



## BACKGROUNDER

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One of the Southwest's premier luxury land developers, Paradiso Development Corporation, has introduced its first property in Arizona, Paradise Reserve. Paradise Reserve, Arizona's "desert retreat in the heart of the city," represents an outstanding investment with some of the most exclusive premium acreage in Arizona, pristine and protected acreage that has been coveted for decades. This unique residential enclave offers the best of two worlds – it borders the pristine Phoenix Mountain Preserve while being centrally located at the "crossroads" of Phoenix, Paradise Valley, Scottsdale and the Biltmore area. Paradise Reserve offers a one-of-a-kind desert living experience with unparalleled luxury amenities and is surrounded by breathtaking vistas and unspoiled desert ambiance.

Reflecting with the developers' philosophy of "Beauty from Nature," great care was taken to protect the natural environment of the development's 46-plus acres and homesites that enhances the residents' property value over time. The development has made a small environmental footprint by carefully protecting and enhancing the natural plants and wildlife on the property, designing the underlying systems – water, power and roadways – to support and surpass nature's way. More than \$40 million has been invested to ensure homes and surroundings are designed with eco-friendly guidelines written to preserve the area.

Paradise Reserve is the last multi-acre parcel to be available in this most affluent and prestigious location. Owners will be dazzled by views of the cityscape and sparkling city lights, and appreciate the tranquility of the surrounding unspoiled desert landscape that happens to be only minutes away from the city's finest cultural and cosmopolitan attractions.

Phase I, Paradise Reserve, which is located at Lincoln Drive and 40th Street, offers 14 hillside estate homesites with design envelopes of up to 28,000 square feet. The homesites range from 1 - 3 acres with prices from \$1.9 million to \$3.6 million. Homes will range from 5,000 to 15,000+ square feet.

Phase II includes 32 village lots with homes to be designed and built by Cullum Homes. The size of these homes will range from 3,400 to 5,550 square feet with pricing starting from \$1.5 million. Refer to the Cullum Homes website for additional information ([www.cullumhomes.com/projects.asp](http://www.cullumhomes.com/projects.asp)).