

BIGHORN PROPERTIES SELLS 13 PROPERTIES IN 6 WEEKS



BIGHORN Properties selling season is off to a flurry of activity as 13 custom homes, homesites and premium resales are reported sold in the first 6 weeks of 2013.

BIGHORN Golf Club continues to stand out as Top Producing Club in the Coachella Valley. In the past 2 years, BIGHORN Properties has closed 75 sales involving new custom and resale homes as well as unique homesites. As BIGHORN's Chairman of the Board, R. D. Hubbard, concluded, "Our thriving property sales confirm our success as a progressive world-class golf community, worthy of a sound investment. BIGHORN continues to grow in stature and value."

In addition to the sales activity, currently, 12 homes are under construction with 4 more in the final review stages. Carl Cardinali, BIGHORN Properties' Director of Sales states, "The average home under construction is 8,000sf with an \$8.1 million per home investment; that's \$97.2 million of direct capital investment and, using a US Bureau of Economic Analysis multiplier for construction activity, an additional \$161 million of indirect economic benefit to the local and regional economy."

So what sets BIGHORN apart? Cardinali says, "R.D. Hubbard has created an exceptional community focused on lifestyle with world-renown amenities, prompting investment and support by owners and members and all of the development was accomplished without special assessments to the Members."

In contrast to many golf communities, BIGHORN has added 74 new Members in the last three years with new members having an average age of 54 years. With such a young average, the Club is always bustling with activities directed to all members of the family.

BIGHORN's Leadership has directed its success by anticipating the necessity to appeal to buyers' lifestyle choices. BIGHORN embarked on a development spree to add facilities and amenities starting in 2002 with opening one of the country's first, on-site world-class Spa & Wellness Center with full-service Salon, Pilates and Aerobics Studios, 11 Treatment Rooms plus a newly renovated Fitness Center. This ambitious move led to a new direction in sales offering homeowners an opportunity to pamper themselves and focus on their health and well-being.

The variety of amenities are astounding including an 8,000sf Canyons Steak House; its 7th restaurant on campus, with unparalleled views of the valley, The Pour House restaurant (opened 2005), The Marketplace (opened 2006 with Starbucks coffee and wifi), Golf Learning Center (opened 2010), Dog Parks (opened 2004), Bocce Ball Courts (opened 2011) add to the 100 seasonal activities and concierge services. All of these amenities have been paid by the Developer so Members have NEVER BEEN ASSESSED for any improvements.

"We have always maintained the mindset that if you build it, they will come," shares BIGHORN Chairman R.D. Hubbard. Last year, a Kiddin' Around Play Park was added for all the families and grandchildren we've attracted. "Our thriving property sales confirm our success as a progressive world-class

golf community, worthy of a sound investment. BIGHORN continues to grow in stature and value." Since inception, BIGHORN has closed over \$2.2 billion in property sales."

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