

# ideas

SALES + MARKETING

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the sales and marketing magazine of the housing industry

## 2008 THE NATIONALS GOLD WINNERS



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National Association  
of Home Builders

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## The Gold Standard

2008 Nationals Gold Winner –  
Masterplanned Community of the Year



Southshore  
Aurora, Colo.

### THE STATEMENT

**W**ater defines us. From the 11,000 square-foot Lakehouse, to the Boathouse on Senac Lake, to 96 acres of open space and parks, to 14 architecturally inspired model homes and breathtaking views – you can only find this idyllic life in one community. An infinity pool, kids' splash park, boardwalk and firepit, cyber café, movie theater and fitness center are just some of the rewarding amenities. Careful attention has been made to capture view corridors, create exceptional home sites and build sustainable water polishing practice. No wonder Aurora was chosen as the host of this year's Parade of Homes. Aurora is a community built for the ages. This is living blue. **SMI**

### THE SPECS

**TARGET MARKET:**

First-time Buyers, Move-up Buyers

**PRICE OF UNIT(S):**

Low \$300s to High \$500s

**NUMBER OF UNITS IN PROJECT:**

2600

**DATE PROJECT OPENED FOR SALE**

**OR RENT:** July 2006

**MARKET ACCEPTANCE (YTD):**

123 gross from September 1

**AVERAGE WEEKLY TRAFFIC:** 75

**PROJECT SIZE:** 803 Acres

### THE TEAM

**BUILDER:** Laing/Village, LLC

**MARKETING DIRECTOR:**

Barb Anderson

**AD AGENCY/PR FIRM:** Greenhaus

**SALES OFFICE:** Ideations, Inc.

**LANDSCAPE DESIGNER:** Nuszer

Kopatz Urban Design Associates

**SIGN COMPANY:** Neo-Source

**PHOTOGRAPHER:** Jacob Sharp Photo