



*Views from south facing lots over the new lake on the nine fairway.*



*Construction of a 900 foot lake on the number nine fairway.*

## WESTGATE

### Closing:

During Escrow negotiated 50% increase in land size by purchasing seven additional acres from the golf course for \$43K and acre.

During Escrow, negotiated for the right to build one lake and water feature on the course.

### Entitlement:

Projected to secure final map within 12 months of purchase of the property.

While still providing play for the golf course by setting up temporary greens.

Structured an agreement to obtain water and sewer from the adjacent property owner. (These utilities were not available at close of escrow to the site).



*Views from northwest facing lots over the new lake on the seven fairway.*



*Fairway on the number seven hole (looking west) before construction.*

## **Sales Accomplishments:**

Positioned and branded the Westgate Development as one of the premier residential communities in the desert with anticipated home sale prices on par with the ultra high end homes in the desert. (Anticipated finished home prices in Westgate are 2.5 to 10 Million.) Prior to Westgate sellout, no homes in Westgate sold for over 1.2 million. After Westgate, production homes in the club are selling for 1.2 million and estate homes for over \$3 Million.

Home prices adjacent to Westgate development have appreciated 50% in one year, when other home prices in the Valley have increased 30%.

Average lot price obtained: \$630K. Prior comps in the club were less than \$400K, thus demonstrating the marketing and branding effectiveness of the NCCM and B&A team.

Polled almost 2/3 of the lot buyers to determine design preferences and discuss privacy vs. view tradeoffs.



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*The construction team during installation of the new 1,400 foot lake on the number seven fairway. From left: Luke Dye-Sema Golf, Gary Luscombe-Sema, Frank Eder-NCCM, and Perry Dye-Dye Designs.*

Developed architectural and landscape design guidelines that optimized buyer preference to first and foremost provide ultimate privacy while still maintaining mountain views.

The senior planner at the city of Rancho Mirage stated that this was the best thought out high end development he has seen because of the design guidelines. This planner, Carl Bishop has been with the City of Rancho Mirage from over 10 years.

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