



# CRESSWIND<sup>®</sup>

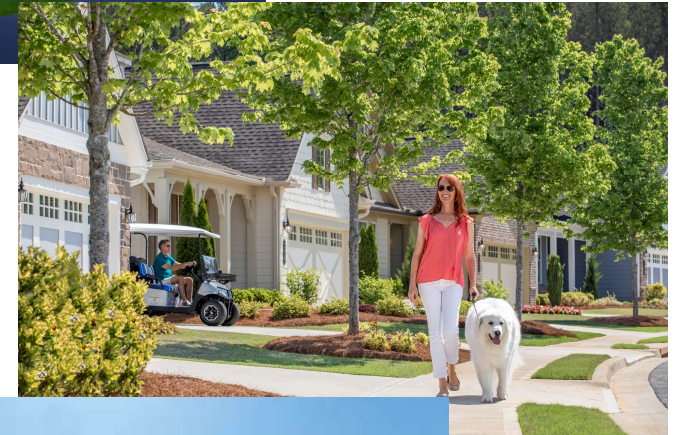
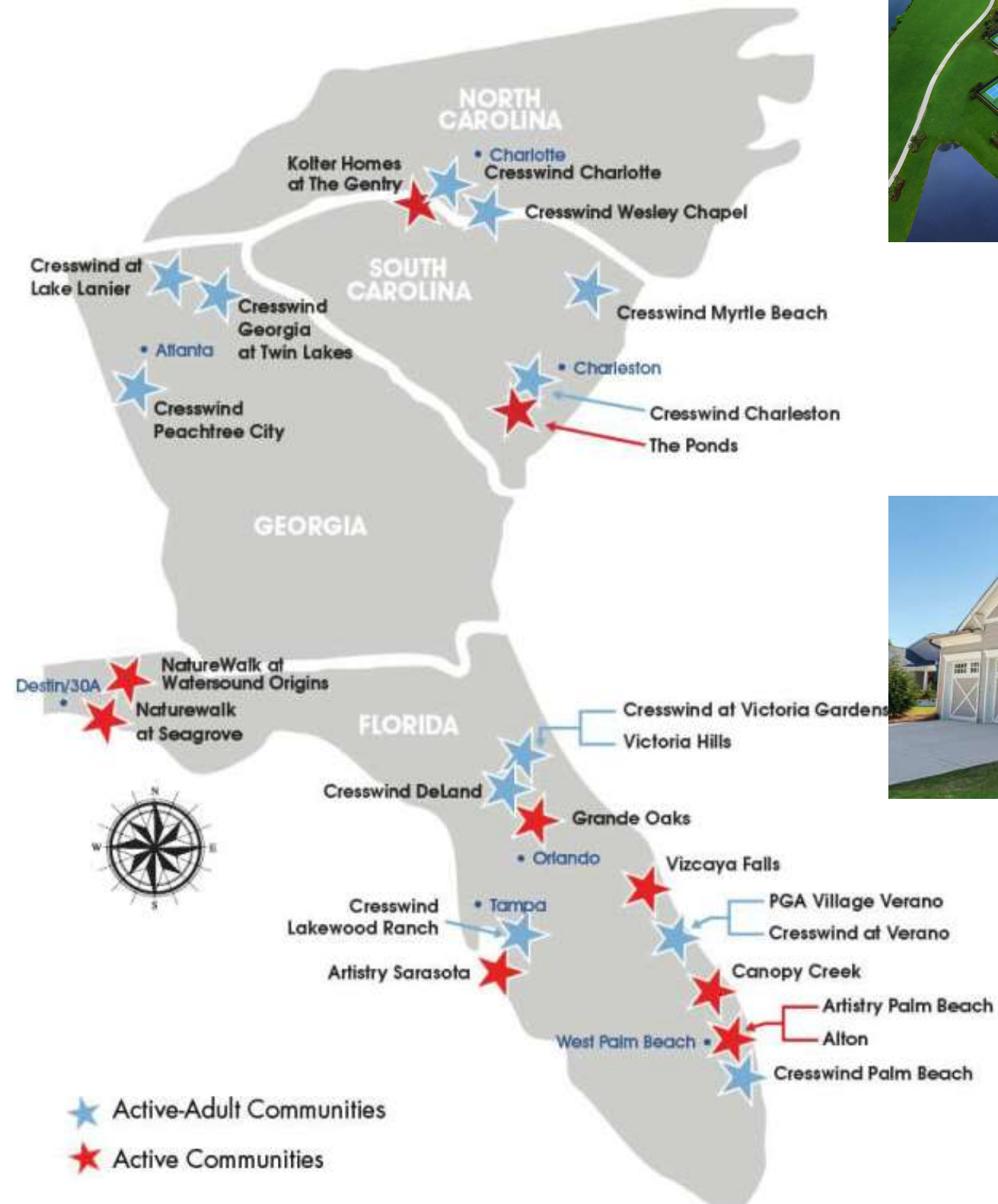
CREATING BETTER COMMUNITIES,  
ONE NEIGHBOR AT A TIME.

