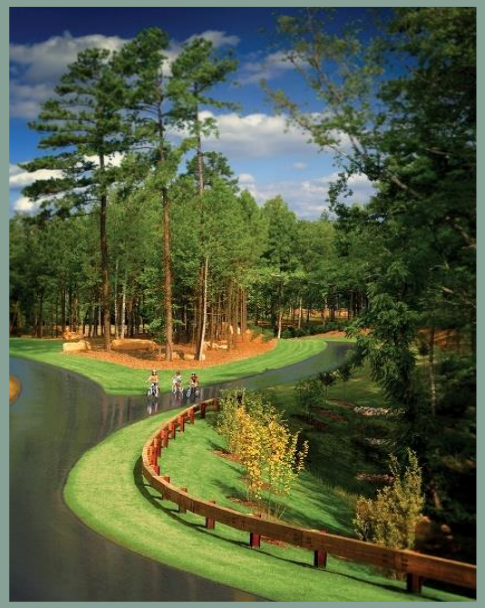


Creating Incredible Places to Live

NEWLAND™

newlandco.com

The largest private developer of planned communities in the US.

With a legacy that dates back **more than 45 years**, Newland specializes in comprehensive residential and mixed-use community creation and development, asset management, investment and advisory services.

22 Active Markets. Coast-to-Coast.

Newland has offices in 14 cities, is active in 22 different markets in 14 states, and currently has more than 35 communities under development, making it the nation's **most geographically-diverse community developer**.

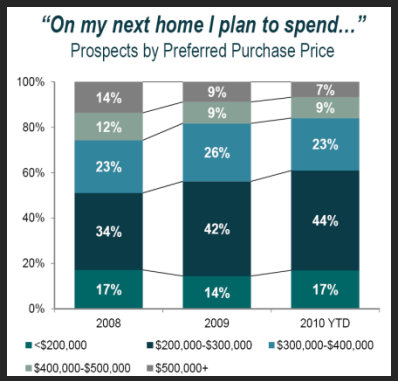
Multi-disciplinary operating teams.

Newland's strong regional operating teams include **more than 200 experienced professionals** in finance, entitlement, planning and engineering, construction, marketing and sales.

Customer-centered. Design focus.

Newland has earned a solid reputation for integrity, innovation and an ability to deliver on every community's unique vision, by **bringing an intentional design focus** to everything it does, and starting with a deep **understanding of their customer.**

Newland Toolbox for Customer Intel and Engagement

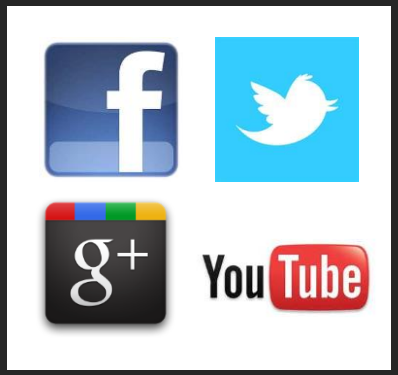


CRM Customer Database

Customer Segmentation

Shopper & Resident Surveys

Ethnographies & Product Testing



Social Media & Blogs

Community Websites

Targeted E-Mails

Online & Search Optimization

Completed projects. The test of time.

Newland's portfolio of projects both completed and under development includes:

- More than **140 diverse real estate developments**
- In excess of **20 million square feet** of commercial and retail
- Over **185,000 residential units** sold to builders

