

CRCA- June 2014 Newsletter

Developer's Corner by David Craig

Craig Ranch recently received the highest award in the DFW market for a master-planned community at the 2014 McSam Awards. Held April 10th at the Hotel InterContinental in Addison and presented by the Dallas Builders Association's Sales & Marketing Council, the McSam Awards is considered the Oscars of the new home industry. The McSam Awards program was established in 1979 to recognize outstanding achievement in residential home design, marketing and sales as well as recognizing exceptional communities created by some of the finest developers in the country. McSam stands for Maximum Creativity in Sales and Marketing.

Considering the intense competition with many other outstanding new master-planned community concepts opening all around us, we were extremely honored to receive this award. It recognizes Craig Ranch's success as a large, mixed use, master-planned development that offers a true Live, Work and Play environment.

As one of the top real estate markets in the United States, Dallas/Fort Worth is attracting the top developers, investors and design professionals to create innovative, new master-planned communities--so that makes this award for such a long established development even more impressive.

With the size and scope of a 2,200 acre development, it takes years to reach maturity, and during those years, Craig Ranch had to weather a major recession and other downturns in the economy and local market. However, from 2011 to 2013 and continuing into 2014, Craig Ranch has been one of the fastest selling communities in terms of single families home sales and land sales for development of new office buildings, new multi-family lifestyle communities, retail and medical facilities as well as establishing McKinney's premier corporate campus.

The McSam judges- a collection of top builders & developers, architectural design and merchandising professionals and sales and marketing executives from around the country—chose Craig Ranch for the following reasons:

- Craig Ranch, a long established develop created a competitive advantage over much newer master-planned communities by employing strategies such as:
 - Instituted aggressive Realtor Appreciation and communication programs to generate traffic and sales
 - Enhanced neighborhoods with new entrance landscaping
 - Brought in the market's top homebuilders to target empty nesters before other developments could tap into that market demand and expanded traditional single family homes options.
 - Re-branded the luxury golf course community as 17Green; repositioned the community and brought in a new Realtor team to market it resulting in an increase in sales.
 - Sold out The Villas and The Settlement neighborhoods and rezoned commercial land to develop additional SF residential neighborhoods
 - Attracted new home builders in The Settlement and The Estates as well as for the newly rezoned residential land. New builders include custom builder Our Country Homes, numerous other custom builders as well as Landon Homes and Beazer Homes.
- Recognized the uniqueness of Craig Ranch's overall master-planned/mixed use concept. There are no other communities of this size and scope that offer this diversity of residential lifestyles and commercial uses in DFW.

- Craig Ranch's overall Success in 2013.

I am very proud of this achievement and for the extraordinary efforts of the entire development team, marketing team and homeowner's association management team that together with our outstanding residents have made Craig Ranch the success it is today! This type of recognition supports the increasing value of our master-planned community overall as well as your individual properties So Congratulations to all!