

FEATURE STORY

Sterling at Silverleaf Posts Impressive Green Scores

Luxury Community Receives State's First Eco-Friendly Gold Rating from NAHB

by Shelby Tuttle

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Scottsdale's Sterling at Silverleaf has become Arizona's first and only single-family new construction project to be awarded Gold-level certification by the National Association of Homebuilders green building program, NAHBGreen. The luxury community is one of fewer than 400 single-family new construction projects in the entire nation to earn the prestigious accolade.

The 12-acre residential development, which conducted its grand opening in November, earned the notable distinction by meeting six categories of green practice set forth by the ICC 700 National Green Building Standard™, a nationally approved four-level benchmark for rating green single- and multi-family homes created in 2007 by the NAHB and International Code Council (ICC). Under the Standard, homes are rated on factors such as lot and site development, origin of building materials, indoor environmental quality, use of advanced building methods, homeowner education and overall resource efficiency. Homes may earn a Bronze, Silver, Gold or Emerald rating, based on their levels of efficiency in the aforementioned factors of sustainability.

The Villas at Sterling at Silverleaf scored an overall rating of 56, which exceeds the goal set forth by the Standard for all new construction homes by 14 points. The Villas are estimated to be 74% more efficient than most existing homes today; equating to an approximate \$1,347 in annual energy savings over the typical existing home and \$808 in annual energy savings over a typical new home.



"What's really exciting about this community is the fact that it is the perfect combination of luxury living with cost-effective sustainable features that are in line with global environmental initiatives" said Tanner Luster, President of Luster Custom Homes. "Being the first homebuilder in Arizona to successfully earn a Gold rating with NAHBGreen for an entire community of new residences is the proudest accomplishment of my professional career."

To date, there are only 367 ICC-700 Gold-certified, single-family new construction projects nationwide, making Sterling's accomplishment highly significant not only in the realm of sustainability, but luxury living. Sterling at Silverleaf defeats the notion that sustainability and luxury living cannot exist within the same space. The project, which is noted for its preservation of the Sonoran Desert landscape, also prides itself on the incorporation of advanced energy efficient technologies, including Crestron home automation systems which can remotely control the home's HVAC system from anywhere in the world. The homes are also equipped with Gaco spray foam insulation, which is also currently used by the Department of Defense and NASA.

When compared to a LEED certified new construction project, NAHBGreen builds are more prescriptive to environmental health, as seen by the increased list of line items required to obtain the certification. The ICC 700 National Green Building Standard™ is the first and only residential green building rating system to undergo the full consensus process and receive approval from the American National Standards Institute.

Currently under construction, the first phase of Sterling at Silverleaf consists of 16 single-family Villas and will be followed by sustainably-built estates and luxury condominiums in the second and third phases.


STERLING
At Silverleaf

PHOENIX Business Journal

BUILDING BUSINESS: Customer service is integral to Tanner Luster, CEO of Luster Custom Homes. **21**

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Bondurant takes driving school to China, Saudi Arabia

BY MIKE SUNNICKS
Phoenix Business Journal

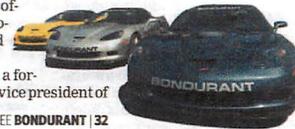
Bob Bondurant and Johnny O'Connell want to put their Arizona-based high-performance driving school and amateur racing business in the fast lane to China, where luxury cars and SUVs have become big-time status symbols.

The pair also want to open racetracks and driving schools in the Eastern U.S. and Saudi Arabia in an ambitious global expansion.

The Bondurant School of High Performance Driving, located in the Gila River Indian Community near Chandler, already is renowned as one of the top schools for racing enthusiasts who want to channel their inner Tony Stewart

or Dale Earnhardt Jr. It also offers specialized training programs for bodyguards and teen drivers.

Bondurant hired O'Connell, a former race car driver, to serve as vice president of



SEE BONDURANT | 32

Parents impetus for new foreign language school

BY ANGELA GONZALES
Phoenix Business Journal

A group of Scottsdale parents were so impressed with their children's private school that they are starting a state-funded charter school to continue the curriculum.

The International Charter School of Arizona, which emphasizes foreign language education, will open this fall for sixth-, seventh- and eighth-graders. After paying \$11,400 a year for their children to attend the private International School of Arizona, those parents no longer will have to dole out tuition. Like traditional public schools, charter schools receive state funding and are tuition-free.



