



Home Sales Up In La Mesa

Strong Early Year Sales in 91941 Zip Code

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A recent report for the San Diego Association of Realtors has helped La Mesa make its mark. The report showed that the 91941 zip code had 46 detached home sales in the first two months of 2007, compared to just 40 during the same stretch in 2006, an increase of 15 percent.

This region that encompasses Mt. Helix and parts of La Mesa includes Belvedere, a limited edition of only 21 family-sized homes by Reynolds Communities that has been attracting Southern California home shoppers that want an urban address in a hometown community.

"With urban living, the rising new trend in San Diego, it's no surprise that home shoppers are flocking to the revitalized La Mesa area," said Mike Reynolds of Reynolds Communities. "Fortunately, those urbanites have made their way to Belvedere."

Since construction completed and move-ins began at Belvedere, there has been steady sales success and the project is now more than one-third sold with plenty of homes that still remain up for grabs.

"Belvedere offers an address for new homeowners who want to reside in an activity-rich environment with a true family feel," said Reynolds. "In the process of moving into their new homes and becoming acquainted with their new neighborhood, residents tell us that they are even more enthusiastic to call Belvedere and La Mesa home."

Competitive new-home prices at begin in the mid-\$400,000s and there are no Mello-Roos fees at Belvedere, which often add hundreds of dollars to monthly mortgage payments, according to Reynolds. In addition, special zero-down financing options are still available through Reynolds Communities' preferred lender, a feature no longer available at many other new-home communities, according to Reynolds.

Reynolds Communities is currently offering a buy-down financing package that includes no mortgage payments for six months. This promotion cannot be combined with any other offers. See the on-site sales representative for more details.

Just around the corner from a variety of shops, cafes, tennis courts, parks, a golf course, a municipal pool, a community center and the quaint La Mesa downtown atmosphere, and a mere minutes from San Diego State University, Belvedere offers the perfect setting for those who desire a family-friendly setting in an older, well-established community.

The two floor plans at Belvedere provide two or three bedrooms -- one plan boasts a den or home office -- 2 1/2 and 3 1/2 baths in up to 1,423 square feet of living area, plus 2-space garages with direct home access.

"Homeowners don't share any walls and own the ground beneath their homes at Belvedere yet their landscaping is maintained by the homeowners association, which really is the best of both worlds," Reynolds added.

Northern California's Monterey area inspired the architecture, which is highlighted by El Dorado stonework on selected elevations, colorful concrete tile roofs, multiple paint tones on exteriors, community landscaping with trellised, raised-planter courtyard settings, and private patios and balconies.

Interiors are highlighted by gas fireplaces, dramatic volume ceilings, gourmet kitchens with quality stainless steel appliances, granite countertops, hardwood cabinetry and food preparation islands, central heating and air conditioning, high-efficiency water

heaters, generous bedrooms, spacious master suites, oval tubs, powder rooms and interior laundry areas with gas dryer hookups. Many of these features, included in the price at Belvedere, are priced as upgrades at other projects, according to Reynolds.

With La Mesa's top-ranking schools and annual community events including the Old Fashioned Christmas Village, the Oktoberfest and, on most weekends, the Farmer's Market, there is always something happening in La Mesa.

To visit Belvedere, take Interstate 8 to the Lake Murray Blvd./70th Street exit, turn left onto 70th, left onto El Cajon Blvd., right onto 73rd Street and left onto La Mesita Place. The sales office is open 10:30 a.m. to 5 p.m. daily, except Sundays when the office opens at 11. Closed on Wednesdays.

For information, visit www.reynoldscommunities.com or call (619) 667-0241.

Belvedere is being built by Reynolds Communities, winner of the 2006 "Building Industry's Greatest" award for "exemplary performance" by a San Diego County home-building team. During more than 30 years, the company has built more than 3,500 homes in Southern California and Arizona. Many Reynolds home buyers are repeat buyers.