



RANCHES *of* BRUSHY TOP

2011 SUMMARY PERFORMANCE REPORT

Fourth Quarter • January 10, 2012

Sales Activity Fourth Quarter 2011

- To-date Brushy Top has sold **72** of the **146** total homesites
- 2011 Homesite Sales Volume:
 - Fourth Quarter: **\$185,000**
 - 2011 YTD: **\$3,026,442**
- 2011 Homesite Sales by Units:
 - Fourth Quarter: **1 Homesite**
 - 2011 YTD: **19 Homesites**
- Fourth Quarter 2011 Pending Contracts: **2 Contracts Pending for \$270,009**

Community Activity

- Approximately **13** families reside in their Brushy Top homes

Construction Activity

- **2** new custom homes under construction
- **5** new custom homes in design stage

Developer and LOA Activity

- Focused on Firewise Management Program
- Focused on Wildlife Management

Marketing Activity

- Hill-Country-Visitor.com Internet Marketing
- Social Media Marketing: Blog, Twitter & Facebook (Reached 500+ Fans on Facebook), Ranking on Page 1 of Google for “Hill Country Land for Sale,” “Texas Hill Country Acreage for Sale,” “Hill Country Trail of Lights”
- “Golden Opportunity” Sales Event
- Blanco Chamber of Commerce Golf Tournament Sponsorship
- Blanco Chamber of Commerce Member Directory Ad
- KEYE “My Hometown” Fredericksburg Sponsorship

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