construction

- Market evaluation
- Conduct focus groups as needed
- Establish unit sizes and amenity package
- Create pricing matrix pro-forma
- Formulate marketing incentive program

## 2. Development Process

- Implement merchandising program
- Establish sales & marketing timeline
- Select advertising agency
- Select PR firm
- Establish community name
- Create logo and thematic
- Develop initial advertising campaign

## 3. Sales Initiative

- Select sales team
- Finalize pricing matrix
- Define community marketing & sales plan

## 4. Marketing Coordination

- Create consumer & broker awareness
- Host broker event
- Design website
- Begin PR program
- Finalize ad campaign

## 5. Advertising Initiative

- Establish review process
- Produce ad campaign and related materials:
  - Logos, floor plans, site plan, features & amenities, photography, signage, design elements, main brochure, letterhead, business cards, labels, locator map, print and broadcast ads, sales center, website

## 6. Community Merchandising

- Produce signage
- Produce sales center displays
- Furnish sales center

## 7. Interior Merchandising

- Design models
- Coordinate model interior design

## 8. Sales

- Introduce sales team
- Open sales office
- Begin sales
- Host tours
- Qualify buyers
- Write contracts
- Conduct HUD review
- Assist with closing details
- Manage MLS listings and broker outreach efforts
- Upgrade & review timeline

## 9. Mortgage

- Establish on-site mortgage broker

## 10. Closing Agent

- Establish Closing Agency
- Coordinate with project manager
- Establish closing procedures

# Auction Marketing

Due to the cyclical nature of the real estate market, there are times when an auction marketing program can be a very valuable tool. New Homes and Communities has established an exclusive relationship with one of America's premier real estate auction companies to assist in these efforts.

Many major builders and/or developers have used the auction method of marketing to accelerate sales within a community in a condensed time period. Typically, such methods are utilized for large grand opening events or final closeout sales.

Auctions assist in pre-auction traffic and sales, post-auction traffic and sales and the rapid sellout of communities on

auction day. Additionally, they add to the marketing exposure of the community at large.

Our auction marketing program is designed to work hand-in-hand with your New Homes and Communities sales staff. In conjunction with the auction company's powerful database, our computer/internet traffic monitoring system will analyze the effectiveness of all media advertising, allowing us to gauge the interest level at all times.

Auction programs serve to fast track the marketing period while capitalizing on the benefits of the auction process.

Auction marketing offers builders and developers the following benefits:

1. Acceleration of the marketing period.
2. Showcases the community to the entire marketplace.
3. Extensive advertising.
4. Buyers' purchase time period is fixed.
5. Conditions of sales are final. No negotiations.
6. Showcases true market value.
7. Pre- and post-auction exposure

## Our Inclusive Client Value Added Services

The writing of a contract is only part of a very large sales and marketing process. As a complement to our Brochure and Sales & Marketing Agreement, the following Value Added Services highlights those services provided to our development clients. The value and cost savings is quantifiable by the sales velocity and bottom line of all parties.

**Comprehensive Sales Training:** This ongoing internal and external training program utilizes nationally recognized sales consultants. Agents strive for the CSP (Certified New Home Sales Professional) designation, the MCSP (Masters Certified New Home Sales Professional) designation and MIRM (Member Institute of Residential Marketing) resulting in higher conversion ratios, faster absorption, lower carrying costs and transferability of agents.

**Management Team:** The sales manager or team leader provides clients with 100% dedicated leadership at a lower cost to the builder because the position is not filled internally.

**Brokerage Operations:** Providing MLS membership, transaction processing and bookkeeping, listing management and employee benefits, this back-office support is paid by Illustrated Properties saving clients operating capital.

**Support Staff:** Administration and marketing coordinators providing clerical, reception and information management to the project resulting in reduced staffing overhead.

**Industry Knowledge:** Our association with NAR (National Association of Realtors), FAR (Florida Association of Realtors), NAHB (National Association of Home Builders), GCBA (Gold Coast Builders Association) and the Builders Sales and Marketing Council affords clients competitive positioning, cutting-edge capabilities and an objective feedback mechanism.

**Planning/Consulting:** Our team provides builders and developers with experiences gleaned through numerous projects. This team of professionals providing marketing and strategic planning, along with our strategic alliances in the real estate, development and construction industries, ensures lower costs to our clients and broader experience levels.

**Marketing Team Coordination:** Coordination of complete marketing needs provides clients with the added benefits of single-point coordination, efficiency and better relationships throughout the sales function, more control and better communication.

**Sales Center:** Our management team will provide you with design consultation for the Sales Center and includes the following benefits: a totally integrated sales process utilizing proven industry systems, a prospect-friendly environment with optimal traffic control and an accelerated sales rate.

**Traffic Analysis:** Affording clients site-specific intelligence feedback and tracking on site, as well as through the website and advertising efforts. Added benefits include the utilization of efficient marketing dollars and immediate correction based upon traffic analysis.

**Branding:** Utilizing the Illustrated Properties name and logo provides clients with borrowed equity achieved through a stellar reputation, stature and 40+ years of community involvement. Increased marketplace visibility, market share, multiple office locations, 650+ agents and community signage are just a few of the added benefits.

**Relo:** The Relo Network is the largest relocation network in the United States, offering clients an expanded buyer pool at no additional cost to the developer by capturing the potential (first look) transferee buyer.

**E & O program:** Provided as part of our services package, this program offers substantial savings when compared to developer/builder costs of obtaining individual coverage, as well as offering reduced legal exposure.

**Critical Path Value-Based Selling:** Our firm features a sales methodology based on value, planning and preparation. By creating a more informative presentation, we provide you the benefits of higher conversion ratios, salesperson control, more sales and a higher degree of qualified buyers.

**650+ Agents:** Providing clients the added exposure to move-up buyers and our broker network, as well as offering the powerful communications network afforded by the Multiple Listing Service. And since compensation is through commissions, sales can therefore be budgeted as a direct sales cost or marketing cost, rather than as an overhead expense.