



VINTAGE CLUB SALES



A TRADITION OF EXCELLENCE

November 2011



Paul, Bobbie, Garth, Carmen, Kevin, Erika & Jim(left to right)

WELCOME BACK

What a difference one year can make! We finished the 2011 season in a much improved position following the slow sales of real estate and memberships in 2009 and 2010. As you can see, 2009 is the low point for the last three seasons and 2010 showed negligible improvement. However, the 2011 season delivered substantial improvement in all areas including sales volume, gross real estate sales, new member sales, and real estate tour traffic. The highlight is gross sales numbers, which in 2011 eclipsed the last two seasons combined. Even through October, typically a slow sales month, we have had a remarkable amount of interest in the Club.

And though it continues to be a buyer's market, increased traffic from qualified prospects continues to drive sales traffic and volume.

	2009	2010	2011
# of Sales Transactions	7	8	18
Gross Sales Dollars	\$12,325,000	\$12,943,000	\$35,371,250
New Members (Class A)	4	6	11
Appointment Traffic	295	350	427

Activity measured from Oct. 1st through Sept. 30th to correspond to the Club season Activity is Vintage Club Sales activity only

This success comes as a result of the collaborative efforts and dynamic energy generated by the whole team. That team includes the Club's Board of Directors, Membership Committee, New Member Development and Marketing Committee, the Management and Staff of The Vintage Club and Vintage Club Sales. With a common goal to maintain the financial and social vitality of the Club, our team made 2011 a success and we look forward to more success in 2012. And while it is inspiring to note some accomplishments, it is more important to focus on improvement and build on the recent success. In that regard we are introducing several changes. Among them are:

- The addition of Jim Rohrstaff to our Sales Team (page 3)
- Improvement in our communication with members, prospects, and brokers regarding sales activity with the introduction of this newsletter, which will be distributed in print twice per season and also electronically through email and on our website
- Monthly casual reception at the Sales Office to meet new prospects and members
- A new high-quality lifestyle magazine that focuses on the Club, our legacy, our future, and real estate in a compelling format. Currently scheduled for production twice per season, the magazine will give us additional exposure of listings and current information on the active golf and social scene of The Vintage Club
- On your calendar for January 2012, the Ambassador Cup, hosted by the Club and Sales (page 3)

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2011 Sales Snapshot

Sales Activity

\$46,886,250 in Total Sales
13 New Members (Class A)
22 Transactions

\$35,371,250 in sales through VCS
11 New Members (Class A)
18 Transactions

By Product Type

Cottages

\$5,060,000 in Total Sales
\$612,500 Median Sale Price
Range \$137psf to \$673psf
6 Sales

Terraces

\$4,225,000 in Total Sales
\$1,150,000 Median Sale Price
Range \$322psf to \$580psf
3 Sales

Patio Homes

\$4,945,000 in Total Sales
\$1,800,000 Median Sale Price
Range \$289psf to \$375psf
3 Sales

Custom Homes

\$31,620,000 in Total Sales
\$3,500,000 Median Sale Price
Range \$486psf to \$788psf
9 Sales

Lots

\$2,105,000 in Total Sales
1 Sale

Mission Statement:

To represent the best interest of the Members of The Vintage Club, and those who seek to secure membership therein, in a professional manner with efficiency and integrity.

Vintage Club Sales (Broker) is independently owned and operated and is not an affiliate of The Vintage Club. All information provided is deemed reliable, but is not guaranteed. Prices and square footages are subject to change. Purchase of real estate within The Vintage Club does not include the cost of membership. Membership is by nomination and is subject to an approval process through The Vintage Club. DRE #00955537

(Welcome Back ~ continued from front page)

We believe these additions will help keep our members better informed and excited about sales and new member activity, enable us to reach a greater number of qualified member prospects, and as a result continue to support the vitality of the Club.

New members bring new energy, excitement and opportunities to build new and lasting relationships within the Club while also serving as catalysts in attracting additional new members. Our team has renewed its goal of introducing 20 new members to the Club during the 2012 season. Please join us in this effort by inviting qualified friends or colleagues you believe would enjoy the Vintage quality of life.

We hope you will enjoy this newsletter, please let us know if you have any suggestions we may incorporate in future issues. We invite you to call or stop by the Sales Office anytime as we are pleased to assist you in any way possible.

SALES ACTIVITY

Sales at The Vintage Club for the 2011 season totaled \$46,886,250 including 22 transactions and sales to 13 new members. Custom Homes led the volume with 9 sales, followed by 6 Cottage sales. As you can see from the table, the price ranges, even within product categories, have a large variance. On the lower end, homes tend to be in original condition offering buyers the opportunity to craft the home to their tastes while the higher priced homes tend to be perfectly suited for Vintage living immediately.