Johnson

Kris Johnson, principal of the new school, said the private school has operated for 14 years, currently serving 230 students from preschool through fifth grade. Its curriculum is based on the nonprofit International Baccalaureate educational foundation.

"Parents from that school wanted an option for their kids for middle school," she said. "It's going to be the first (middle) school in Arizona that offers an international-type program."

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A worker checks the panels at the Agua Caliente solar power plant under construction by First Solar Inc. The plant, once owned by the Tempe-based company, was purchased by NRG Energy with an investment from MidAmerican Renewables.

PROVIDED BY FIRST SOLAR INC.

Solar sales rising

MidAmerican, Duke investments buoy utility developments

BY PATRICK O'GRADY
Phoenix Business Journal

MidAmerican Renewables LLC is setting up its solar operations in Phoenix amid a spate of high-profile, utility-scale solar system purchases, which may signal bigger players entering the solar market.

MidAmerican, Duke Energy and General Electric have pumped hundreds of millions of dollars into Arizona and California solar projects recently, and they could bring more jobs to the region.

The moves have local officials optimistic that the ongoing rough patch for the solar industry has a silver lining: Large energy companies have begun to buy in to solar, which ultimately could lead to more money flowing into Arizona.

"The top companies in the world are making investments in these solar and renewable facilities," said Barry Broome, president and CEO of the Greater Phoenix Economic Council.

Both Duke, a subsidiary of Charlotte, N.C.-based Duke

SEE SOLAR | 31



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Startup

Layoff leads to entrepreneurial shift for Morrow

After he was laid off about two years ago from an architecture firm, Steve Morrow started looking for ways to reinvent himself.

He pondered what he could do that would benefit others and allow him to prosper. The solution he came up with was a business that provided mobile oil changes.

In July 2011, he began servicing vehicles under his new company, OnSite OilChange LLC.

"No one likes the interruption of having to take valuable hours out of their workday or weekend to drive to an oil change shop, wait in line and then wait for service," he said. "Our service comes to your location and takes care of your vehicles while you take care of business or enjoy yourself."

Morrow financed his venture with nearly \$20,000 out of his own pocket. He worked with Greater Phoenix Score to develop a business plan and then went to a few banks seeking loans. But because he had no track record, he was unable to get financing.

Despite his lack of business experience, business is good enough that Morrow expects to recoup his investment within six months. He also has added other services, including battery replacement and repairs to fuel lines, struts and brakes.



Riegel

He also hired Wayne Riegel as operations manager. When Morrow met him last year, Riegel was living at the Phoenix YWCA shelter.

"He's been a tremendous help to me as we started this thing," Morrow said. He has been reaching out to companies with automotive fleets, securing contracts with ISS Grounds Control and AK&J Sealants, which have 38 trucks between them.

He charges \$38 per vehicle, but gives volume discounts. He also provides discounted oil changes for the Boys & Girls Club of Greater Scottsdale and Food for the Hungry.

"I was a little timid about taking this kind of leap at first, but you just take it a step at a time," Morrow said.

—Angela Gonzales

Morrow



UNLEASHING THE ENTREPRENEUR INSIDE YOU



2.0 minutes with...

Tanner Luster
Founder and president
Luster Custom Homes



Luster

Scottsdale-based Luster Custom Homes specializes in custom home building and remodeling with an eye toward green building initiatives.

What is a significant goal you've achieved in the past 12 months? Becoming the first home builder to achieve Gold certification under the National Association of Home Builders' Green Building Program.

How have you changed your business strategy to reflect current economic conditions? We created a smart growth strategy, allowing us to grow slowly but steadily, making sure not to get caught with unsold inventory or debt. We also focused on employee education, concentrating on new technology in the construction industry.

What resources did you use to help develop your business and marketing plans? I relied on my experience in the industry and a bit of advice from an exceptional mentor, who taught me how to think strategically with respect to my own future and reminded me that I have the ability to affect the future of my employees, as well.

