



CONGRATULATIONS AVATAR PROPERTIES FOR ALL YOUR SUCCESS!

PROscape, Inc. is proud to provide landscape management services for Avatar Properties in beautiful Poinciana, Florida.

'TRULY SPECIAL PLACES TO LIVE'

Avatar Properties goes beyond the norm with its communities by creating lifestyles that are a blend of residential, environmental, recreational, business and retail elements.

—KIRSTEN SRINIVASAN

AT ONE TIME, AVATAR PROPERTIES INC.'S Poinciana was considered out of town and out of the question – not any more. As the metro Orlando area grew and became a popular residential and business address during the 1970s, '80s and '90s, Poinciana found itself in the mainstream of central Florida's booming growth.

Today, the development is one of the largest and fastest-growing unincorporated master-planned communities in the country, occupying 74 square miles in northwest Osceola and northeast Polk counties, just south of Orlando, Florida.

"Last year [2004], Avatar was the largest-volume homebuilder in central Florida, selling nearly 2,000 homes," says Tony Iorio, Avatar's vice president of development.

More than 1,600 of Avatar's sales were in Poinciana, which posted a total of nearly 2,800 new home sales and was the second-best-selling master-planned community in the United States, according to an independent market study by Robert Charles Lesser and Co.

Iorio doesn't expect Poinciana's development to slow any time soon. As Poinciana's primary homebuilder, Avatar estimates it will build more than 30,000 homes in the community within the next 20 years.

"The balance of properties are still undeveloped in Poinciana," Iorio states. "We are working to continue at that pace, and at the same time, plan on introducing a number of additional elements into the community that will enhance the lifestyle for all who live here. Additional commercial facilities, neighborhood shopping areas, professional offices, neighborhood parks, schools and industrial users are all in the master plan and being integrated into our overall plan for success."

Bill Cowart, president of Avatar's primary homebuilding operations in Florida and Arizona, says the keys to the company's healthy growth are the planning and thought process Avatar puts into each of its communities.

"While most people in our industry would look at how many homes or the density that a piece of property could yield as part of their planning exercise, we concentrate on what can we bring

the Avatar customer that would make each community a truly special place to live," Cowart states. "With this philosophy, we believe we have the recipe for success."

Standing Out

WHEN IT COMES TO AWARDS FOR MASTER PLANNING, PRODUCT design, landscaping and environmental sensitivity, Avatar has won more than its share, Iorio notes. Numbered among its achievements are a pair of 2003 APEX Awards from *Big Builder* magazine for America's Most Innovative Product Design – first place – and runner-up honors as America's Most Admired Builder. Avatar's homebuilding peers voted on the awards.

Its communities have done just as well. Poinciana has the distinction of being named in 2002 as one of the 100 Nicest Places to live in America by RelocateAmerica.com after a five-year survey of 5,100 communities nationwide.

At 47,000 acres, Poinciana is made up of smaller master-planned communities such as Cypress Woods, Crescent Lakes and Solivita, and boasts a current population of more than 50,000 residents, 40 percent of them children.

Homebuyers have a wide selection of award-winning single-family designs to choose from at prices ranging from the high \$100,000s to \$400,000s.

Poinciana's "crown jewel" is Solivita, Avatar's active-adult community, which features a Tuscan-style village center, the world-class Riviera Spa & Fitness Center, shops, restaurants and the award-winning, 18-hole Stonegate Golf Course.

Solivita has amassed more than 40 major awards including *Builder* magazine's 2001 Grand Award as America's Best Active Adult Community. It also earned a second-consecutive Best Master-Planned Community for active adults from *Where to Retire* magazine in 2005.

Poinciana stands out because of what it offers residents, Iorio says. "I believe it's our ability to promote an active lifestyle for the homeowners, which focuses on families

PROFILE

Avatar Properties Inc.
www.avatarholdings.coop
2004 Poinciana sales: \$418.3 million
Employees: 400+
Specialty: Master-planned communities
Tony Iorio, VP of development:
"The environment has always been at the very top of our list."

The Bellalago Amenities Center is just one of this community's many recreational offerings.



▷ and neighborhoods embracing the natural environment," he says. "Poinciana boasts an ecosystem with over 18,000 acres of lakes and wooded conservation/preservation areas that are an integral part of the community.

