

About Blackburn Communities

Blackburn Communities is the real estate development company with extensive experience in the development of master planned communities, senior housing, and student housing throughout the Southern United States. With each community developed, Blackburn Communities provides innovative designs in superior locations with exceptional craftsmanship and customer service at a remarkable value.

Blackburn Communities has received a number of awards for its community development, including recent recognition as the National Association of Home Builders 2009 and 2010 Community of the Year for the Greater Austin Area for the successfully completed and sold out Oaks at Wildwood development in Georgetown, Texas.

STANDARD PACIFIC SCOOPS UP REMAINING LOTS IN TWIN CREEKS DEVELOPMENT—FROM AUSTIN AMERICAN STATESMAN



STANDARD PACIFIC HOMES

With homebuilding continuing to pick up in Central Texas, Standard Pacific Homes has purchased lots in the large Twin Creeks master-planned community in the Cedar Park area.

Standard Pacific Homes purchased 75 lots. Standard Pacific will build the Reserve at Twin Creeks, the last section of the 760-acre Twin Creeks subdivision which has nearly 800 homes today.

The Standard Pacific Homes will be priced from about \$350,000 to the upper \$600,000s, with many of the sites adjacent to green space, said John Bohnen, president of the builder's Austin division. Standard Pacific Homes will start construction next month on the first homes. Standard Pacific Homes will be offering 15 new home designs when sales start in the spring.

Twin Creeks is in a desirable part of the region, in the Leander Independent School District. The entrance to Twin Creeks is across from Cedar Park High School.

Last year, builders started construction on about 1,500 new homes in the area, a swath that includes far Northwest Austin, Leander and Cedar Park. That is 33 percent more than in 2011, according to Metrostudy, a housing market research and consulting firm.

"Twin Creeks is located in an area with a dwindling supply of developed lots that will support new home construction in the \$300,000 price range, so I would expect there to be strong demand for the homes there," said Eldon Rude, head of the Austin market for Metrostudy.

Standard Pacific will be opening two neighborhoods in this Master Plan Community:

Crossings at Twin Creeks

COMING SPRING 2013

We expect pricing to start in the mid \$300,000s. Lot sizes will typically be 60' x 130' with many cul-de-sac home sites available. We will be offering nine floor plans ranging from 2,600 to over 3,400 square feet and including several single-story designs.

Bluffs at Twin Creeks

COMING SUMMER 2013

We expect pricing to start in the mid \$500,000s. Lot sizes will typically be 90' wide with many oversized and cul-de-sac home sites available. We have not finalized our floor plans for this neighborhood yet.

Bohnen said the acquisition "is a perfect fit" for Standard Pacific Homes, supporting its strategy locally and nationwide of buying lots in locations catering to people buying homes in the move-up and luxury categories. Standard Pacific Homes, based in Southern California, is in 12 new-home communities in Central Texas, and has sold nearly 5,000 homes since its Austin division was established in 2003.

"This is a highly desirable community, and one of the last remaining master-planned communities in the northwest submarket," Bohnen said of Twin Creeks. "Lot supply is extremely low in this area, so this is a great find for us and a great purchase."

Experts predict that the post-recession housing recovery in Central Texas will gain further momentum this year. In his annual housing forecast this month, Rude said that he expects builders to start construction on 9,000 to 10,000 homes, a 10 to 20 percent increase over the 7,981 houses that builders started construction on last year.

SUNFIELD GOES ORGANIC!



sunfield

Sunfield – a masterplanned community located 20 minutes south of Austin in Buda, Texas – has incorporated a number of outstanding amenities to make this a truly special neighborhood. There's the Sunbright Activity Center with Spray Park and WiFi, a fenced dog park, plus miles of hike and bike trails around water features,

covered picnic areas and open spaces. But perhaps the most exciting new feature is the Sunfield Community Organic Orchard and Garden area.

In designing the overall environment, Sunfield community planners wanted to be part of Austin's commitment to 'living green' by utilizing environmentally friendly 'xeriscaping' near entrances and parks, but also giving residents the opportunity to have their own impact as well. Thanks to their vision, residents are now able to "adopt" a plot of land in the Community Orchard and plan, plant and harvest their own organic flowers and vegetables. For residents without a gardening background, there's even a Sunfield gardener to lend a hand.

