

# EAST WEST COMMUNITIES







# A Groundbreaking *Concept*

East West Partners began over 35 years ago with an idea that would revolutionize the way American families live and play.

In 1973 we were a young group of real estate professionals working for one of the nation's premier resort developers, Sea Pines Company. Vacationers loved our resorts, and hated to go home. Some wondered out loud why they couldn't live the resort life year-round. We listened to them carefully...and then set out to give them what they wanted.

Today East West Communities offers families extraordinary quality of life in more than 20 resort-style communities. Our success is founded on three principles we have refined over the years: innovative land planning, an unwavering commitment to the environment, and year-round resort living. We listen to our customers, anticipate their desires, and deliver what they want most. We endeavor to do it first and to do it best.



*"Many members of the East West Communities management team began their real estate careers with me at the Sea Pines Company. It has been a joy to see them develop several of the country's most outstanding communities over the past 25 years."*

Charles Fraser  
President  
Sea Pines Company

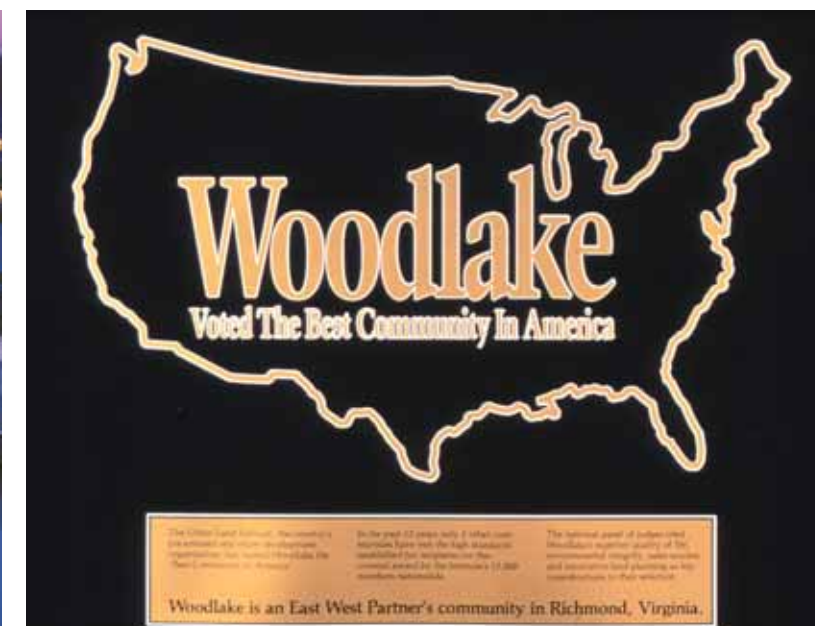




# A Foundation Of *Achievement*

East West Communities pioneered the master planned community concept approximately 35 years ago with Brandermill, just outside Richmond, Virginia. Situated on a 1700-acre lake, Brandermill was one of the first financially successful planned communities to combine homes with offices, schools, churches, shopping centers, and a wide array of recreational facilities. Brandermill was an undisputed success; in 1977 it was named "The Best Planned Community in America" by the National Association of Home Builders and Better Homes & Gardens Magazine.

We continue to build on our foundation of achievement and creativity. Superior home design and innovative amenities like GardenGolf®, FunHouses®, children's water parks, Tom Sawyer island playgrounds, skating rinks, bike tunnels, and waterfront amphitheaters continue to attract and delight new home buyers, and keep East West Communities on the cutting edge of this competitive industry.



"In 1990 the 14,000-member Urban Land Institute chose Woodlake as the 'Best New Community in America.' We selected it because of the extraordinary lifestyle and environmental setting it offered at a very affordable price."

Robert Engstrom  
Urban Land Institute  
Awards Committee



# A Firm Environmental *Commitment*

At East West Communities, a consistent element of our strategic approach is an uncompromising commitment to environmental preservation. We've established environmental protocol and developed ground-breaking conservation measures for virtually every new community we've built, and our methods are now industry standards. We've been recognized for our environmental leadership with numerous awards.

Our extensive experience shows us that Americans share our concern for the health of our planet, and we're committed to preserving the natural world for generations to come.



*"East West Communities has a long history of working cooperatively with our county government to achieve planned communities we can both be proud of. When we have companies relocating here, we always show them the East West developments as some of our best places to live!"*

Lane Ramsey  
County Administrator,  
Chesterfield, VA





# A Cornerstone Of *Experience*

As industry leaders, East West Communities employs specialists in diverse disciplines. Our areas of expertise include zoning and land planning, financial modeling, construction, club operations, project management, technology, commercial development, sales and marketing. We have an award-winning team of real estate professionals uniquely qualified to provide a wide array of products and services.

Our depth of experience enables us to manage an exceptionally diverse portfolio of real estate projects. At East West Communities, we apply our expertise not only to our residential communities, but also to resort properties. Our Club Division specializes in designing, building, and managing swim, tennis, and golf clubs throughout the Southeast.



*"East West Communities is among the best builders of successful master planned communities with a wide variety of product and unique amenities on the East Coast."*

Gadi Kauffman  
Managing Director  
Robert Charles Lesser & Co.