How do you use technology to promote your business? We use search engine optimization and

Money matters

Finance seminars offered

Entrepreneurs looking for ways to find funding or better manage their business finances might want to check out these seminars being offered in the Valley this month:

- "QuickBooks Basic," Greater Phoenix Score, 4 p.m. March 13, Amplify U, 15279 N. Scottsdale Road, Ste. B-240, Scottsdale. \$40. greaterphoenix.score.org.
- "Funding Business Growth: What Are My Options?" JumpStartBiz, 5 p.m. March 22, 13404 N. La Montana Drive, Fountain Hills. Free. Register: 480-797-4499.



Facebook, in addition to engaging real estate websites for advertising and posting customer reviews. We are also a member of Angie's List.

In what other ways do you market your business? I believe who we do business with reflects what we stand for as a company. I also believe the best possible marketing strategy is to exceed expectations on every job, with every client.

How do you recruit and retain quality employees? I look for candidates with character and tenacity. I believe I am able to retain great employees by fostering a company culture that has a dedicated sense of purpose and unwavering ethical standards, and where everyone has a voice that is heard.

What advice do you have for entrepreneurs just starting out? Customer service shouldn't just be part of a mission statement; it should be ingrained in the culture.

What do you know now that you wish you had known when you started your business? Not every job is worth taking.

What mistake have you learned from? I love to be a part of every project — doing the planning, providing the vision and participating in the build. I finally realized that the implementation of a company culture and business strategies wouldn't develop on their own.

Close-up

Independent game retailer finds niche in collectibles

Stepping into Fallout Games, one of the Valley's few independently owned video-game retailers, is like taking a nostalgic trip through pixels and polygons.

It is a time capsule of the past four decades of gaming, where modern-day consoles are displayed alongside rare pieces of gaming history, such as a 1972 Magnavox Odyssey home entertainment system.

"That's actually not for sale," Fallout owner Zed Masters said quickly upon noticing a glance at the time-worn packaging.

Masters started Fallout Games in January 2011 at a Bell Road site in west Phoenix. He's already opened a second location in Tempe and has plans for a third store.

He has a history of buying and selling video-game merchandise online as a collector, but he did not become involved in retail until 2008. That's when JPMorgan Chase & Co. acquired Masters' employer, Washington Mutual.

"Pay changed drastically, so I had to find another source of income," he said.

Rather than finding another corporate job, he opted to become a small-business owner and fulfill his lifelong wish.

"In the end, it was a good thing," he said.

Entering the video-game retail industry is by no means a safe bet. It is an ever-changing market, dominated by giants such as GameStop Corp., Best Buy Co. Inc. and Wal-Mart Stores Inc., and threatened by the looming consumer trend of digital distribution.

Still, Fallout Games has managed to carve a niche by catering to collectors and those who prefer to buy previously owned



Masters

DAVID SYDIONGLO | PHOENIX BUSINESS JOURNAL

items. Almost all of the company's merchandise comes from local trade-ins and collectible purchases, with the exception of some accessories and pre-orders for new games.

"We make almost no profit through new games," said Masters.

Ironically, the fallout of his company's growth is that he has no spare time to spend on the hobby he's clearly so passionate about.

"I play almost no video games anymore," he said. "I've started Skyrim now like three times. I want to get into it, but I just don't have the time."

—David Sydionglo



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EXCEPTIONAL PROPERTIES

STERLING AT SILVERLEAF OPENS IN NORTH SCOTTSDALE

Author: Bob Morris

Date: 03/20/2012



Sterling at Silverleaf

Sterling at Silverleaf, the first gated community in North Scottsdale's prestigious Silverleaf community has officially opened its doors to the public with the grand opening of the community's first two models. The private 12-acre development announced its official return to market earlier this summer and has already experienced a high number of inquiries regarding The Villas, the first of the development's three phases. The project experienced a high amount traffic in the final quarter of 2011, a notoriously slow time in Arizona home buying. With the grand opening of the models, Sterling's developers are positive with regard to potential sales.

"We've had an incredible amount of inquiries from many potential buyers within the DC Ranch and Silverleaf communities, in addition to interest from across the U.S. and from international buyers, as well," said Nathan Day, President of Sterling Collection Development Group. "We're happy to announce that we have our first buyer under contract and are confident that the market has begun to break loose."