**KOLTER**HOMES



- Kolter Homes is proposing an Age-Restricted Active-Adult new home community, utilizing its award-winning Cresswind brand. This requires the Homeowner to be aged 55+ with no children under 18 living in the home.
- 1,105-units on 505-acres (2.2 DU's/acre) will feature all detached homes, on lots of 40' x 125', 50' x 125', and 60' x 125'.
- 11 acres of resident-only clubhouse and outdoor amenities.
- Diverse mix of homesites and floorplan sizes to provide a broad price mix for active adult new homebuyers.
- Proposed home sizes range from 1,430 sf - 2,770 sf across 10 floorplans with 9 elevations for each plan for more unique streetscapes.
- “Forever Home” Buyer mentality demands residences be well-appointed and well-landscaped.
- Low-maintenance homes on private streets.

# KOLTER HOMES





# CRESSWIND®

## Meet Our Residents

### Cresswind Resident Profile:

- A **Consumer** with the **highest levels of Household Wealth** and **Disposable Income**
- A **Resident** who spends **more than a third of their annual income** on local goods & services and generates hundreds of new jobs
- A **Neighbor** who is **on the roads less** during peak hours
- A reliable **Volunteer** who **generously contributes** their time and money to the community
- A **Community** who **pays millions in taxes** while using **fewer municipal services**