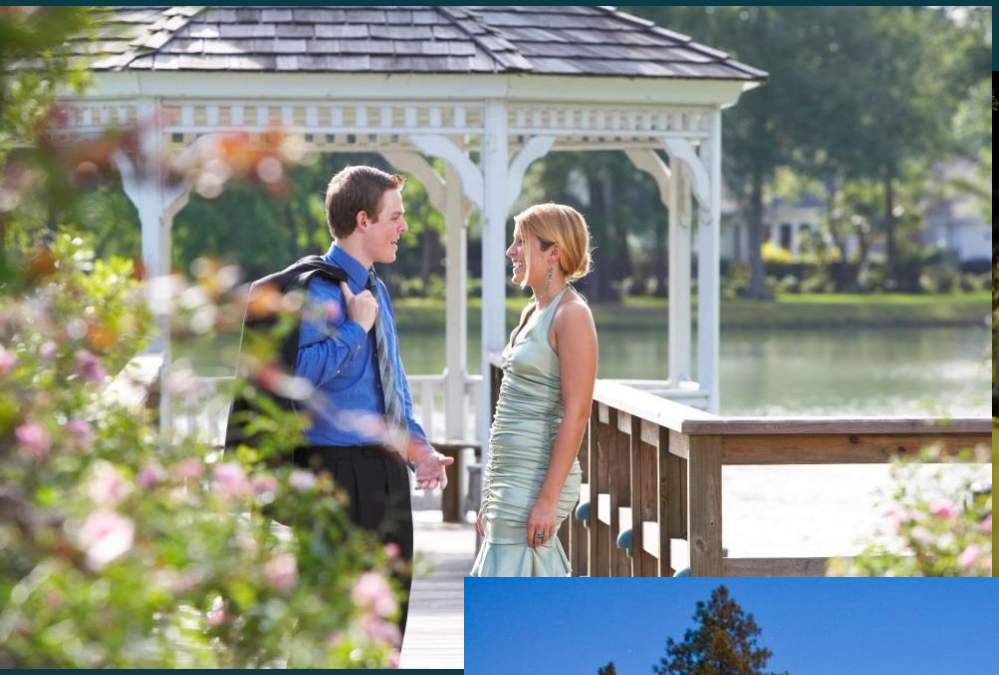
Market-leading. Top-sellers.

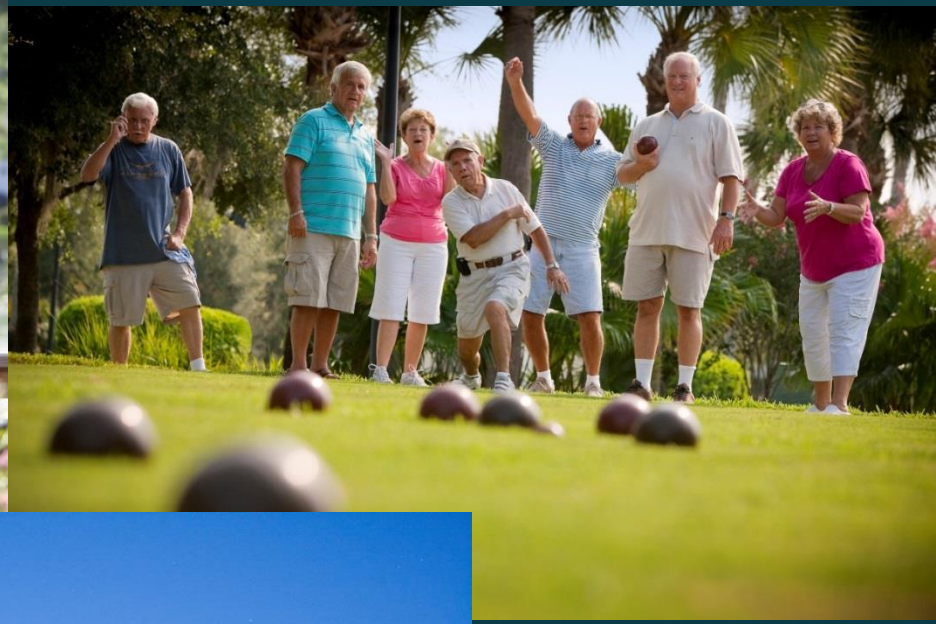
During the depths of the recession, Newland had the **#1-selling community in the nation** (Cinco Ranch, 2009), and consistently has multiple communities on the top-selling list, including 5 of the top 50 in 2013.

Newland was named **Developer of the Year** in 2010 by national trade publication, *Builder & Developer Magazine*.

Great communities provide ways to connect …

reasons to stay…





a sense of pride in place…

and places for all kinds of families to live life in ways that matter most to them.