Aimed at providing homeowners with low maintenance, luxury living at a price that is more affordable than comparable housing in the area, The Villas at Sterling at Silverleaf will consist of 16 single-family detached homes, showcasing high-end standard amenities like iPad-controlled Crestron home automation systems, Wolf and Sub-Zero appliances, hand-cut custom inlay tile floors and Aegean shell limestone counters. Averaging 3,000 square feet and ranging from \$1.2-1.4 million, The Villas provide substantial living space at a considerably lower price point within Silverleaf. Following the completion of The Villas, Sterling Collection Development Group plans to launch 12 estates followed by 180 luxury condominiums as the final two stages of the Sterling community.

Residents at Sterling at Silverleaf are also afforded convenient access to upscale shopping, dining and entertainment and may also be provided the opportunity to join the invitation-only Silverleaf Club, featuring a 50,000-square-foot rural Mediterranean-style clubhouse and spa, and an 18-hole golf course designed by PGA Champion Tom Weiskopf. For more information, visit www.sterlingatsilverleaf.com.



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Sterling at Silverleaf Opens in North Scottsdale

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Sales Launch at Manhattan's 323 Park Avenue South



Sales at 323 Park Avenue South, one of the last projects designed by Charles Swathmey of Gwathmey Siegel and Associate Architects, recently launched through Keller Williams NYC. [More...](#)



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Scottsdale's Sterling at Silverleaf has become Arizona's only single-family new construction project to be awarded gold-level certification by the National Association of Homebuilders green building program, NAHBGreen. The luxury community is one of fewer than 400 single-family new construction projects in the entire nation to earn the accolade. The 12-acre residential development, which conducted its grand opening in November, was built by Luster Comes Homes, which is headquartered in North Scottsdale, as is Sterling Collection Development Group; both have offices across from Scottsdale Quarter.

First Solar breaks ground on construction of a solar photovoltaic system at The Frank Lloyd Wright Foundation's Taliesin West campus. The groundbreaking marks the launch of Energizing Taliesin West, an effort to transform the entire National Historic Landmark Taliesin West site into a "net zero" energy customer, producing as much energy as it consumes annually, while maintaining the historic and architectural integrity of the site.

:: PROPERTY MATTERS ::



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:: TASTY BITES ::

Stone Rose Lounge at the Scottsdale Fairmont Princess is now serving "breakfast for dinner" drinks. Selections include the Blueberry Scone, Waffles & Maple Syrup, and Bacon & Eggs cocktails.



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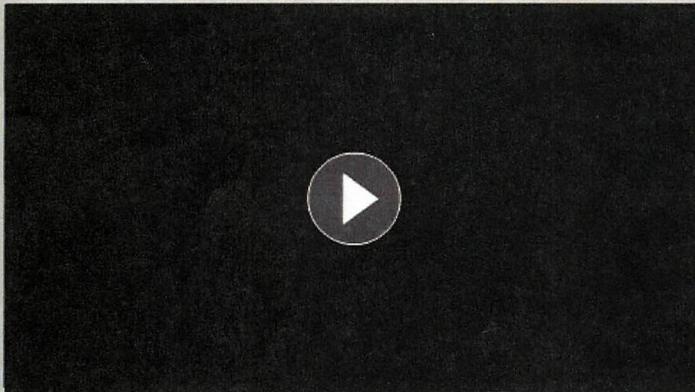
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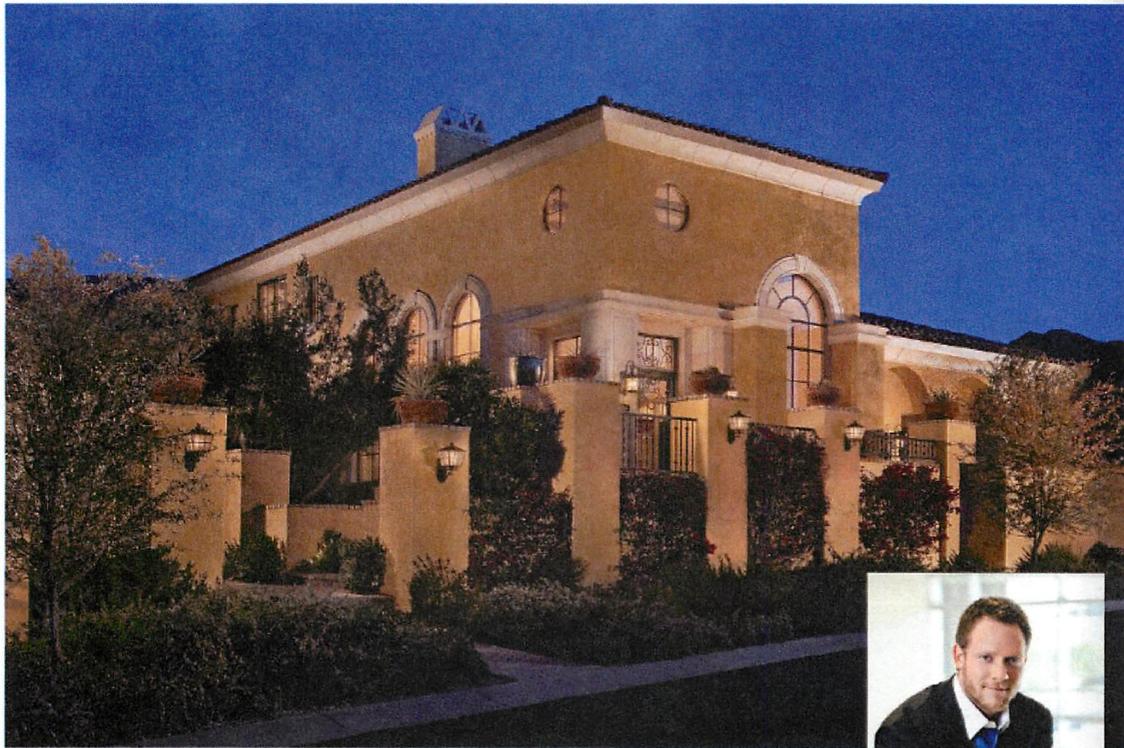
At Silverleaf