"The original plans for the project were done in the late '60s and we've carried through with the preservation plans that were the vision of original planners, made them a part of the lifestyle components of the residences, and enhanced the ability of residents to use some of them for recreational purposes," he continues. "It's simply a great place to live and raise a family, or relax and enjoy your retirement years."

In addition to its lakes and wooded nature preserves, Poinciana offers several key features, including the Osceola School District's award-winning, 199-acre Environmental Study Center, 10 neighborhood schools, and several multi-purpose sports and recreation parks, including the new 35-acre Deerwood sports and recreation complex developed by Osceola County.

Poinciana Towne Center, the community's retail hub, features more than 70 shops, businesses, restaurants and community

facilities, including the \$9 million Promenade Shopping Center, an upscale Wal-Mart SuperCenter, family medical centers and the 12,000-square-foot Poinciana Library that features more than 40,000 volumes.

Avatar also is developing Poinciana Office & Industrial Park, which is the largest of its kind in Osceola County. The 1,545-acre park currently has more than three million square feet under roof, including a \$73 million regional distribution center for Lowe's Home Improvement Warehouse.

The park employs more than 1,700 people, many Poinciana residents, and includes such tenants as Nursery Supplies Inc., the world's largest manufacturer of molded plastic plant containers for the wholesale industry; Windsor Metal Finishing, the 2004 Sustainable Florida Best Practices Award winner for its use of environmental-friendly technology; Continental PET Technologies, Osceola's 1997 Industry of the Year; DoorCraft of Florida, a wholly-owned subsidiary of Jeld-Wen and Osceola's 1998 Industry of the Year; PepsiCo Beverages & Foods/Gatorade; McLane/Sunearth; Cargill Inc.; MultiFoods; Amtrak; Florida Power Corp.; PR ▷

Orlando-based Poinciana is one of the largest and fastest-growing master-planned communities in the country.



▷ Manufacturing; Lehigh Cement; Symbol Mattress Co.; Texaco; and 7-Eleven.

Just a stone's throw from Poinciana is Avatar's neighboring community of Bellalago, an upscale, gated community with more than one mile of shoreline on Lake Tohopekaliga (Toho), world-famous for its bass fishing.

In less than three years, Bellalago has earned more than 30 major design and marketing awards, including the 2004 Gold Excel Award as Florida's Best Master-Planned Community, and was recognized in the July 2005 issue of *Builder* magazine as having one of America's hottest-selling, fast-moving communities. In just 34 months on the market, Bellalago has sold 843 single-family homes at prices that started in the \$150,000s and currently range from the mid- \$300,000s to \$500,000s.

Bellalago features more than one mile of shoreline on Lake Tohopekaliga and also has a 300-acre inland lake, and homes occupied or in various stages of construction in six of 15 planned neighborhoods.

In addition to its fashionable Mediterranean-style homes, Bellalago features Bellalago Academy, a unique K-8 charter school. It also includes a multimillion-dollar amenity complex with a state-of-the-art fitness center, open-air grille and pavilion, band shell, 1,300-foot-long boardwalk on Lake Toho, boat ramp and lift, courts for tennis, basketball and volleyball, and an elaborate aquatic center that includes a free-form pool with water slide, junior Olympic pool, spa, wading pool and children's water park.

Just west of Bellalago, Avatar has begun developing the Isles

of Bellalago, a 345-acre master-planned community planned for 536 Mediterranean-style single-family homes in several neighborhoods accessed by a bridge spanning water to give the illusion of driving onto an island. Homes in the Isles are currently priced from the \$280,000s.

"Our communities are unique in that we truly look through the customer's eyes during our planning process," Cowart states. "We do not take shortcuts and we are always striving to have the highest-quality products in each one of our communities. Because of this strategy, I believe our customers find that our communities can fulfill their wants and wishes.

"As far as the awards, they acknowledge that our strategy and planning is on target and being well received by the industry▷



Nursery Supplies Inc. supplies Avatar with molded plastic plant containers.

▷ and our prospective homebuyers."

Avatar says it has helped reshape the face of today's master-planned communities with more recreational amenities and access to green spaces. The vision behind its communities goes back decades.

Avatar and Poinciana have their roots in a land development company that was formed in the late '60s and went bankrupt in 1979. Avatar Properties' parent company, Avatar Holdings Inc., was formed in 1980.

It moved away from selling land, and in 1993 to '94 began developing and building homes in smaller master-planned communities within Poinciana.