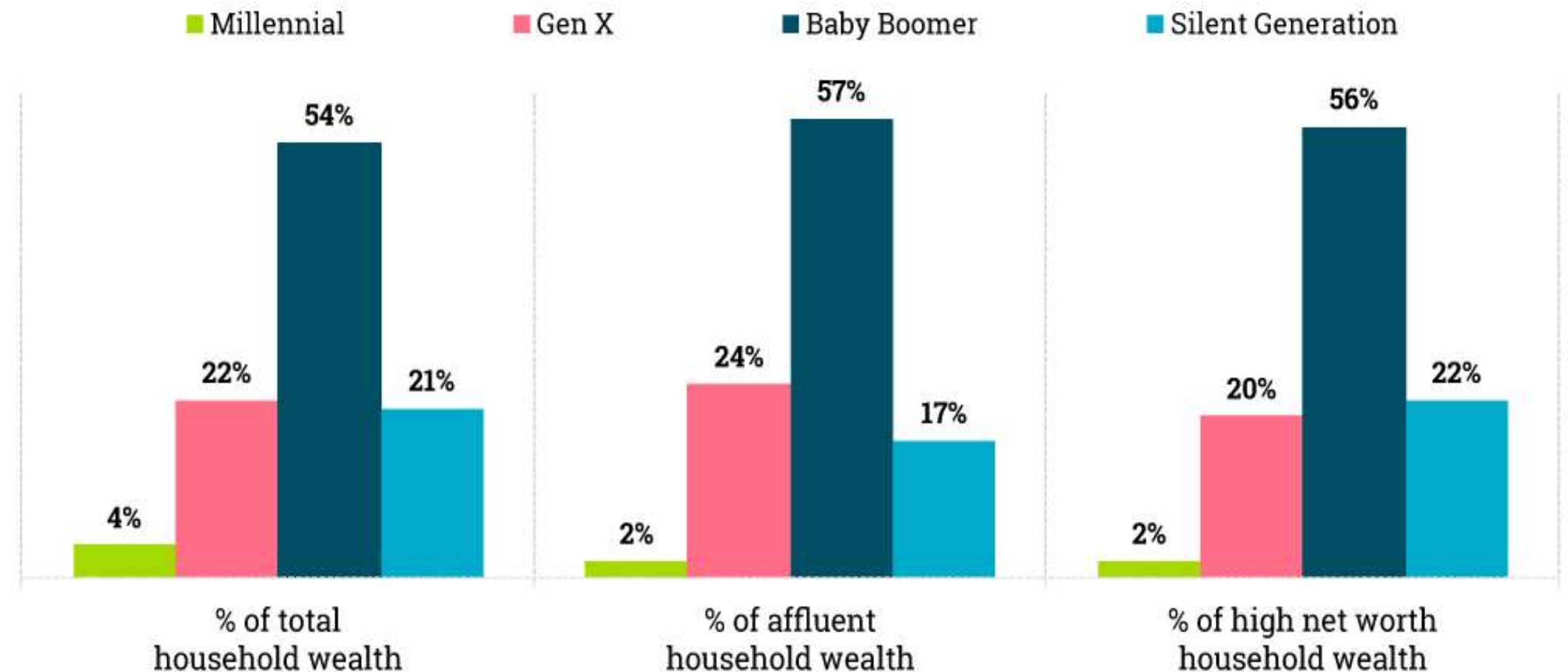




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Meet Our  
Residents

## US Household Wealth Distribution, by Generation



Published on MarketingCharts.com in April 2019 | Data Source: Packaged Facts

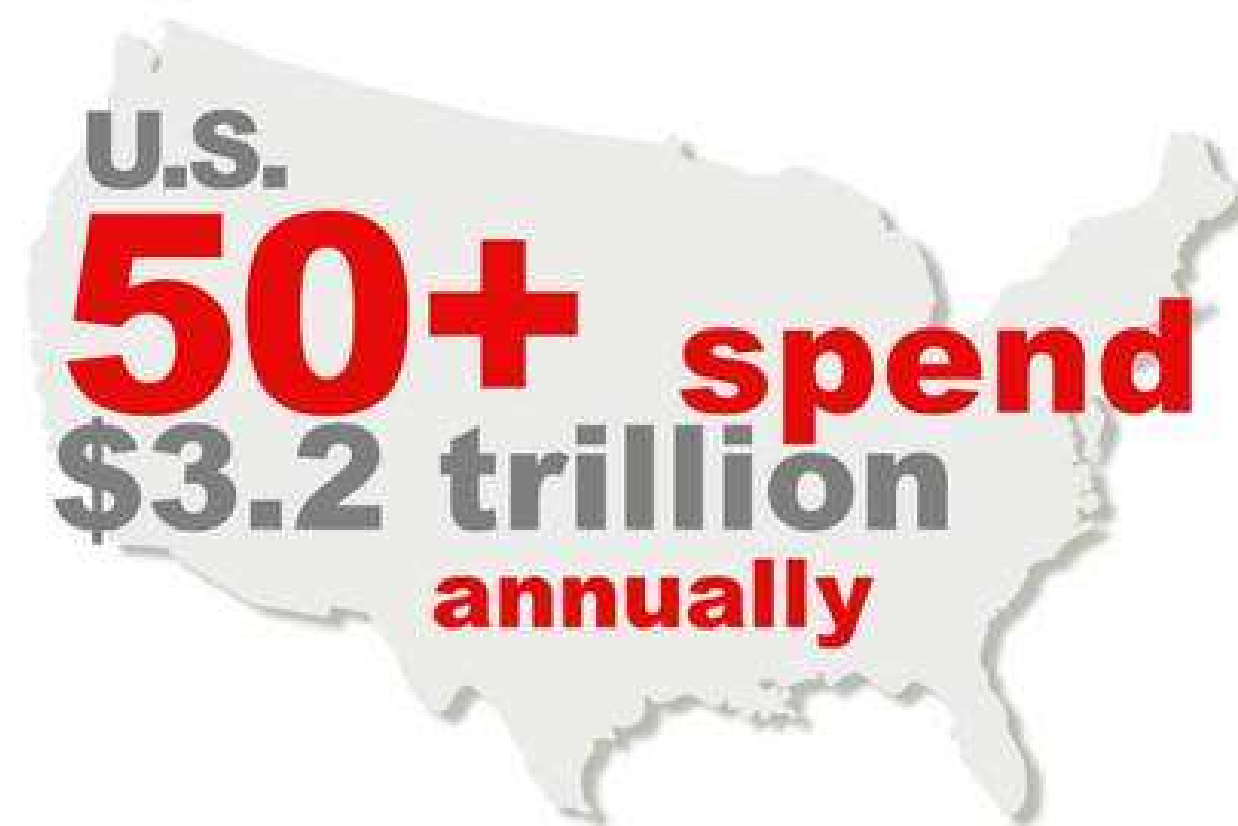
Affluent: \$150k+ household income; High net worth: At least \$1 million in net worth

