



The Village at Paradise Reserve

Arizona's Newest Luxury Home Community

OVERVIEW: Located in Paradise Valley at Lincoln Drive and 40th Street, just west of Tatum Boulevard, the Village at Paradise Reserve is a high-end semi-custom home community nestled within Paradise Reserve.

The Village includes 32 uniquely spectacular new homes in a guard-gated, private setting. The premium location is poised on a hillside bordering the Phoenix Mountain Preserve, with incredible views of downtown city lights and Camelback Mountain. In addition to homes available in the Village, fourteen multi-acre custom home lots are available, ranging from \$1.9 to \$3.6 million.

This property is one of the last multi-acre parcels available in the affluent Paradise Valley community. Because it is tucked up against unspoiled Sonoran Desert with a wash running through the property, it is a glorious community with extensively protected covenants to preserve and showcase native floral and fauna - yet just minutes from Scottsdale, the Biltmore area, downtown Phoenix and five-star spa/resort destinations.

BUILDER: Cullum Homes is the exclusive builder for The Village at Paradise Reserve. In addition, they are the preferred builder for the 14 hillside lots within Paradise Reserve, for those desiring a custom home.

DETAILS:

- Location:** Lincoln Drive and 40th Street
- Price:** \$1.5 to \$2.5 million
- Size:** 3,321 to 5,593 square feet
- Floor plan:** Two single-story and four two-story floor plans
- Models:** Two models will be available, beginning in February 2011
- Broker:** Scott Grigg, Arizona Fine Property - Realty Executives
- Developer:** Paradiso Development Corporation
- Architectural Design:** Eddie Strong, Cullum Homes
- Website(s):** www.cullumhomes.com
www.paradisereserve.com

UNIQUE ENVIRONMENTAL FEATURES:

- > Extensive investment in environmental stewardship and preservation
- > State-of-the-art storm water reclamation system built underneath a dog park for residents
- > All native plants over 1-inch preserved and replanted on the property
- > Low profile natural roadways and native stone retaining walls
- > Building envelopes and untouched areas left intact in their natural state, including a reduced number of lots and careful placement to preserve the mountaintop
- > First-of-its-kind fire protection system with its own water pump that increases water pressure above normal City of Phoenix levels - it also has a backup generator so the system works during power outages, and automatically notifies the closest fire department when the system is activated

(continued)

Village at Paradise Reserve

Arizona's Newest Luxury Home Community

ABOUT CULLUM HOMES:

Founded in 1985, Cullum Homes is one of the most experienced and most reputable 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 was 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*. Their projects have been profiled in both local and national publications.

Founders Rod and Kim Cullum are both [Certified Green Professionals](#) and alumni of ASU (Arizona State University). They live in Paradise Valley. Their two children, Brad and Lindsay, are currently students at ASU: Brad is a senior working on his bachelor's degree in the School of Sustainable Engineering and the Built Environment, and Lindsay is in her final year of graduate school for a Masters in Architecture. Son-in-law Paul is a Lieutenant (JG) in the United States Navy.

For more information, visit <http://cullumhomes.com/>.

MEDIA CONTACT:

KWPR Group for Cullum Homes

Carrie Morgan, carrie@kwprgroup.com, 602.953.8211

Jennifer Breitegan, jen@kwprgroup.com, 480.528.7870