

ASSOCIATES IN **PROGRESS**

Cordillera Ranch

As you have no doubt noticed it has been a difficult time in the building industry for the past few years. Predicting the economy for the real estate market has always been fairly futile. But, fortunately there have been enough consistently positive economic reports recently that point towards optimistic trends for 2012. At Cordillera Ranch, the signs of the turnaround began showing up in early 2010 and really became more consistently positive later in the year. Lot sales activity increased in 2010 (this included both developer lot sales and resale lot sales). Total lot sale transactions, by dollar volume, increased 26% in 2010 and the average lot sales price increased 7% in 2010. Continuously increasing real estate values is a rarity in the builder environment as you well know and is a key component to any community's success. In total, there have been over \$15 million in lot sales at Cordillera Ranch during 2009 and 2010.

They attribute their success to several elements -- one being the realtors that believe in and continue to bring their

clients to Cordillera Ranch. During the past eighteen months, Cordillera Ranch has added a world-class clubhouse, fitness facility and spa and they have launched their new villa product for Cordillera Ranch, called Di Lusso, which offers a simplified building process compared to the traditional custom home and delivers the first "lock-and-leave" product in this gated community. Re-investing in the development and continuing to expand the lifestyle opportunities at Cordillera Ranch definitely contributed to the real estate sales and membership growth during 2010 and will remain a continued focus in 2011. They are always working to push the envelope on ways to continuously enhance this beautiful 'have-it-all' community. Although the major club amenities are complete there are still many exciting new things on the horizon and planned for the future that will continue to grow and enhance their community.

The next phase of development slated for delivery later this year is called Summit Pass. Situated on the highest hilltop in Cordillera Ranch, Summit



Pass combines larger acreage estate lots with close proximity to the clubhouse, views of the Nicklaus Signature Golf Course (72 par) and stunning 360-degree views across the Hill Country and Guadalupe River valley. This limited section of 2+ acre lots is already 25% pre-sold and construction will begin in the next couple of months. Adding Summit Pass is going to broaden their product mix in the Clubs village, with lot sizes in the clubs village now ranging from less than quarter-acre up to 2.5 acres and lot prices ranging from \$80,000 to over \$700,000. Things are certainly looking very positive for 2011.

Cordillera Ranch also provides their services to Realtors and their clients by providing a beautiful Visitor Center where you can meet your clients and utilize valuable resources, plans and other collateral as well as one of the conference

rooms. You will also find the staff at the Visitor Center welcoming and willing to update you on the latest sales and development info in Cordillera Ranch. The Visitor Center is located near the main gate off of Hwy. 46, and the 25-mile view across the Guadalupe River valley is sure to captivate your client. It is open 7 days a week from 9 am until dark. Register your clients with Cordillera Ranch and that client will be protected as yours for 180 days. The staff at Cordillera Ranch is also there to help with any questions that you and your client might have. With 8,700 acres of beauty in Boerne (just 13 miles from San Antonio) you are sure to impress your buyers and find something to charm even your pickiest customers.

Please visit their website www.CordilleraRanch.com or take a drive out to Cordillera Ranch for a visit.