real estate: at home

BY NATHAN DAY, PRESIDENT STERLING COLLECTION DEVELOPMENT GROUP

MODERN-DAY LUXURY IN NORTH SCOTTSDALE

Silverleaf Enjoys a Renaissance



Nathan Day,
President
Sterling
Collection
Development
Group

We acquired Sterling at Silverleaf in 2008 and knew that the timing wasn't quite right to bring a luxury product back to the market. We took the opportunity to spend the next two years engaging the current homeowners and doing market research to really understand

how to successfully reintroduce Sterling back into the community. It was vitally important for us to recognize what the current strengths of the project were and where we had the potential to make some great improvements to the existing plans.

Our goal in developing the remaining



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nine Villas at Sterling at Silverleaf was to provide unmatched value that buyers in the luxury market were not typically used to seeing. Our philosophy lies in the thinking that if a person purchased a Rolex or another high-end luxury good like an expensive Louis Vuitton purse, they wouldn't be shown a base model with the opportunity to upgrade to a better model at an additional cost. Our homes are luxury goods and we believe that if a buyer is willing to spend \$1.2 million for a home, the bar should be set higher and the need for upgrades should be eliminated. We started with the construction of The Villas by using Gaco Western spray foam insulation, a product used by NASA and the Department of Defense to create a tight air seal that would aid in less energy consumption by way of keeping air inside the home from escaping or allowing outside air in. In order to create a constant stream of fresh air, we installed Trane air systems that scrub the air inside the home to keep existing air clean.

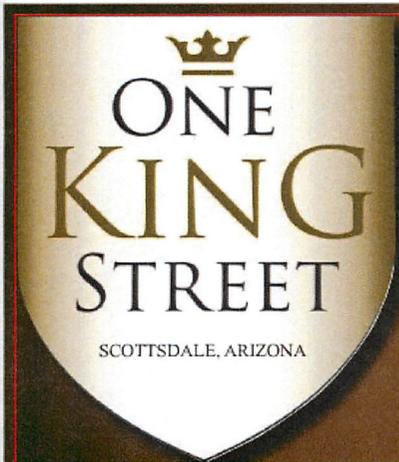
The Villas are technologically very so-



The Crestron iPad-controlled home automation systems make homes "smart."

phisticated, incorporating state-of-the-art technology and the use of Crestron iPad-controlled home automation systems, allowing homeowners to control their A/C, blinds, electronics and other features from anywhere in the world. We've added Wolf and Sub-Zero appliances and finishes like Aegean shell limestone counters to create truly gourmet kitchens. We've also recently

secured Arizona's first ever Gold rating for a new home given by the NAHB Research Center for the sustainability initiatives incorporated into The Villas. These efforts also create a measurable return for homeowners and reduce the carbon footprint in our surrounding community, as The Villas are 74% more efficient than existing homes today. ■ [Read more at www.sterlingatsilverleaf.com.](http://www.sterlingatsilverleaf.com)



