

pico bonito Newwork, June 2006-April 2007

investment booklet development

Client: Wilderness Clubs LLC

Status: Marketing brochures & website complete

The Lodge at Pico Bonito, the first Wilderness Clubs development, is a luxury nature resort located on Honduras' Caribbean within the magnificent rainforest of the Pico Bonito National Park. Newwork was hired to recruit investors for the project and design the print and online marketing material. I worked with both the client and the multimedia team to develop an investment offering booklet. I managed the compilation of the book, collected all financial and project data, researched comparable projects, and wrote all the copy. The book included floor plans, buyer profiles, a comparable project analysis, artist's sketches of the villas, and rendered site plans and maps that will be utilized for the print and web marketing of the project.



"Discovering the essence of nature"

Development Principles

- Create Luxurious and Affordable Retirement and Second-Home Communities.**
The Wilderness Clubs' foremost goal is to create affordable luxury living communities for retirees and second home buyers that are located in beautiful, natural environments across the world.
- Protect the Environment through the following:**
 - Conservation through membership.**
The club members will be strongly motivated to be engaged in the preservation of their "backyard," or the adjoining protected area.
 - Invest in sustaining and increasing our natural resources.**
Future economic development depends on the availability, preservation and restoration of our natural resources.
 - Use local labor and materials.**
The use of local labor and building materials and members' investment in the local economy will not only limit energy waste but will promote economic development and create jobs.
 - Reduce the consumption of energy and natural resources.**
Through the use of passive energy design techniques and alternative energy options, the Wilderness Club residences will consume significantly less energy while still providing a first rate lifestyle for the club members.
- Provide Green Alternatives for Homebuyers.**
As environmental awareness increases the Wilderness Clubs will be providing a green alternative to retirees and second-home buyers from both the United States and Europe who are planning buy real estate overseas.
- Provide Hotel Conveniences and a Spa Lifestyle.**
Every Wilderness Club member will enjoy the luxuries and conveniences of the community's adjacent resort.
- Maintain a Secluded and Private Community.**
The expert planning of each Wilderness Clubs development, along with its complete immersion in its surrounding environment, ensures privacy for every property and a feeling of peaceful seclusion for every member.

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Site Location

The residential development is nestled between the Caribbean and the Nombre De Dios Mountains, within the rainforest of the Pico Bonito National Park. The site is only 15 minutes from the beach and the La Ceiba International Airport and only 25 minutes from the port city of La Ceiba.

The Lodge at Pico Bonito, a member of the small Leading Hotels of the World, is a luxury nature resort located on Honduras' Caribbean coast only 15 minutes from the La Ceiba International Airport and nestled within the magnificent rainforest of the Pico Bonito National Park. The coastal road leading to The Lodge at Pico Bonito passes through the lush greenery of coffee and cacao plantations before arriving at the handsome wood and stone main lodge set against the backdrop of the towering peaks of the Nombre De Dios Mountain Range. Upon arrival, you begin to feel a sensation of peace and relaxation as you are greeted with a welcome cocktail by our friendly and efficient staff.

Development Plan 1

Site Plan & Program

The development will happen in two phases resulting in the construction of a clubhouse, a spa, an arts and crafts center and 36 two- and three-bedroom homes. These homes range in size from 2,000 to 3,000 square feet of enclosed space and over 2,800 SF of covered outdoor deck area. It is directly adjacent to the spa and across the stream from the Lodge.

Program	Units	Size/Unit	Site-Net SF
Phase I Residential 2 bedroom	18	1,785	32,130
Phase II Residential 3 bedroom	18	2,640	47,520
Total Residential	36		79,650

Development Plan 11

Floor Plan: 3 Bedroom

The features of the 3-bedroom, 2.5 bathroom villa are the same as the 2-bedroom. Nestled within a forested lot quiet privacy is guaranteed and the 2,100 SF veranda allows for outdoor dining and living.

Unit Size	Size (SF)
Enclosed Living Area	2,640
Deck Area	2,820
Total Area	5,148

Development Plan 12

Multiple scale maps developed for the booklet showing the regional location, site plan, and sample unit floorplan. All of these graphics were custom designed by my firm's multimedia group.

Buyer Profiles

The primary buyer profile for The Residences at Pico Bonito are the green-minded North American and European "baby-boomers" or retirees who are seeking a warm weather second home or retirement home in a beautiful, protected natural environment at an extremely competitive and affordable price.

Retirees

North American Baby-Boomers (in high-stress/high-yield jobs) seeking to purchase a retirement home in a warm-weather location that has great natural beauty. They are most likely green-minded and know that their purchase of this home ensures that the conservation effort will continue.

- Household Income is \$250,000+
- Aged 55-80
- Professional / Managerial
- Take an annual warm-weather vacation to an international destination, specifically the Central or South America

Second Home Buyers

North American and European buyers who are green-minded and are seeking to purchase a second home for vacation. There is also a strong market for Spanish-speaking Latin Americans who want to return to their South American roots.

- Household Income is \$250,000+
- Aged 40-60
- Professional / Managerial
- Take an annual warm-weather vacation to an international destination, specifically Central or South America
- International Priority: German, Dutch, Scandinavian, Latin American

Eco-Investors

North American or European buyers who are purchasing property to rent-out to vacationers traveling to Central or South America and are interested in investing money in a green community.

Development Plan 15

Financial Pro Forma

Below is a detailed financial analysis of the project which yields a 50%+ return of costs. The Program is broken down into potential phases. The construction costs are based on a per square foot cost with a further line item breakdown. Soft costs are broken down by development phase. Revenue is based on our most recent market comps, broken down by unit, and takes into consideration the size and location of the unit.

SUMMARY	Year	FINANCIAL ASSUMPTIONS	Year
Grand Total Revenue	\$227,200	\$25,000,000	\$252,200
Less Sales Commission	\$50,000		\$177,200
Net Sales Revenue	\$177,200		\$177,200
Land Cost	\$7,000,000		\$7,000,000
Soft Cost (Construction)	\$1,000,000		\$1,000,000
Hard Cost (Construction)	\$170,200,000		\$170,200,000
Return on Equity	\$1,000,000		\$1,000,000
Equity Injection	\$1,000,000		\$1,000,000

Development Plan 16

Cover and Development Principles outline written for the Wilderness Clubs.

An outline of the target market buyer profiles identifying the most likely buyers (left). I prepared the financial proforma (right) that explains the financial structure to potential investors.