

**Lessons
From The Sun Belt**

**Waterscape To
Enhance Move-Up
Ambiance**

It's the water that provides the ambiance and drives the profit margin of the Las Brisas garden duplexes in Scottsdale Ranch.

Past success with luxury townhouses helped Phoenix, Ariz., builder Geoffrey Edmunds acquire a prime 30-acre site in the planned community.

"This is the premier piece of land at Scottsdale Ranch," Edmunds said. "It's at the entrance to the development with 2000 linear feet of frontage on Lake Serena. And the developers basically came to us with that site because of the success of a 71-unit luxury townhouse project we did at McCormick Ranch called Colonia Encantada."

Edmunds and joint venture partner Felker Development are building the desired luxury townhouses on that portion of the site bordering Lake Serena. The 79 units (in three phases) range in size from 2415 to 3400 square feet and in price from \$225,000 to \$300,000.

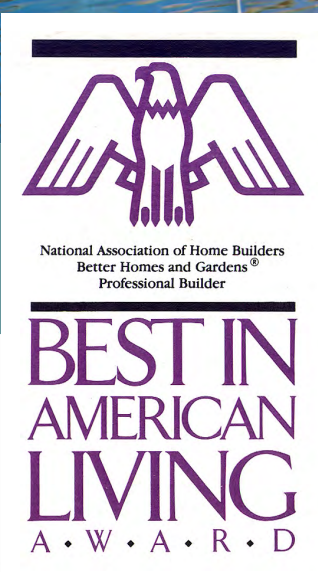
But Edmunds knew he needed a second, faster-moving product line to cover debt service and to assure his own profitability on the high-priced land parcel.

"We needed to sell 50 to 70 units a year, and you just can't get that kind of volume in \$300,000 townhouses," Edmunds said. "In that luxury market we might sell 20 units a year, but we'd never make a dime at it on this piece of ground."

Architect Richardson Nagy Martin, Newport Beach, Calif., came up with the concept for 108 duplex garden homes. These are built at a density of six units per acre and sited on an interior lake. This provides the lower-priced product with its own water amenity. A second interior lake borders the recreational facility (tennis courts, pool) and separates the duplexes from the townhouses.

Priced from \$147,500 to \$176,500, the duplex garden homes range in size from 1620 to 2078 square feet.

Two interior lakes add extra touch of class to Las Brisas duplex garden homes at Scottsdale Ranch in Arizona. Lakes cost builder Geoffrey Edmunds \$350,000. But he'll more than recover investment with lot premiums of \$15,000 to \$50,000 on 45 of 108 units.



**Best Single-Family Attached Home
Up To 8 Units Per Acre**
HONORABLE MENTION
Las Brisas, Plan 4
Scottsdale, AZ



- Builder/Developer:** Geoffrey Edmunds
Edmunds-Felker/ Scottsdale Ranch
Scottsdale, AZ
- Designer/Architect:** Richardson Nagy Martin
Newport Beach, CA
- Land Planner:** Richardson Nagy Martin
Newport Beach, CA
- Interior Designer:** Barrows
Phoenix, AZ

AN ELEGANT VILLAGE

Las Brisas is an exclusive community of luxury garden homes and townhomes encompassing the best of Scottsdale Ranch. Discover the lifestyle you deserve . . . charming waterfront sites, a 24-hour guarded gate, pools, spas, tennis, and access to Lake Serena with fishing & sailing.

Seven Models Open Daily
Developed by
Geoffrey H. Edmunds & Associates, Inc.
and Felker Development, Inc.
Interiors by: Barrow's
Exclusive Sales by:
Russ Lyon Realty
860-2217



Another Felker-Edmunds Development

"Old World Italian Charm" and "a desert Venice" were two descriptions the local newspaper used to describe Las Brisas. The communities design created an illusion of space and the water acted to deaden the unpleasant sounds often found in high-density communities. The NAHB's Best in American Living recognized Las Brisas with an honorable mention award.



Welcome to Las Brisas



The charm begins as you near the entrance. Ahead stretches an elegant Southwestern village, its colors as soft as an approaching sunset. Graceful palms and romantic lighting guide you down the brick lined boulevard, bordered by magnificent Lake Serena.

Stroll along the gleaming shoreline on a winding walkway with lookout decks and an observation tower. A 24-hour manned guardhouse, drive-through pavilion and hand carved fountain hint of the luxuries beyond.

Las Brisas is an exclusive community of captivating garden homes and townhomes. Nine exciting floorplans are designed to delight your senses with light filled rooms, fascinating arches and unexpected curves. Six thousand feet of shoreline add further distinction to the community, with many homes enjoying incomparable waterfront sites surrounded by panoramic mountain views.

Just past the entrance, you'll catch the shimmer of a two-acre lake, its calm surprised by an occasional bubbling geyser. Nearby, a second lake is the backdrop for the custom designed main recreation center, complete with two-story tower, sunken tennis courts, pool, therapy spa, showers, saunas and wet bar. For your convenience, both the garden and townhomes each have a separate recreation area with ramada, pool, spa and barbeques.

Located in one of Scottsdale's premier neighborhoods, Las Brisas' impressive Scottsdale Ranch address is conveniently close to fine shopping and dining. Spacious, yet private, the community is fully secured with a guard, perimeter walls and prewired alarm systems.

We invite you to discover all the pleasures of Las Brisas: the charm you've wished for... the luxury you've dreamed about... the lifestyle you deserve.

Builder Story

There exists a new group of homebuyers. People who expect quality, not as an extra, but as a standard feature.

Quality that shows the instant you drive into the community, the moment you open the door to your new home.

Geoffrey H. Edmunds & Associates, Inc. believe in adding new dimensions to quality. Over the past decade, they have become one of the premier builders of exclusive townhome developments in Scottsdale, Arizona.

Outstanding examples of Edmunds' prestigious work include Cuernavaca and Colonia Encantada, luxury townhome developments, as well as distinctive custom homes and professional buildings.

Edmunds has also teamed with Felker Development Inc. to develop The Plaza, and most recently, Las Brisas, an unparalleled community of garden and townhomes. Felker brings superlative skill to this latest effort. His past achievements include The Fountains, one of the most successful, award-winning developments on Scottsdale Ranch.

With Las Brisas, both builders reach an exciting new level of excellence. It's evident in the hand-carved fountains, over one mile of lake frontage, viewing decks, a recreational center and spacious, livable floor plans.

For the new group of homebuyers, quality is the most important decision in purchasing a home. Discover the builder who excels. Geoffrey H. Edmunds & Associates, Inc. combine innovation with superb craftsmanship to set the standards for quality in the Southwest.



Another Felker-Edmunds Development

The unique design of Las Brisas allowed for high-density living, without the feeling of being crowded. The waterways, canals and fountains created a true feeling of peace and serenity for each homeowner. Las Brisas offered 107 garden homes and 40 town homes, each with lookout decks, large expanses of windows and elegant interior features.