

Update on Sun City Festival

Del-Webb's newest active adult community open to buyers, from the *Arizona Republic*, reports that Sun City Festival in Buckeye, Del Webb's newest active adult community has opened for sales. The 3,100-acre master-planned community is located on the Sun Valley Parkway, west of the city of Surprise. It will have 7,200 homes, two 18-hole golf courses and a 31,000 square foot recreation center with a resort-style pool. Until unit models open in July, buyers can visit a preview center in Sun City Grand to view the floor plans available in the new community. Sun City Festival will take seven years to build out. Del Webb will unveil 23 new active-adult communities around the country by the end of this year in response to the growing baby boomer population who are heading into retirement. In January, Pulte, the parent company of Del Webb, closed on 4,100-acres east of the Sun Valley Parkway in Buckeye for its third all-ages Anthem community. "This area will be a city someday," said Ed Martin of Pulte Del Webb. "All of that land is either spoken for or is being entitled, so we were fortunate to get in early." *If you haven't seen what's happening along the Sun Valley Parkway, you should take a drive and see all the explosive activity in this hot spot market area!*

Del Webb's newest active-adult community open to buyers
Sun City Festival in Buckeye

Maura J. Halpern

The Arizona Republic, Apr. 5, 2006

Interested home buyers now can secure a home in Del Webb's newest active-adult community, Sun City Festival.

Before Saturday, prospective residents could buy homes only by appointment, but sales are now open to the public.

The 3,100-acre master-planned community in Buckeye will feature 7,200 homes and two 18-hole golf courses.

Included is a 31,000-square-foot recreation center that will feature an outdoor amphitheater, a resort-style pool, bocce courts and facilities for other activities.

Until models open in July, buyers can visit a preview center in Sun City Grand to view floor-plan displays and high-tech virtual presentations.

Sun City Festival's first closings are scheduled for October, and residents will begin moving in around the same time.

Wayne and Barbara Hagerman were among the first to buy a home in the new development.

They signed up on an online interest list in December and purchased a two-bedroom home that "fit the script" in February.

"We wanted to get in on the ground floor of something that was just starting up," Wayne Hagerman said. "We'll be able to watch it (the community) grow and see how it comes

together."

The couple used to live in an active-adult development but moved to an all-ages gated community in Surprise.

"We missed all of the amenities and the level of interaction with others our age," Hagerman said.

Another lure to Sun City Festival was the upgrades offered as standards, such as granite countertops and an extended garage.

Hagerman said the emergence of new active-adult developments caters to a large demographic moving to metropolitan Phoenix.

"It's indicative of the baby boomers heading into retirement, and Del Webb is pro-active in providing communities for this population," he said. "It fits into the profile they've already created."

By the end of the year, Pulte Homes and its Del Webb brand will unveil 23 new active-adult communities around the country, including Sun City Anthem at Merrill Ranch near Florence.

Sun City Festival's rooftops will be completed in seven years, but the amenities will open next year.

Del Webb's legacy in the West Valley dates to 1960 with the inaugural Sun City. Sun City West followed in 1978, and Sun City Grand opened in 1996.

"All of the Sun Cities in the West Valley have gotten more and more successful, so it was time to open the fourth," said Ed Martin, vice president of sales for Pulte's West Valley Division. "And the location we picked for this one is probably the most picturesque."

In January, Pulte scooped up 4,100 acres east of the Sun Valley Parkway to build a third all-ages Anthem community in the Valley.

"This area will be a city someday," Martin said. "All of that land is either spoken for or is being entitled, so we were fortunate to get in early."

Side Note: I work with the home builders at no additional cost to you. Let me show you this great new community. Please contact me before you talk to the builder. I can save you money!