

Builder/Developer Real Estate Strategies

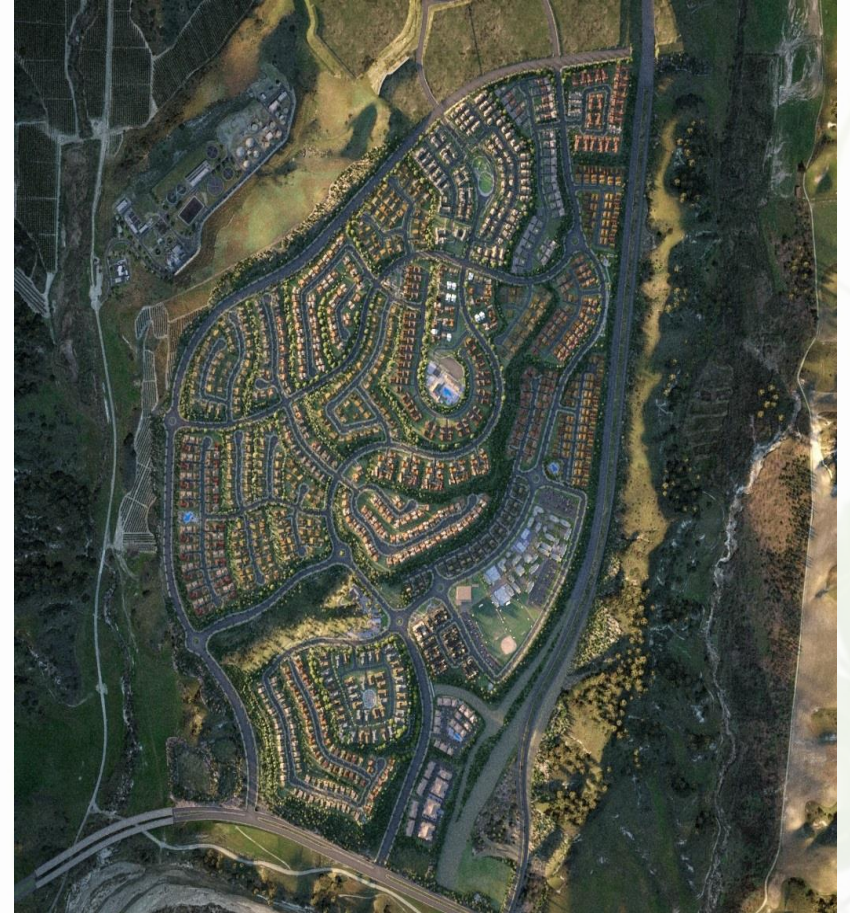
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RANCHO MISSION VIEJO®

RMV Unique Characteristics

- Single location – Orange County, CA
- Large scale – 8,000 to 14,000 unit communities
- Very long term perspective
- An “A” location – solid demand
- Controlled supply of land



Relationship Focused

- Utmost integrity
- Maintain a “level playing field”
- Deal structure – common to all builders
- Frequent communication
- Transparency of information

 ***All leads to trust***



RMV Establish...

- Vision
- Time frame
- Velocity – product segmentation
- Neighborhood Builder team
- Deal structure – profit margin/ profit participation



What do Builders want?

- Security
- Reduction of risks
- Clear deal
- Well managed process




Unique Approach – Land Selling

- Village of Esencia – Last phase
 - *752 units*
 - *9 new products*
- RMV selects Builder team
- RMV “fronts” all design costs
- RMV/Builder – jointly design
- Builder – exclusive 1st right of offer



What is the future about?

- One word  Innovation
 - New product design led by RMV
 - New systems – customer knowledge
 - Structure the land deal for affordability/velocity

