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For Immediate Release

## **PHASE ONE SOLD OUT AT THE VILLAGE AT PARADISE RESERVE - SALES EXCEED EXPECTATIONS DESPITE ECONOMY**

**Scottsdale, Ariz., May 24, 2011** – A mere eight weeks after [opening two model homes](#) at The Village at Paradise Reserve, [Cullum Homes](#) is proud to announce that Phase One of the luxury new home community just west of 40th Street on Lincoln Drive near Paradise Valley has sold out. Two homes in Phase Two have also been sold.

"Because this is one of the last enclaves of new homes available in the highly sought-after Paradise Valley area, we were confident that sales would be steady," remarked President and Founder Rod Cullum. "However, we are thrilled to say it has exceeded our expectations. The fantastic location combined with the right price and product has resulted in high demand. It fills a need for smaller semi-custom homes that have all the quality, luxury and amenities of larger estate style homes in Paradise Valley, but without the expensive maintenance costs."

Cullum continued, "Plus, the energy efficiency simply cannot be beat. The homes utilize industry-leading green building practices, which will reduce energy costs by as much as 40 percent. The savings are very attractive to those who are downsizing from a huge home with enormous utility bills or those who are buying the property as a second home."

Close to the golf, dining and entertainment/sports venues of Phoenix, Scottsdale and Paradise Valley, the gated community of Village at Paradise Reserve offers single and two-story floor plans priced from \$1,550,000 that range from 3,201 to 5,125 square feet. Because it is located at the foot of the Phoenix Mountain Preserve, the community has glorious views of Camelback Mountain and the city lights of downtown Phoenix.

For the latest news and information about the project, please visit the [Cullum Homes Facebook page](#).

## About Cullum Homes

Recently celebrating their twenty-fifth anniversary, Cullum Homes is one of the oldest luxury homebuilders in Arizona. The Scottsdale-based business specializes in custom and semi-custom homes in affluent areas of the Phoenix metropolitan area such as Scottsdale, Paradise Valley, Silverleaf, Firerock and Desert Mountain. Cullum Homes is the proud recipient of a *Custom Home* magazine Pacesetter Award for innovation, and has been listed twice among the "Fastest-Growing Residential Construction Companies" ranking in *BUILDER Magazine*. Founders Rod and Kim Cullum are both [Certified Green Professionals](#) and alumni of ASU (Arizona State University) who live in Paradise Valley. For more information, visit <http://cullumhomes.com/>.

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## MEDIA CONTACT

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## Sample posts for use on Twitter/Facebook:

- Tweet: #Arizona luxury #newhomes sales soar - Phase One Sold Out for @CullumHomes Village at Paradise Reserve: <http://bit.ly/IHX0aD>
- Tweet: AZ real estate sales solid for luxury new homes - Phase One Sold Out for Cullum Homes' Village at Paradise Reserve <http://bit.ly/IHX0aD>
- Tweet: Victory for @CullumHomes luxury #newhomes builder - Phase One Sold Out for The Village at Paradise Reserve <http://bit.ly/IHX0aD> #scottsdale
- Facebook: Arizona new home sales exceeding expectations for The Village at Paradise Reserve - Phase 1 sold out in only 8 wks. <http://bit.ly/IHX0aD>
- Facebook: Arizona's economy showing signs of life in the new home sector - The Village at Paradise Reserve sells out Phase One in only 8 weeks. <http://bit.ly/IHX0aD>
- *The above links go to the Cullum Homes website - if covering the story, please feel free to replace the link with one to your news article.*

## Other press releases about this project:

- Mar. 29, 2011 - [Cullum Homes Unveils Two Models for The Village at Paradise Reserve](#)
- Jan. 25, 2011 - [Cullum Homes Integrates iPad Home Automation System in Village at Paradise Valley](#)
- Oct. 21, 2010 - [Sales Launch For Arizona's Newest Luxury Home Community - Incorporates Stunning Levels of Innovative Green Building Practices](#)
- Aug. 24, 2010 - [Cullum Homes Selected As Exclusive Builder For Village at Paradise Reserve](#)