

The Reston Residential Land Sales Newsletter

VOLUME I

JANUARY

NUMBER I

GULF RESTON RELEASES ONE HUNDRED SIXTY-FIVE HALF-ACRE LOTS

Gulf Reston has released a large section of land which looks like it would be an excellent place to build \$70-80,000 single family homes. And since townhouses in this price range are moving well in Reston, it seems that single family units should do well.

There are some advantages to these sites which should make them very marketable in the near future. There will be an elementary school within walking distance. The site is near a future village center. And it is adjacent to a future recreation center.

One hundred and sixty-five half-acre lots in all, the section is divided into two parts. One of 118 lots, and another of 47, which can be purchased either separately or together.

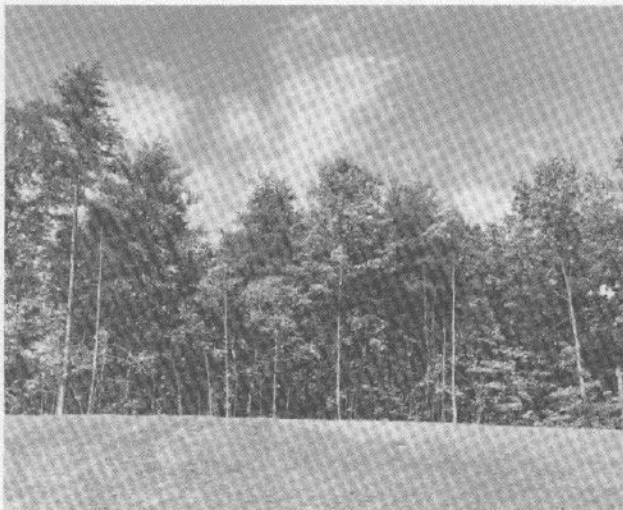
Sewer and water are guaranteed, of course. And since all the lots in the first section are

true half-acre lots, a builder can develop that area without putting in curb and gutter.

Financial arrangements are attractive, too, because Gulf Reston is willing to subordinate to a bona fide construction loan.

Probably the one thing that makes this section most attractive, though, is that some of the lots border on an area that is wooded and contains county wide horse trails and foot paths.

Any builder who would like to get in on the success of Reston and profit from the community the *Ladies' Home Journal* called one of the fifteen best places to live in America can call Bill Lauer or Jim Cleveland at (703) 471-4810. They'll be glad to answer any questions or set up an appointment for you to look at the land.



One hundred and sixty-five lots are available in this lovely wooded area.

WEXFIELD OPENS SADDLER OAKS

New Townhouse Project Snares Seventeen Sales

Saddler Oaks, a traditional townhouse project being built by Wexfield, opened in mid-June and by the end of July

had registered 17 sales. By the end of December, the total had risen to 36. These homes are being marketed as an "affordable, all brick townhouse in Reston" and the concept seems to be catching the public's imagination.

At present, Saddler Oaks is registering high interest both inside and outside Reston and seems to get very high traffic.

There are 63 homes available in all, and the price range is \$44,900 to \$52,900.

An example of the advertising that can be seen below.

Land Parcels Available

1. A beautiful parcel of townhouse lots on Reston's newest lake. 80 units are available with privileges that include sailing, fishing and swimming. Well suited for \$60-580,000 units.
2. Fifty multiplex lots adjacent to a 70 acre permanent Nature Center and near a 30-store village center. Available immediately.
3. Eighty townhouse lots in one of Reston's fastest growing areas. Many lots back up onto the Reston Nature Center. Convenient shopping area nearby.
4. Last large tract available in prestige Lake Anne area. 100 townhouse lots within walking distance of Lake Anne Village Center. Sewer and water guaranteed. May subdivide.

We also have land suitable for custom homes, mid-rise and highrise apartments, industrial and light manufacturing uses.

For more information, call Bill Lauer or Jim Cleveland at (703) 471-4810.

Now Previewing. Affordable, All-Brick Colonial Townhouses in Reston

If you thought an all brick colonial townhouse was out of the question, now you can have one in Reston. The Wexfield Company is proud to announce the opening of Saddler Oaks, a new townhouse project in Reston. The homes are all brick, colonial in style, and feature a variety of finishes and fixtures. The price range is \$44,900 to \$52,900. Call today for more information. Call Bill Lauer or Jim Cleveland at (703) 471-4810.