***Boomers are estimated to hold  
70% of U.S. disposable income\*.***

\* source: <https://www.marketingcharts.com/uncategorized-22891>

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**Greater than  
the total GDP of  
countries such as**

>

Italy Russia  
**UK** Brazil  
France

source: U.S. Census Bureau Consumer Expenditure Survey

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The average Boomer (aka “Active Adult”) spends **34% of their income** on **locally produced goods and services**.

Every year, that means a 1,105-home Active Adult community benefits a local economy with an estimated:

- **\$29.2 million spent on local goods & services**
- **760 new jobs created**



\*source: author Paul Emrath & Fei Liu, NAHB, Housing Policy presented by the NAHB 50+ Housing Council



# Active Adult Transportation Impact:

Active Adult communities generate **just 36% of the AM rush hour trips** of a single-family community. From a Rush Hour impact that means:

**1,105 Home Active Adult Community =  
398 Home Traditional Single-Family**

Active Adult communities generate **just 30% of the PM rush hour trips** of a single-family community. From a Rush Hour impact that means:

**1,105 Home Active Adult Community =  
331 Home Traditional Single-Family**

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\*source: equation per Institute of Transportation Engineers

# Active Adult Community Support:

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**Baby Boomers represent  
43% of Total Giving**



**This Generation has a  
25.7% Volunteer Rate**

Based on 1,105 homes, Cresswind Southern could offer  
**over 530 local volunteers ready to serve**  
the future of the area and support local charities.

\*source: <https://www.classy.org/blog/infographic-generational-giving/>

# Active Adult Water & Sewer Impact:



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Average Water/Sewer Bills in  
Single Family Homes by Community Type



Active Adults use approx. 15% less water and sewer services as compared to Non 55+ Households

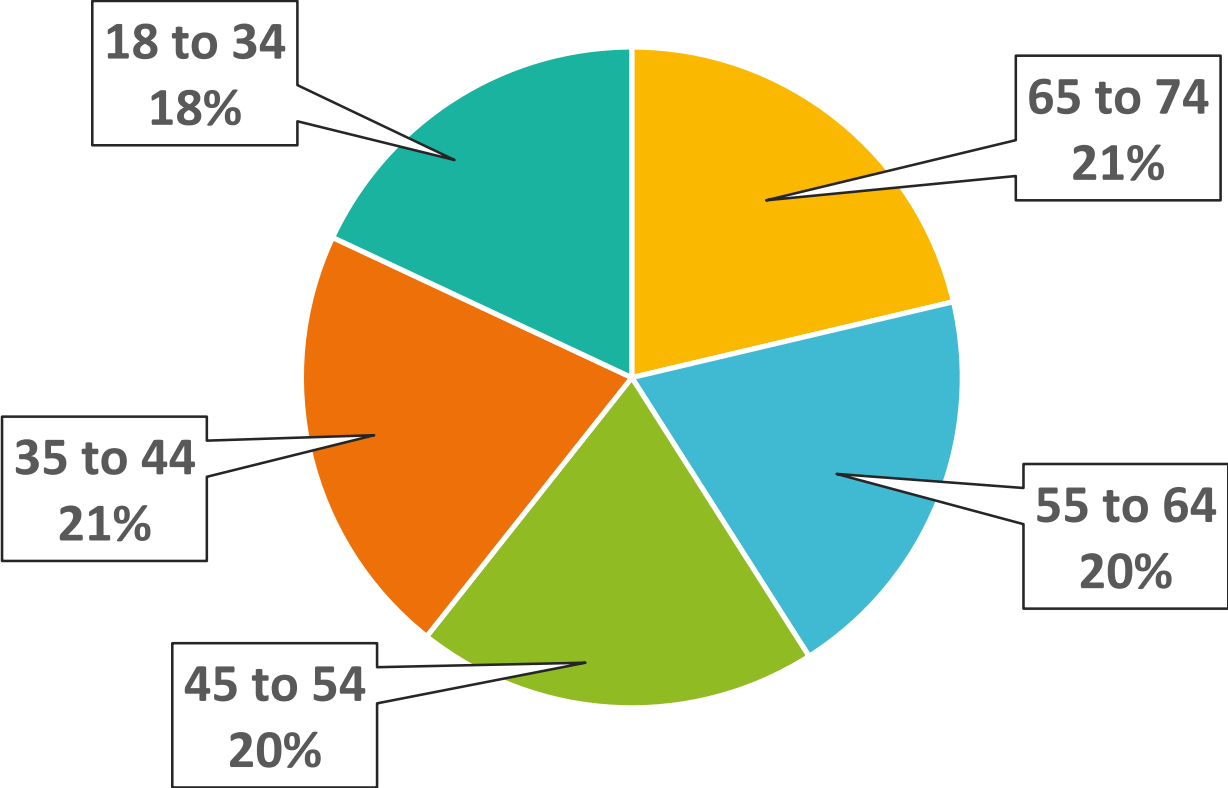
\*source: <https://www.winchester.us/DocumentCenter/View/1182/Helios---Approving-55-Plus-Housing>