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Bocchieri Golf Tees off on G-H Loop

Bocchieri Golf opened its [Research and Performance Center](#) at 15816 N. Greenway-Hayden Loop in March. The maker of award-winning equipment such as the Tour-proven Heavy Putter will offer a variety of services for local and visiting golfers in its new 9,000 square-foot facility. Bocchieri Golf relocated its headquarters to Scottsdale in late 2011, following six successful years in Ridgefield, Conn. More: www.bocchierigolf.com

Terri's Consign Finds New Airpark Home

The date for the 2012 Scottsdale Air Fair has been set for Nov. 3-4. Businesses and individuals interested in participating as a sponsor should visit www.scottsdaleairfair.com.

Sterling at Silverleaf Deemed Gold by NAHB

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Puppy Stuck in Pool Skimmer for 12 Hours Rescued

Updated: Friday, 20 Apr 2012, 7:04 PM MST
Published: Friday, 20 Apr 2012, 7:04 PM MST

SCOTTSDALE - This little puppy is lucky to be alive. The dog got caught in a pool skimmer -- but luckily someone came to the pup's rescue.

No one knows where he came from, but he wandered into the backyard of a Scottsdale home in the Sterling and Silver Leaf community and toppled into the pool.

Home surveillance video shows 10-week-old Sterling pacing around a pool. He treads water for about 10 minutes and then swims to the pool skimmer -- where he stayed for 12 hours until he was rescued.

"Gets a little too close to the edge and falls in there," says Jared Banner.

With his presence in the collection basket, water levels became so low that Banner went to find the cause.

"I could hear some noises coming out the skimmer, I was like ohh, something's got in there like a rabbit or something, so I look into the skimmer and I see his little face sticking out."

Banner scooped up the little pup, wrapped him in a towel, and took him to the nearest animal hospital.

Sterling spent a few days getting medical treatment, and Banner showed his picture to his company's interior designer, Misty Cowan.

Cowan adopted the lab mix and named him Sterling after the home where he was found.