Saddler Oaks

Another full home community built by the Wexfield Company

Here's the ad Wexfield used to open Saddler Oaks.



This is the lakefront property where Castro-Holdsworth is building \$75-90,000 townhouses.

CASTRO-HOLDSWORTH STUNS MARKET WITH SUCCESS OF PROJECT; LAKEWINDS 2/3 SOLD BEFORE BREAKING GROUND

Sales Success Achieved Advertising Within The Reston Community Alone

On February 27, Castro-Holdsworth bought 46 lakefront townhouse lots from Gulf Reston, planning to begin construction of \$75,000 to \$90,000 townhouses in June.

By mid-April, without spending a cent on advertising, they held deposits on 30 of the 46 lots.

What accounts for this kind of success? In a word, the answer is: Reston.

It's such a desirable place to live that there is always an active market here, especially for new products.

Helping to keep the market active are 3800 apartment units within Reston itself. They are occupied by a very affluent, mobile group that is constantly turning over and serves as a very good source of sales for new products. Furthermore, this market continues to grow; there are at present 185 apartment units either under construction or on the way.

Another factor that helped Castro-Holdsworth is that Gulf Reston engaged in an extensive

advertising and promotion effort to build traffic. And they offer the use of the Information Center to distribute sales materials and to present displays.

To find out more, or see the project yourself, call Bill Lauer or Jim Cleveland at 471-4810.

LAKEVIEW CONDO CONVERSION EXCEEDS EVERY EXPECTATION

Sixty-Five Of One Hundred And Five Units Disappear In A Matter Of Mos.

Lakeview apartments in Reston are in the process of converting from apartments to condominiums.

They offer their owners an excellent location, near a village center and within a stone's throw of Lake Anne.

To date, sixty-five units

RESTON INFO CENTER NEAR COMPLETION—OPEN SOON

Renovation In Final Stages; Builder Displays And New Furnishings Are Readied To Spruce Up Old Facility.

Later this month, the Reston Information Center will reopen after being completely refurbished.

A great deal of effort has been expended to install new displays and new furnishings in an area that in the past has been the starting point for more than 1,000,000 visitors to Reston.

Because each of the companies now building in Reston uses the Information Center to distribute sales materials, and because each housing product now being built in Reston should be supported by its own display, provision has been made to show a photograph of each product followed by brief, descriptive copy.

Below you will find an example.

Each display will follow this general layout. With a large color photograph and similar copy.

Overall coordination and design of the Information Center is being handled by Art Display of Washington, D.C. And the main idea behind the design is to make sure that the Information Center can accommodate large crowds easily. And

still allow each visitor to get a good look at all the housing alternatives available within Reston.

While this renovation has been taking place, visitors have been helped in a temporary Information Center downstairs. This area has a theatre in which a slide show gives visitors a formal introduction to Reston. And this, of course, will continue to be offered in the future.

The opening of the new Information Center is scheduled for late 1976.



Colonial Green Townhouses

Located on the edge of the Reston South Golf Course, close to Hunters Woods Village Center, these townhouses are among the most distinctive in Reston.

All feature 3 bedrooms, 2 1/2 baths, large laundry rooms with storage, central air conditioning and wall-to-wall carpeting.

In addition, all Colonial Green townhouses feature a built-in energy package that can cut your heating and cooling bills by at least 25%.

Complimentary Copies of Our Newsletter Still Available

If you know someone who should be receiving the Reston Residential Land Sales Newsletter, or if you have a question you'd like to ask the editor, just write: Editor, Reston Residential Land Sales Newsletter, c/o Gulf Reston, Inc., 11440 Isaac Newton Square N., Reston, VA 22090.

have been sold, and at present the project has never been advertised outside of Reston.

In all, 105 units will eventually be offered for sale and there is some discussion that the entire 105 will be sold out by next summer.



LADIES HOME JOURNAL LAUDS RESTON

GRI Uses The LHJ Endorsement In Ads To Increase Traffic

When the *Ladies' Home Journal* chose Reston as the best place to live in Washington and one of the fifteen best places to live in America, Gulf Reston reacted to produce an ad which would tell that story to the general public.

