



Belvedere Now More Than Half Sold In Well-Established La Mesa

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Sales at Belvedere, a new detached neighborhood of single-family homes in an established area of La Mesa, have surpassed the halfway mark, said the builder Mike Reynolds of Reynolds Communities.

Of Belvedere's 21 limited edition family-sized rowhomes, 13 have now been snatched up.

"The sales success of Belvedere is an indicator that buyers understand a great home at a great price when they see one," said Reynolds. "With detached homes selling at attached-home prices, Belvedere provides its new residents with the home they've always envisioned at a reasonable price. It's the best value in town."

Competitive new-home prices 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. 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. Additionally, buyers can now move into their new Belvedere home in as little as 25 days.

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. The fully furnished and upgraded plan 2 model is now for sale as well.

"Unlike condominiums selling at the same price, Belvedere homes don't have any common walls and our residents own the ground beneath them," added Reynolds. "Yet they benefit from the convenience of having their landscaping maintained by the homeowners association, which really is the best of both worlds."

Belvedere's presence has helped La Mesa establish itself as one of the more desirable locations in San Diego County for home shoppers. A recent report from the San Diego Association of Realtors showed that the 91941, region that encompasses Mt. Helix and parts of La Mesa, including Belvedere, had an increase of 15 percent in detached home sales in the first two months of 2007, compared the same stretch in 2006.

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

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

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 woodburning fireplaces, dramatic volume ceilings, gourmet kitchens with quality 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 surely something for every homeowner to enjoy.

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.

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. Tuesday, Thursday, Friday and Saturday, Sunday from 11 to 5 and Monday from 10:30 to 1:30.

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