

May 15, 2018

## **MARKET ASSESSMENT FOR RENDEZVOUS COLORADO FILING 11E BUCKHORN PAIRED CABINS AND MOOSEHORN SINGLE FAMILY CABINS**

### **REDEFINED BUYER PROFILE**

We made a considerable investment in research to redefine/fine-tune our buyer profile. Findings showed that our Rendezvous buyer transcends age, crosses income levels and includes singles, couples, families and multi-generations. Ergo, we've formulated a psychographic profile to capture the essence of who is attracted to a resort home in Fraser/Winter Park – and ultimately Rendezvous – rather than targeting a specific age or income demographic.

*Shared values of the redefined profile include:*

- 1) Active lifestyle; fitness driven
- 2) Strong family priorities
- 3) Preference for authenticity
- 4) Desire for connection – with nature, family, self
- 5) Desire to "do good" – take care of the environment and give back
- 6) Value the Arts

*Shared behaviors include:*

- 1) Activated recreation
- 2) Love of travel and exploration
- 3) Adventure, experience new things
- 4) Foodies – enjoy food, wine, microbrews
- 5) Volunteerism – prioritize giving back in their experiences
- 6) Interest in and support of the arts

In addition to devising a plan to reach our redefined buyer profile, we also recognized we needed to take action to better attract the profile as well. We believe we will accomplish through a variety of products for buyers to choose from, and as the result of applying a mountain modern architecture style to our new product.

### **REDESIGNED PRODUCT**

To better match today's buyer's wants/needs, we've revised our product mix and designs. As we learned from our research, buyers today are looking for CONNECTION. Connection with family and friends, connection with nature, and an internal connection. In addition, because of what we've learned about how our buyers recreate and play, we understand that their mountain home is not their destination, rather it serves as a base camp/launch pad for adventure. We've redesigned our product mix to include a broader range of product types and price points, with these values in mind:

- Open, generous gathering spaces for families to connect
- Outdoor living spaces
- More utilitarian design; form and function in lieu of a showcase home
- Living spaces for multiple generations; multiple families

- Separate spaces for kids and adults
- Active lifestyle components, e.g., gear-closet garages, drop zones for stuff
- Easy care but upscale finishes, e.g., solid surface counter and hardwood throughout main level living areas

### ***Determined Vertical Product Types for 2018***

Cabins

Paired Cabins (Duplexes)

### ***Finalized Rendezvous Product Mix for 2018 – from Highest Price to Lowest Price***

Product Type	Size	Price	PPSF
<b><i>The Ridge Custom Lots</i></b>	Land only	From \$200,000 to \$975,000	N/A
<b><i>-Ramshorn Cabins (Luxury Mountain Modern)</i></b>			
-Plan 1	2341	\$1,175,000	\$501
-Plan 2	2912	\$1,275,000	\$438
<b><i>Moosehorn II Cabins</i></b>			
-Uphill	2172	\$760,200	\$350
-Downhill Ranch	2164	\$811,500	\$375
-Downhill 2-Story	2936	\$953,875	\$325
<b><i>Buckhorn Paired Cabins (FILING 9 SOLD OUT)</i></b>			
-Plan A	1250	\$437,500	\$350
-Plan B	1114	\$417,750	\$375

### **The State of the Grand County Market**

The future will be determined by how Grand County developers and real estate professionals modify their practices to meet today's new buyer. Accordingly, the current state of the market really doesn't have a substantial bearing on the future, but a snapshot look is important and one that is most helpful to our sales team in order to be effectively prepared as discussed above.

The state of the market is best classified as improving significantly. The most positive component of the market is the fact that the vast volume of undervalued inventory has been sold and new properties are being absorbed rapidly.

### **Buckhorn and Moosehorn Product**

Rendezvous Filing 11 contains both Buckhorn Duplex and Moosehorn Single Family. All of the inventory and homes under construction in Filing 11 (Buckhorn) and Filing 5 (Bighorn and Moosehorn) have been sold out. Existing demand is strong for those product types that Filing 11 will provide.