As of October 30th, there are 67 total listings of which 60 are held by our office. Total listings are down from a height of 82 last season. Our listings are composed of 21 Cottages, 11 Terraces, 6 Patio Homes, 4 Desert Homes, 3 estate lots, 10 Custom Homes, and 5 Cove Homes.

As we continue to attract new members, we expect the volume of Cottages and Terraces to decrease as typically new members target those properties when arriving at The Vintage. With a wide array of real estate types and prices, we are well poised to meet the needs of our prospects and existing members.



JIM ROHRSTAFF



Please join us in welcoming the newest member of our Sales Team, Jim Rohrstaff, to The Vintage Club. Jim and his lovely wife, Kara, have recently moved to the desert from Michigan along with their two sons, Blake (5) and Eric (2).

Jim says about the Club, “The Vintage Club has always been a special place to me. Made up of the finest group of members anywhere, two spectacular Tom Fazio Golf Courses, a tennis player’s dream facility not to mention the fitness center and an active, social club...I couldn’t think of a better fit for me and my family. When I received the call asking me to come out and join the team, I knew immediately that this would be my new home and we couldn’t be more excited.”

Jim brings experience and success in the private club real estate business. Jim began his career in the golf business starting at Rancho Santa Fe Golf Club and The Bridges at Rancho Santa Fe. In 2001 he joined DMB Associates/DMB Realty at Santaluz in San Diego as a PGA Golf Professional. It was here that Jim soon realized his passion for luxury real estate sales. He transferred into the sales arm of DMB at Santaluz, where they sold out the entire project 2 years ahead of schedule. He was then asked to move on to Verrado (Phoenix, AZ) as their Lead Sales Executive where they had three very successful sales launches. DMB then promoted Jim to Director of Sales to open Skywater in Horseshoe Bay, TX. In March of 2008 Jim founded Legacy Management and Partners, an international real estate sales and marketing consulting company with a client list that included Punta Brava in Baja California, Mexico, which was the first oceanfront golf club designed by Tiger Woods.

Jim brings a high level of energy and enthusiasm to Vintage Club Sales and we are thrilled to have him on our team. If you have not had the opportunity yet, please stop by and say hello or send him an email at jrohrstaff@vintageclubsales.com, he’s looking forward to meeting all of our members this season. Be careful if you invite him for a round of golf, *he still maintains a single digit handicap!*



PAUL SPENGLER



Paul Spengler returns this season as our Vintage Ambassador and is responsible for guiding our efforts in attracting new members. Paul and his wife Cyndy will be visible throughout the Club this season as they court new member prospects.

In cooperation with the Club and the New Member Development and Marketing Committee, Paul is leading the charge for the Ambassador’s Cup golf tournament. Scheduled for January 16-18, this event is designated for a limited number of pre-qualified prospects to experience the lifestyle and golf play of The Vintage Club. Prospects will be paired with club members in a fun tournament giving members the opportunity to share their celebrated experiences and insight about the Club.

Paul will be working very closely with the Club’s member ambassadors, led by Tony Esernia, in an effort to ensure that guests and prospects fully experience life at The Vintage Club. If you have a family member, friend or business acquaintance with an interest in the Club, please call or email Paul at pspengler@vintageclubsales.com and share with him their information. Paul will gladly extend them an invitation to visit and experience life at The Vintage Club.

“If there was a better club anywhere we would be there.” ~ Jim Fitzgerald

PENDING SALES



Desert Home
74-440 Mtn. Vista
4 Bed/3/4.5 Bath
Sold Furnished
4,730+ Sq. Ft.



C' Plan Cottage
75-192 Kavenish
\$995,000 Furnished
2 Bed/ 2.75 Bath
2,282+ Sq. Ft. Updated



A' Plan Cottage
74-728 Casandra
3 Bed/2.75 Bath
Sold Furnished
2,397+ Sq. Ft.



Custom Home
74-300 Quail Lakes
\$9,500,000 Furnished
Two Fairway Lots
6 Bed/7 Bath/4 Pwdr
15,389+ Sq. Ft.



Custom Home
74-385 Quail Lakes
South-Facing Lot
Fairway & Mtn. Views
4 Bed/4 Bath/2 Pwdr.
7,300+ Sq. Ft.



B' Plan Cottage
75-101 Kavenish
\$475,000 Furnished
2 Bed/ 2.75 Bath
2,257+ Sq. Ft.

SALES AGENTS



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