



BRISK HOME SALES REPORTED AT ESCENA PALM SPRINGS

With its desirable Palm Springs address, architectural distinctiveness, highly acclaimed public golf and dining, close proximity to downtown Palm Springs, amazing views, and strength of ownership, Escena Palm Springs is quickly becoming *the* place to choose when buying your next home. Current Escena homebuilders, Alta Verde and Lennar, are both reporting home sales far exceeding expectations. With the current construction of their new “mid-century modern” inspired homes, many are exploring the new home buying opportunities available at Escena Palm Springs.

Alta Verde Homes offers four exceptional architectural modern home designs between 2,000 and 2,800 square feet featuring open floor plans, stunning architecture and pulse quickening panoramas. Every incomparable Escena home contains the most current Alta Verde technology and sustainable design features. “Alta Verde is releasing the third phase of sales of its ‘This Century Modern’ architectural homes. Home prices range from the mid \$400,000’s to the mid-\$600,000’s and are typically sold out prior to commencement of each phase,” said Andrew Adler, CEO of Alta Verde. Alta Verde’s Escena home designs are a collaboration of international AIA winning architect Anthony Poon and Adler, NAHB Builder of the Year. The much anticipated opening of Alta Verde’s model homes at Escena is set for this Spring. More information on the Alta Verde homes at Escena can be found by visiting www.altaverdeescena.com, or by calling (760) 776.1111.

Avant by Lennar offers three unique floor plans ranging from 1,961 to 2,661 square feet of living space starting in the low \$400,000’s. Featuring stunning International and Mid Century contemporary architecture, and complimented by Lennar’s popular “Everything’s Included” homebuyer package, Avant at Escena is the perfect place to call home in the Coachella Valley. “With our unique Mid Century modern architecture and top quality homes at Avant, it is no surprise that we have seen a recent rise in interest throughout the past few weeks,” said Mark Torres, Division President. “The increase in the number of highly-qualified homebuyers who have recently purchased is a testament to the unbeatable value of our homes and we are absolutely delighted that so many homebuyers trust Lennar to build their home.” The Avant Model Center is open daily from 10am. For more information, please call (877) 205.3109 or visit www.lennar.com.

Escena Palm Springs is a unique 450-acre master-planned development in Palm Springs, CA, comprised of an 18-hole golf course, dining, residences and additional land slated for future residential and hotel development. The centerpieces of the community are the Escena Golf Club and the Escena Lounge & Grill, which are open to the public. A Nicklaus Design golf course, Escena Golf Club was ranked by *PGATOUR.com* as a Top Ten Public Course in California. Escena Lounge & Grill was recognized by *Palm Springs Life* magazine as the 2010 Best New Restaurant in Palm Springs. The Escena clubhouse, a stunning white steel and glass tribute to the area's modernist architectural heritage, has also garnered numerous accolades, including *Golf Inc.* magazine's 2010 Clubhouse of the Year honors. For more information, please visit www.escena.com.

Quick Glance Box Information:

ESCENA PALM SPRINGS

City: Palm Springs

Web: escena.com
lennar.com
altaverdeescena.com

Photo Caption:

Exterior view of Alta Verde Escena plan I3 Forte