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*April 23, 2012 ran at 9:08 a.m.
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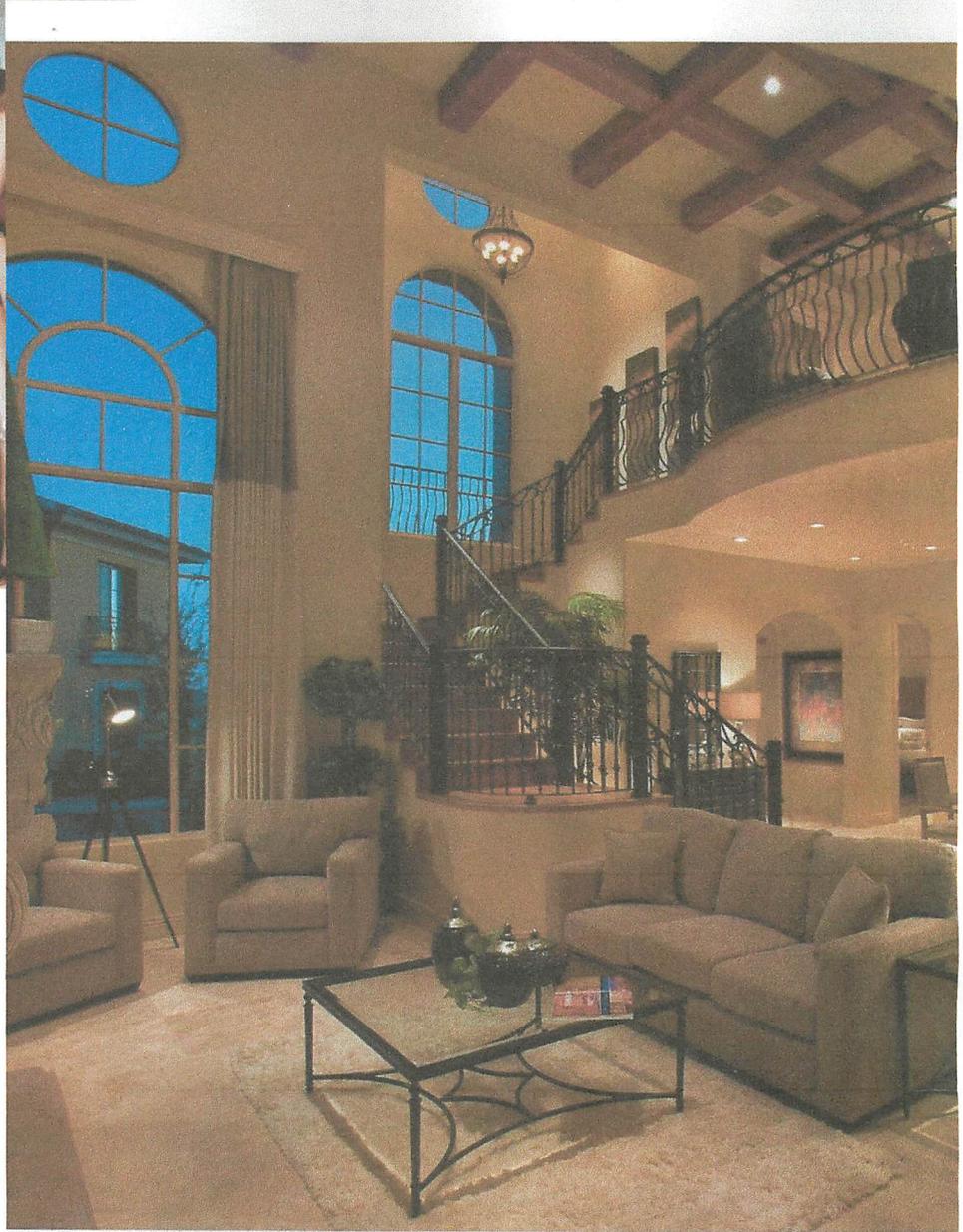
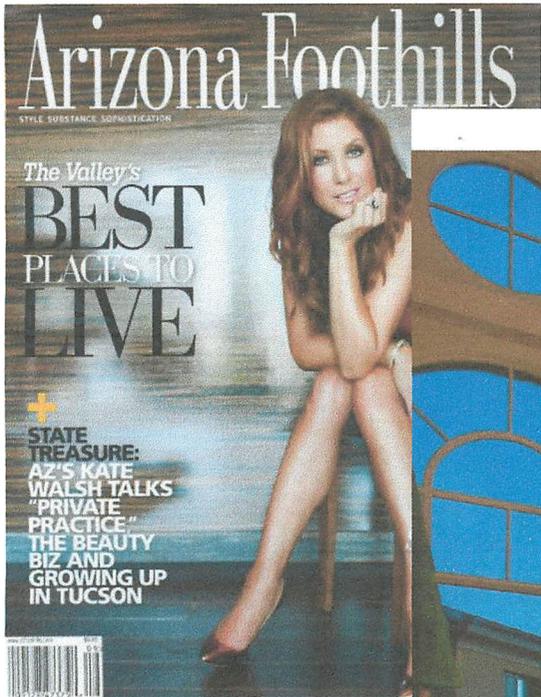
Updated: Monday, 23 Apr 2012, 9:04 AM MST
Published: Monday, 23 Apr 2012, 9:04 AM MST

This week's Cool House is in north Scottsdale, but the architecture has a very European feel to it.

FOX 10's Diane Ryan shows us around.