# Active Adult Services & Public Safety Impact:

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Residents

Ambulance Trips per 1,000 Households by Age



Active Adult communities do not generate additional Ambulance Trips.

\*source: <https://www.winchester.us/DocumentCenter/View/1182/Helios---Approving-55-Plus-Housing>

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Award-Winning  
Lifestyle



NAHB



GAHBA OBIE Award



Where to Retire



NAHB



Silver Aurora Award  
Southeastern Builder's Conference



55Places.com



Southeastern  
Builder's Conference



55Places.com



# CRESSWIND® Cornerstones

- Lifestyle Program has earned “Program of the Year” honors twice from *National Association of Homebuilders*
- Director of Lifestyle to oversee and assist all communities

## SET YOURSELF FREE



FITNESS



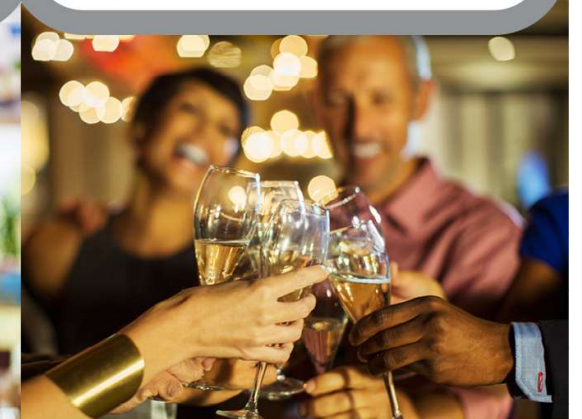
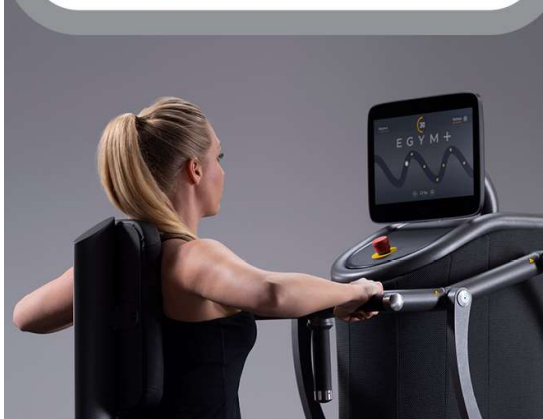
RELATIONSHIPS



