

# 2012 Top-Selling Master-Planned Communities

## *50 Top-Selling Master-Planned Communities Up 46% Year-Over-Year*

The national housing market is clearly showing signs of recovery and nowhere is the improvement more evident than in the performance of the nation's largest master-planned communities. John Burns Real Estate Consulting surveyed nearly 100 large-scale residential communities across the United States to compile our list of the 50 best-selling communities for 2012. Our consulting team has consulted on or visited the vast majority of these communities.



The following ranking represents the top 50 master-planned communities in the country based on net sales. Together, these communities totaled 22,806 new home sales in 2012, which is a 46% increase over the 15,599 new home sales in these communities in 2011.

**Sales improved year-over-year at 48 of the 50 top master planned communities.** Virtually every master planned community in this year's survey experienced more sales in 2012 than in 2011. In fact, sales at 11 master-planned communities increased more than 100%, and The Bridges and Hastings Farms communities jumped to 240+ sales in their first year open. Two communities still made the top 50 with lower 2012 sales; Monterra has closed out and Telfair is in its' final phases.

**Rosedale in Azusa saw the biggest sales increase.** The master-planned community with the biggest percentage sales increase is Rosedale in Azusa, with a 204% increase

to 271 sales from 89 in 2011. Pete Reeb, Senior Vice President and long-time Southern California consultant, adds *"Rosedale is a great example of a community where product segmentation, community design, and superior execution come together to create a master-plan that generates excitement in the market. Incorporating a thoughtfully considered "resort" community recreation center, 10 parks, natural open space, and a future Metro Gold Line rail station, Rosedale has emerged as the place to be in the San Gabriel Valley."*

**Nine developers had more than one master-plan in the top 50.** Newland Communities has six master-plans in the top 50 that combined for 2,393 new homes sales in 2012, up 13.5% YOY. **Johnson Development** captured 1,601 sales in four different top 50 master-plans, all in Houston, for a 69% increase from 2011. **Shea Homes** has three top sellers: Highlands Ranch in Denver, Mountain House in Tracy, Vistancia in Phoenix with Sunbelt, totaling 1,132 sales in 2012 for a 105% increase. Six developers have two communities each in the top 50: Focus Property Group, Howard Hughes Corporation, DMB, Fulton Homes, Starwood Capital/Land and GL Homes.

**Consumers want amenities that most master-planned communities have.** In our proprietary survey of over 20,000 consumers nationally, prospects indicate they are looking for amenities such as a pool (44%), a clubhouse (58%), a community recreation center (51%) and water or lake amenity (40%), beyond a good location and nice looking neighborhood. Nationally, only 18% are looking for a golf course in their next community. Most master-planned communities offer these appealing, shared amenities in addition to range of home sizes and prices.

**Strong sales are supporting price increases.** Finally, Jody Kahn, our Senior Vice President and manager of the study, adds *"It was gratifying to see the strong sales improvements at nearly all of the master-planned communities we considered for this year's ranking. In addition, net prices are increasing in most of these desirable locations, and in some cases builders were intentionally limiting sales in the 2nd half of the year while pursuing better margins."*