The community garden is especially focused on being organic and promotes organic products and procedures to further the 'green living' concept. Sunfield's Community Garden Manager Colleen Dieter knows growing things in Texas – particularly organically – it is not an easy task due to harsh weather conditions, winds, bugs and a host of other challenges. She helps residents in person and also provides a gardening blog on the community website to share her knowledge and those of her residents. Recent blogs have useful information on tomatoes, sweet peppers, green beans and more.

SMARTTOUCH INTERACTIVE CELEBRATES FOURTH YEAR IN OPERATION

SMARTTOUCH[®] INTERACTIVE



Alan Daniel, CEO and Co-Founder, and Robert Cowes III, President and Co-Founder had the vision four years ago to unite their more than 30-years of combined real estate marketing experience and software ingenuity to start SmartTouch® Interactive, an interactive marketing agency focused on helping builders and developers maximize their marketing investment. Part of that endeavor also included launching the company's software

platform, SmartTouch®, which enables its builder and real estate clients with a unique and comprehensive real estate sales and marketing automation and contact management platform.

Setting a new standard as a single-source provider of interactive agency services and real estate eMarketing solutions, Daniel and Cowes have assembled a highly skilled team that have developed and delivered digital marketing programs for 100's of clients. Using proven methodology and metrics driven marketing strategy and tactics, the SmartTouch® team spent the past four years, producing and managing over \$20 million in marketing and advertising budgets, producing websites, digital display campaigns SEM/SEO and email programs that resulted in 400,000 leads and over 500 million dollars in new home sales.



Today, SmartTouch has 1,000's of real estate eMarketing platform users, and the company continues to focus on enhancing its technology and maintaining its metrics driven focus. As testament to that motivation, SmartTouch recently developed the Smart Lead Adapter™, an XML plug-in, that works with New Homes Guide to automate lead capture of New Homes Guide' well-qualified home

buyer leads. This new feature helps SmartTouch clients that advertise in print and digital with New Homes Guide leverage the SmartTouch platform to automate lead nurturing, lead scoring and efficiently distribute the lead to the appropriate community sales manager.



"Our course has been unwavering since we began this journey with SmartTouch," said Robert Cowes. "We continue to develop our solutions and deliver effective marketing programs for our clients to leverage SmartTouch and our skilled content team to help our clients capture the big leads and expedite the new home buying process."

By delivering proven interactive marketing programs and a highly effective marketing automation and contact management platform, SmartTouch has assembled an impressive client base, including a number of the top Austin and San Antonio area builders. SmartTouch clients include Brohn Homes, MileStone Community Builders, Sitterle Homes, Monticello Homes, Armadillo Homes, Blackburn Communities, Cordillera Ranch, Giddens Homes, Buffington Homes, Southerland Communities, Momark Humanist Housing, Idea Homes, Ash Creek Homes, Spanish Oaks, Alteza, Wes Peoples Homes, Gabardine, Edgewick, Denizen North Edge Domain, Grand Haven Homes, Seven Oaks, and more.

Working with its extensive client base throughout Austin and San Antonio, SmartTouch has garnered attention and accolades from a number of local home builders associations, including winning 14 different marketing awards across 2011, 2012 and 2013. SmartTouch recently won four 2013 Texas Association of Builders Star Awards

for work with its clients, including the categories of best website developer, best e-mail message developer, best online campaign developer and best print ad volume builder for a MileStone Community ad that ran in New Homes Guide. SmartTouch also won five 2013 MAX Awards from the Home Builders Association of Greater Austin for its marketing and advertising work with clients.

If you are builder or developer looking to get more out of your New Homes Guide leads or would simply like to improve the performance of your advertising dollars, contact us at smarttouchinteractive.com or call 512.333.4008.

Attention Builders

If you would like to see your news printed in the New Home Guide, please contact Carole Blazek at: 512-730-9642 or e-mail at cblazek@newhomeguide.com.