The former company actually started the entitlement and approval process for Poinciana during the late '60s.

"Avatar became heavily involved on the development side about 12 years ago and we became very active homebuilders within the community of Poinciana and our other communities," Iorio says.

Iorio and Cowart are proud of how the company and its communities have grown. "Back in the late '90s, the senior executives of Avatar decided that we needed to define who we are and what we stand for," Cowart recounts. "In those meetings, it was decided that we would become the industry's leading master-planned community developer, not just a homebuilder. Once we decided what we wanted to be, the real work started."

Solivita was a product of Avatar's new direction. "We essentially took a piece of property that was in our inventory and created one of the most successful active adult communities in the

nation," Cowart states. "The community was developed against all the conventional wisdom in our industry. Before the first customer was invited to visit our welcome center, we had already built all 100,000-plus square feet of the town center, which features all of our amenities, including an 18-hole golf course and a model home park with the 13 models we were going to offer for sale. Most of the industry leaders thought that we had gone insane by investing so much capital in this type of community in the middle of Poinciana.

"In the last five years, we have proven everyone wrong and we have continued to set the bar higher and higher on each and every community that we develop," he continues. "A perfect example of this was our very next community, Bellalago. We learned through the development of Solivita that the planning and design we had employed could be just as successful in a non-age restricted community. With this knowledge, we set out to create another master-planned community, Bellalago, that was based on our success in Solivita. Bellalago has had a very positive impact on the entire industry, and even has us in awe of what we have accomplished."

Today, Avatar is a major player in the homebuilding market. The company was ranked 64th in *Builder* magazine's 2004 Builder 200 poll, and played a major role in the Orlando metropolitan statistical area/primary metropolitan statistical area, being ranked the nation's ninth-largest housing market in 2004 in another *Builder* poll.

Looking back, Iorio says he is proud of the relationships the company has grown with various community organizations ▷

▷ and permitting agencies.

"We are proud of the successful growth that has occurred within Poinciana, the escalation of home values within the area, and the creation of beautiful, sustainable, master-planned communities that continue to be well received by our residents," he says. "There is a lot to be proud of. When you look at our growth and the number of sales, they're definitely something to be proud of."

Avatar Holdings Inc. is primarily engaged in real estate operations in Florida and Arizona.

In addition to Poinciana, Solivita, Bellalago and the Isles of Bellalago, its principal active real estate operations include the communities of Cory Lake Isles and Sterling Hill in Tampa, Fla.; Rio Rico south of Tucson, Ariz.; Harbor Islands in Hollywood, Fla.; and TerraLargo in Lakeland, Fla.

Part of an Ecosystem

ENVIRONMENTAL RESPONSIBILITY AND ENJOYMENT ARE A large part of Avatar's communities, Iorio explains.

"From a company perspective, the environment has always been at the very top of our list to protect and enhance," he says. "We feel that especially in the lifestyle-oriented communities we create today, environment is a key component for the enjoyment of our residents."

Avatar strives to help residents coexist with the wildlife that exists in its natural surroundings. "Within Bellalago, there are three designated eagle nest preserves that are constantly monitored by appropriate local and state agencies," Iorio notes. "We

are able to embrace those with protective fencing, signage and educational programs for our residents so they can share in the nesting season and understand the requirements of entering into the space where nesting takes place.

"It's an educational process that continues so this generation and the next generation can enjoy the benefit of coexisting with the eagles and other wildlife."

Playing a Major Role

AVATAR IS HEAVILY INVOLVED IN ITS COMMUNITIES AND A long list of nonprofit organizations, Iorio notes. "It's everything from Little League to some church organizations," he explains. "We are constantly involved in charities that are part of our community."

Among the charitable activities Avatar participates in are the annual Avatar-Solivita Golf Tournament. Tournament proceeds have gone to such organizations as the Make-A-Wish Foundation for children with life-threatening illnesses, and Give Kids the World, a village where terminally ill children and their parents can stay while visiting nearby central Florida theme parks and world-famous attractions including Walt Disney World, Sea World and Universal Studios. ▷

PROSCAPE INC.

PROscape Inc. – a full-service landscape company located in Orlando, Fla. – is proud to be a part of the Avatar team of professionals. Both Avatar and PROscape take great pride in delivering only the very best-quality and customer service in the market. The PROscape team looks forward to its continued partnership with Avatar Properties and salutes Avatar for all of its contributions to the central Florida community.