

NEWS

Shapell Homes Opens Solaire to Waiting Home Buyers

First Four Homes in Newest Gale Ranch Neighborhood Purchased Within Minutes

Media Contact: Gary Marsh 415-453-7045 gary@marshmarketing.com

PHOTOS BY GARY MARSH

March 8, 2010 – San Ramon, Calif.; The newest addition to Shapell’s Gale Ranch Master-Planned Community, Solaire, opened for sale last weekend and the first four homes were purchased just minutes after the sales office doors opened to waiting home buyers.

“A few people spent the night and nearly a dozen others arrived in the pre-dawn hours to have the first opportunities to buy a Solaire home,” said **Shapell Homes’** VP/Director of Sales **John Luedemann**. The homes were offered for sale on a first come, first serve basis, he said. Shapell’s sales representatives accepted deposits for opening escrows on all four Solaire homes available on Saturday February 27.

The Solaire neighborhood will be comprised of 108 single-family homes when fully built out. There are four beautifully furnished model homes open daily for tours from 10 am to 5 pm. The homes range in size from approximately 1,578 square feet in a single-story plan to up to 2,822 square feet in one of the three, two-story plans.

Prices at Solaire are starting from the low \$600,000s. Residence 1 (the single-story home) is approximately 1,578 square feet. Residence 2 is approximately 2,523 square feet. Residence 3 is approximately 2,670 square feet, and Residence 4, the largest home in the Solaire neighborhood, is approximately 2,822 square feet.

Over 600 people visited Solaire last weekend, according to Luedemann. He added that Shapell Homes was not surprised by the keen interest in the new homes. Close to 400 families toured the model homes and dozens pre-registered and pre-qualified for mortgages by visiting the Shapell Homes website – ShapellHomes.com – and expressing their interest in buying a Solaire home.

The homebuilder plans a second release in the near future. Interested parties should sign up on Shapell’s online interest list in order to receive the most up-to-date information; also, they can call the sales center for more information (925.736.1429).

“Many of our visitors and buyers are local, move-up buyers from within Gale Ranch who are looking for larger homes. The Gale Ranch appeal remains strong; the immeasurable quality of a Shapell home, the highly ranked schools nearby, the diverse designs of each home and the range in prices are just a couple of things that make owning a Shapell home desirable,” said Luedemann.

Quail Run Elementary, Coyote Creek Elementary, Gale Ranch Middle, and Dougherty Valley High School are schools located within Gale Ranch and near Solaire. Each of the schools were developed and opened by Shapell Homes. Gale Ranch is a master planned community in San Ramon off Bollinger Canyon Road and approximately two miles east of Highway 680. Gale Ranch also features a Safeway Grocery Store and neighborhood shopping center—**The Plaza at Gale Ranch**, and **The Bridges Golf Club** and clubhouse grill. The golf course, designed by golf legend **Johnny Miller**, is perennially ranked as one of the toughest 18-home championship golf courses in Northern California.

The residences at Solaire feature some of the best brands in appliances and fixtures, with a variety of decorator finishes: **ThermaTru** entry doors with **Kwikset** hardware, **Kohler** plumbing fixtures, **Whirlpool**, **Jenn Air** and **KitchenAid** appliances in the gourmet kitchens, maple cabinets, gas fireplaces, and recessed can lights are among some of the many details in these well-crafted Shapell homes. Some residences offer a Juliette balcony overlooking the dining room, while others feature built-in alcoves, and options such as wine cabinets, tech rooms, dens and home offices.

Location/directions: Solaire is located at 445 Pearl Crest Court, San Ramon, CA 94582. The sales center can be reached at 925.736.1429.

From Hwy 680: take Bollinger Canyon Road east and turn left (north) on South Monarch Road; turn right (east) on Japonica Way, right (south) on Waterlily Drive and left (south) on Pearl Crest Ct.

From Hwy 580: take Dougherty Road (north) and stay on Dougherty until the road becomes Bollinger Canyon Road; turn right on South Monarch Road (north); turn right (east) on Japonica Way, right (south) on Waterlily Drive and left (south) on Pearl Crest Ct.

Shapell Homes is known for its superb craftsmanship and quality construction, innovative architecture, customer satisfaction and community involvement. Shapell proudly supports numerous community events and is a frequent sponsor and contributor to non-profit agencies and organizations throughout Northern California. To learn more about Shapell Homes, please visit www.ShapellHomes.com or call 1.800.SHAPELL (800-742-7355).

Photos Posted Below, in order of appearance top-to-bottom:

- Over 600 people toured the model homes at Solaire last weekend.
- Solaire's four beautifully finished model homes are open for tours.
- All of the model homes are beautifully furnished.