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STERLING AT SILVERLEAF

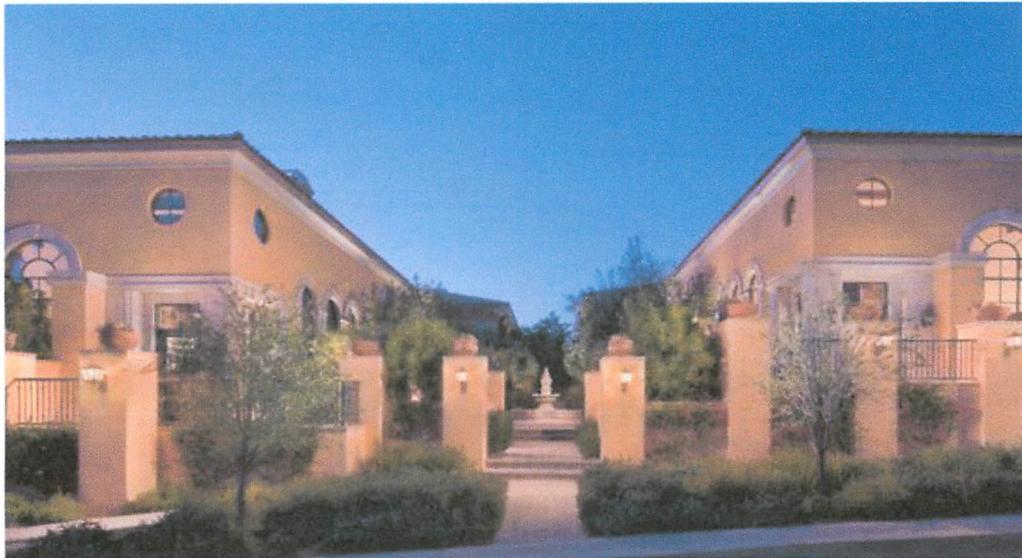
With gorgeous Italian Renaissance and Spanish Revival architecture, Sterling at Silverleaf gives residents the chance to feel as if they are dwelling in a majestic Mediterranean villa. Plenty of bells and whistles also come along with residing in one of these beauties: mountain and city-light views as far as the eye can see, lovely courtyards and super-close access to fine dining as well as shopping and entertainment venues. Four floorplans are available, and each average 3,000 spacious square feet. www.sterlingatsilverleaf.com. Price Tag: from \$1.29 million.

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Construction Begins On Final Villas At Sterling At Silverleaf

by AZ Business Magazine | Posted on: Thursday, September 27th, 2012

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More than \$7 million of real estate has sold at Sterling at Silverleaf since it re-launched in the market last November and now construction is underway of two of its final four remaining villas in phase one.

Starting at \$1.36 million, Sterling at Silverleaf is a collection of 16 villas designed by the world-renowned architect Bing Hu and developed by Sterling Collection Development Group.

Construction of the two new models will be completed in March and sell-out is expected by the end of the year. Sterling Collection Development Group is beginning the planning stages of phase two.

"We're proud of the success we've experienced over the past several months and we've been able to position ourselves on the leading edge of luxury development as the market begins to recover," said Nathan Day, president of Sterling Collection Development Group. "It was a big risk to launch a luxury residential community in an economy that indicated the timing wasn't right. But, for us, we wanted to get ahead of the market and we knew our product was unlike anything in the area. We priced the community aggressively. Buyers took notice of our value-driven approach and our rapid sales success proves it was the right decision."

Sterling at Silverleaf provides unmatched value for buyers looking to purchase within the prestigious Silverleaf community.

The real estate market in Silverleaf has held strong over the past year, consistently maintaining a higher price-per-square-foot average on closed homes in the Valley. Buyer and builder confidence remains high in the area with 34 homes currently under construction in Silverleaf. Overall, home inventory is down in Silverleaf and prices are increasing. Within the past year, home site sales have increased by 22 percent in the area.

In March, Sterling at Silverleaf was awarded gold-level certification by the National Association of Homebuilders green building program, NAHBGreen. This makes Sterling at Silverleaf the first and only single-family, new construction project in Arizona to achieve this level, making the villas the greenest homes in Arizona. There are less than 400 communities nationwide that have received gold-level certification.

Sterling at Silverleaf features a timeless approach to Mediterranean design and a distinctive combination of Italian Renaissance and Spanish Revival architecture. Lush courtyards, mature landscaping and sweeping mountain and city views offer residents a respite in the high-desert, while providing convenient access to upscale shopping, dining and entertainment. All villas include Crestron home automation systems operated by iPads, Isokern full masonry fireplaces, Trane FreshEffects air filtration systems and Wolf and Sub-Zero appliances throughout.

Silverleaf is recognized as one of Arizona's most sought-after residential communities, comprised of 2,000 acres nestled in the peaceful McDowell Sonoran Preserve. Home to the invitation-only Silverleaf Club, the club features a 50,000-square-foot rural Mediterranean-style clubhouse and spa, and an 18-hole golf course designed by PGA Champion Tom Weiskopf.

The Silverleaf Group of DMB Realty Network manages sales for the community and can be reached at (480) 502-6902. For more information on Sterling at Silverleaf, visit www.sterlingatsilverleaf.com.