



NEW HOME SALES SIZZLE AT ESCENA PALM SPRINGS

The weather is not the only thing heating up here in the Coachella Valley as we head into the summer months. New home sales at Escena Palm Springs continue on a blistering record sales pace for both Escena home builders, Alta Verde and Lennar. 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 provides the perfect setting for those who want to live the ultimate Palm Springs lifestyle. The summer months are a great time to buy your new home at Escena, so you can be ready for the upcoming season.

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's Escena home designs are a collaboration of international AIA winning architect Anthony Poon and the Alta Verde Group, NAHB Builder of the Year. For more information on the Alta Verde homes at Escena, please visit: www.altaverdeescena.com, or call (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