

DESERT MOUNTAIN

PRODUCT BROCHURE

A joint venture of the DM Land Corporation, a Subsidiary of Mobil Land Development Corporation & Lyle Anderson Companies

Lead strategic re-positioning of Desert Mountain from a resort/residential community to a Private Country Club Community. In 1992 planning process decreased the residential density from approximately 6,000 planned residential units to fewer than 2,500 and drove product pricing and sales pace to achieve and exceed the developer's financial goals. Eliminated resort golf play on Renegade Course, eliminated the resort hotel parcel and resort plan and recommended the addition of the 4th and 5th private golf courses. Revised Desert Mountain Membership Program to support upscale private community real estate sales.

Created and managed extensive database marketing (CRM) programs for Desert Mountain resulting in database creation of up to 40,000 prospect contact files and approximately 18,000 prospect follow up calls on an annual basis.

Increased Desert Mountain lead generation by 300% and prospect visitation by 97% in first 12 months of new advertising program.

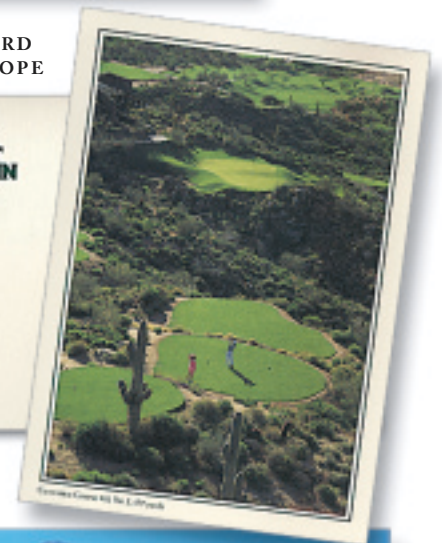
Turned around Desert Mountain two-year decline in sales increasing sales revenue by 66% in first 12 months.

Increased Desert Mountain average homesite sales price from \$190,000 to \$260,000 in the first 12 months.

Introduced Desert Mountain to the New York, New Jersey and Connecticut metropolitan area in a highly coordinated and targeted campaign and quickly established this MSA as the leading origin of new buyers at Desert Mountain in the first 18 months of the new campaign.



NOTE CARD & ENVELOPE



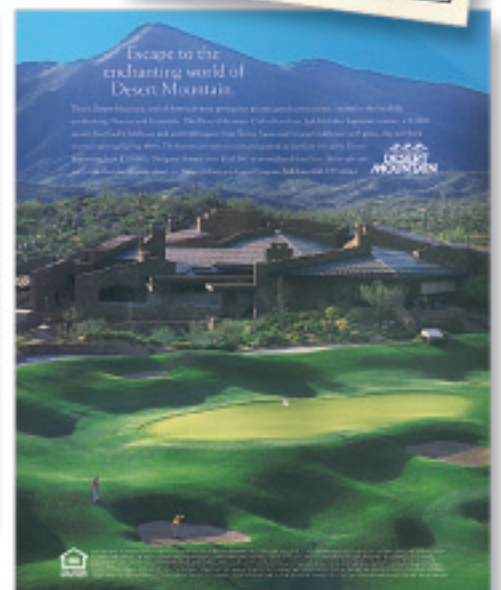
VIP GUEST PROGRAM BROCHURE



MAGAZINE COVER & FEATURE STORY



PRESS COVERAGE



FULL PAGE AD WITH BRC CARD