EDUCATION



ENTERTAINMENT



### CRESSWIND® LIFESTYLE

Live Better, Longer



CRESSWIND®



CRESSWIND WESLEY CHAPEL – MAIN ENTRANCE  
REFERENCE



CRESSWIND®



CRESSWIND WESLEY CHAPEL – MAIN ENTRANCE  
REFERENCE



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CRESSWIND WESLEY CHAPEL – CLUB CRESSWIND CAMPUS  
REFERENCE



CRESSWIND®



CRESSWIND TWIN LAKES – PICKLEBALL CAMPUS, PHASE 1  
REFERENCE



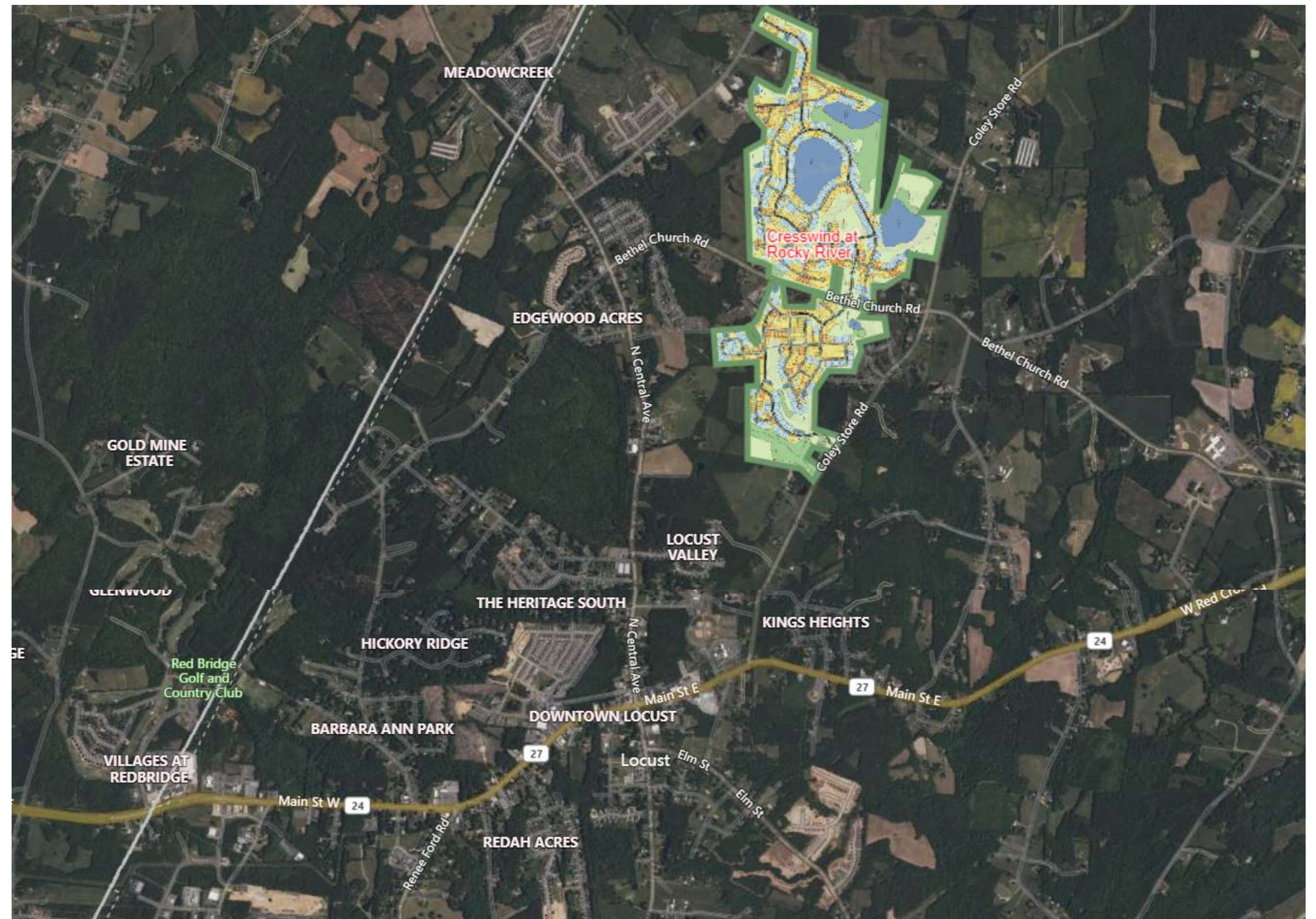


## In summary, Cresswind at Rocky River benefits include:

- Attract an Active Adult Resident who:
  - Typically spends more than a third of their annual income on local services
  - Generates hundreds of new jobs
  - Pays millions in taxes while not “taxing” county services such as schools & parks
  - Is not on the road at peak hours
  - Historically volunteers and contributes more of their time & money to the community than other age groups