# A Solid *Partnership*



PRESIDENT  
Gary Fenchuk  
1973



CHIEF FINANCIAL OFFICER  
Kathy Pearson  
1979



DIVISION MANAGER  
Clem Carlisle  
1975



DIVISION MANAGER  
Roger Arrowsmith  
1976



DIVISION MANAGER  
Branch Lawson  
1981



MARKETING  
Franny Powell  
1973



SALES MANAGEMENT  
Mark Edwards  
1988



MARKETING  
Connie Pollard  
1982



MARKETING  
Benjie Bowman  
1992



SALES MANAGEMENT  
Bev Dubis  
1992



CLUB / NEW BUSINESS  
Jim Beckner  
1988



FINANCE  
Chris Badura  
1987



PROJECT MANAGEMENT  
Aaron Millikin  
1992



PROJECT MANAGEMENT  
Chris Corrada  
2001



SALES MANAGEMENT  
Jon May  
1991



NEW BUSINESS DEVELOPMENT  
Daniel Jones  
2005



TECHNOLOGY  
Eric Wirt  
1999



CONSTRUCTION  
Dean Vincent  
2004



CLUB OPERATIONS  
Alan Slaughter  
1988



CLUB OPERATIONS  
Debbie Gordon  
1982



CLUB OPERATIONS  
Jack Healan  
1999



There is no substitute for teamwork. Many senior members of the East West Communities management team have the extraordinary benefit of having worked together for 25 years or more. Furthermore, we share a common learning curve and business philosophy, articulated in a set of guiding principles we call our "100 Secrets To Success." Through over three decades of experience, these principles have stood the test of time and profitability.

*"In 1990, Champion conducted a nationwide search to find the best land development firm to handle our Jacksonville property. After a year of extensive research, we chose East West Communities. We have been extremely pleased with their successful results."*

Roland Diaz  
President  
Champion Realty







# A Substantial *Structure*

East West Communities began in Virginia three decades ago and over the years generated two separate divisions, based in North Carolina and Colorado, which since have become autonomous entities. These three companies operate in eight of the fastest growing states, and together have enriched the national landscape with innovative, superior communities.

Today, the original "southeast" division of East West Communities is a flourishing company developing, managing and marketing progressive residential and resort communities. We have an impressive record of successful partnerships, including joint ventures with investors, bankers, developers and land owners. With more than 14,000 lots developed and sold, and approximately \$3 billion in development value, East West Communities presents an incomparable record of experience and achievement.



*"Donaldson, Lufkin & Jenrette considers East West Communities to be a sophisticated, multi-dimensional developer who meets our demands and expectations. They have demonstrated over the years an ability to develop superior communities."*

Andrew P. Rifkin  
Managing Director  
Donaldson, Lufkin, & Jenrette





# A Unique *Lifestyle*



## EAST WEST COMMUNITIES AWARD-WINNING DEVELOPMENTS SINCE 1973

### **Richmond, VA**

Brandermill  
Woodlake  
Hampton Park  
The Lofts at Cary Place  
Cary Place Townes

### **Williamsburg, VA**

Liberty Ridge

### **Chester, VA**

River's Bend  
Stoney Glen

### **Smithfield, VA**

Gatling Pointe  
Gatling Pointe South

### **Orlando, FL**

Windsong

### **Isle of Wight, VA**

Eagle Harbor (North)  
Founders Pointe

### **Jacksonville, FL**

Eagle Harbor (South)  
Eagle Landing  
Rolling Hills

### **Suffolk, VA**

The Riverfront

### **Beaufort, SC**

Fripp Island

### **Gloucester, VA**

Riverwatch

### **Atlanta, GA**

Country Lake

### **New Kent, VA**

Patriots Landing



## **EAST WEST COMMUNITIES**

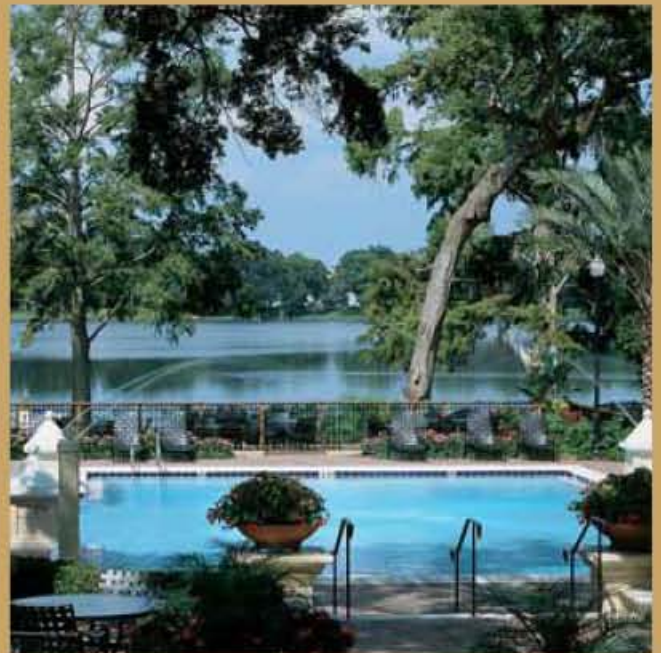
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