So positive has the reaction to that message been that this year Gulf Reston will incorporate the message into all its new advertising, using the theme line: Reston, one of the fifteen best places to live in America.

The strong institutional appeal of this message is designed to help all residential builders in Reston.

And reprints of the article which explains why the *Ladies' Home Journal* chose Reston are available, with sales materials, from all Reston builders in the Information Center.

1976 SALES ARE \$35,000,000 PLUS

\$6 Million In July

Eight hundred and thirty-six single family, townhouses and condominium homes were sold in Reston during the last twelve months. The total in gross sales was over \$6 million.

One of the fifteen best places to live in America is right here in Washington.

When the *Ladies' Home Journal* looked at neighborhoods all across America to choose the very best, they looked for the same things you would.

They wanted a neighborhood that was attractive.

Where the housing is not only attractive, but functional.

They wanted a neighborhood where the schools were good, where children could play safely, and have an opportunity to meet others in an environment that would encourage them to grow.

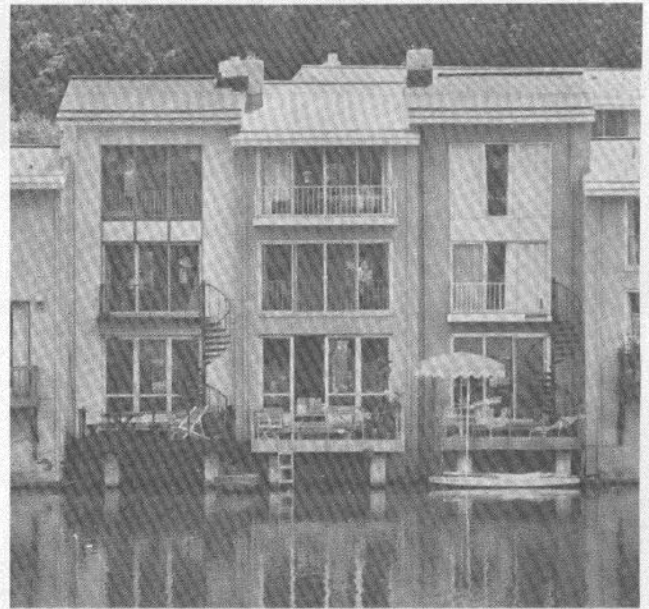
They looked for a place where people felt safe.

Where there was contact with nature. And where there was a convenient transportation system so that going to work in the morning doesn't have to be an arduous journey.

Only one neighborhood in the Washington area measured up in all these ways.

A remarkable place called Reston.

And the astonishing thing about it is that finding a good place to live there is as uncomplicated as getting in your car and taking a look.



For whether you would like to rent or buy, there are so many interesting and exciting places to live in Reston that something is bound to be right for you.

There are highrise, lowrise, and garden apartments for rent. Townhouses, condominiums and single family homes for sale.

And no matter how you de-

cide to move in, you end up living in Reston.

A neighborhood the *Ladies' Home Journal* said is more than the best place to live in the Washington area. It's one of the fifteen best places to live in America.



Reston

This magazine ad introduced Gulf Reston's new theme line.

The highest sales figures by month were recorded in May and July with July recording one hundred and twenty four homes—worth more than \$6 million dollars. This was also the highest month of the year for Gulf Reston which recorded 72 contracts worth \$3.4 million.

(For the year, Gulf Reston recorded nearly \$15 million, while other builders accounted

for about \$20 million.)

Ron Glass, Residential Sales Manager at GRI said, "This is the highest volume of sales in the last three years. May sales came close to breaking a record, but July sales were phenomenal. That was the highest number of sales since the record setting 135 figure set in March, 1973.

"I truly believe that the sales

success within Reston these last few months has to be attributed to the value the consumer sees in a purchase here. Our prices are competitive with others in Northern Virginia. But people are buying here because they see good construction, good land use and because they like the feeling and appearance of the community."

Gulf Reston, Incorporated
11440 Isaac Newton Square North
Reston, Virginia 22090

Here is your copy of
the Reston Residential
Land Sales Newsletter.