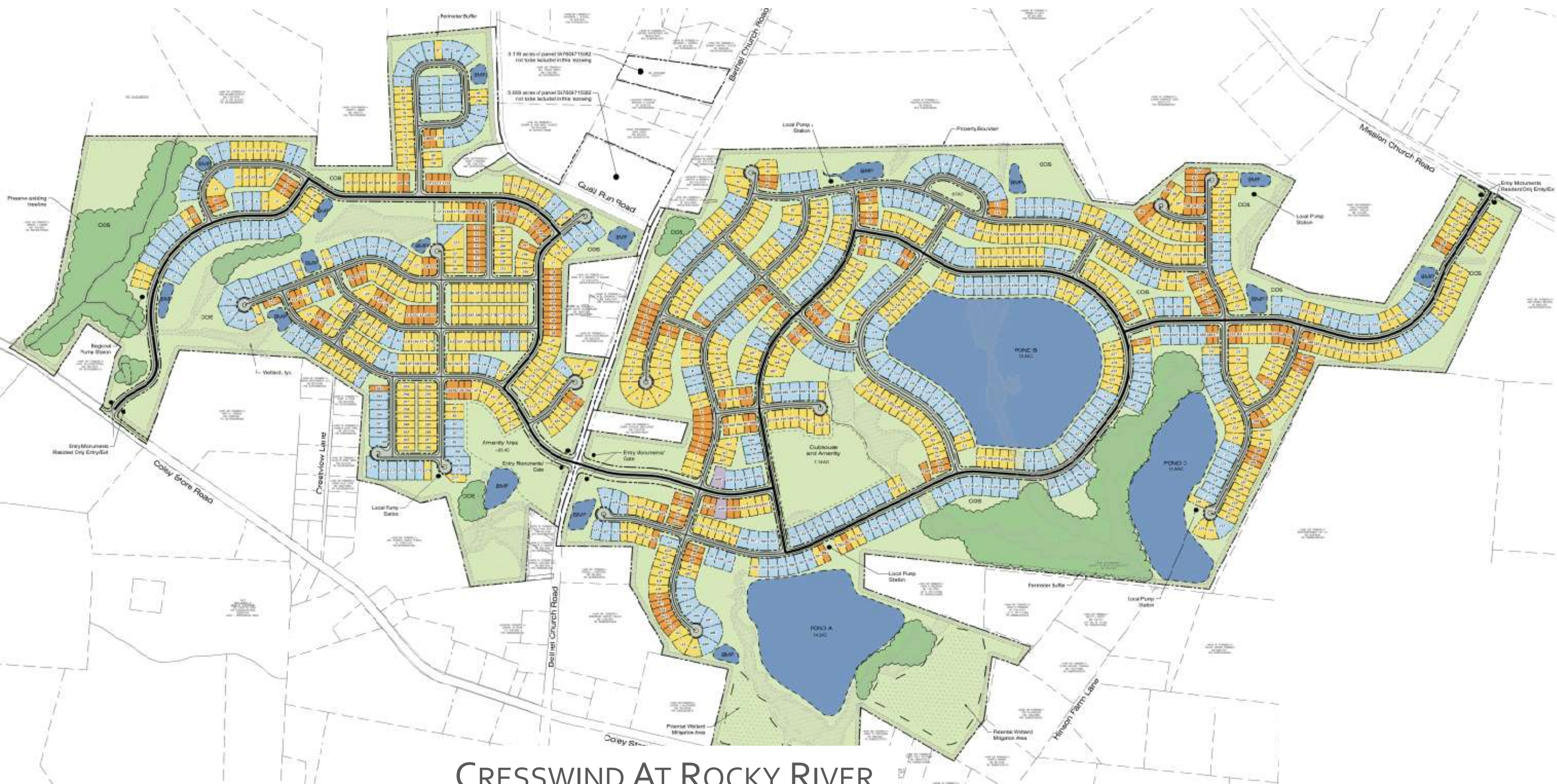






CRESSWIND AT ROCKY RIVER







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40' WIDE LOTS



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50' WIDE LOTS



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60' WIDE LOTS





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THANK YOU