SCOTTSDALE
BUSINESS + life

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THE YEAR-END ISSUE:
BY THE NUMBERS

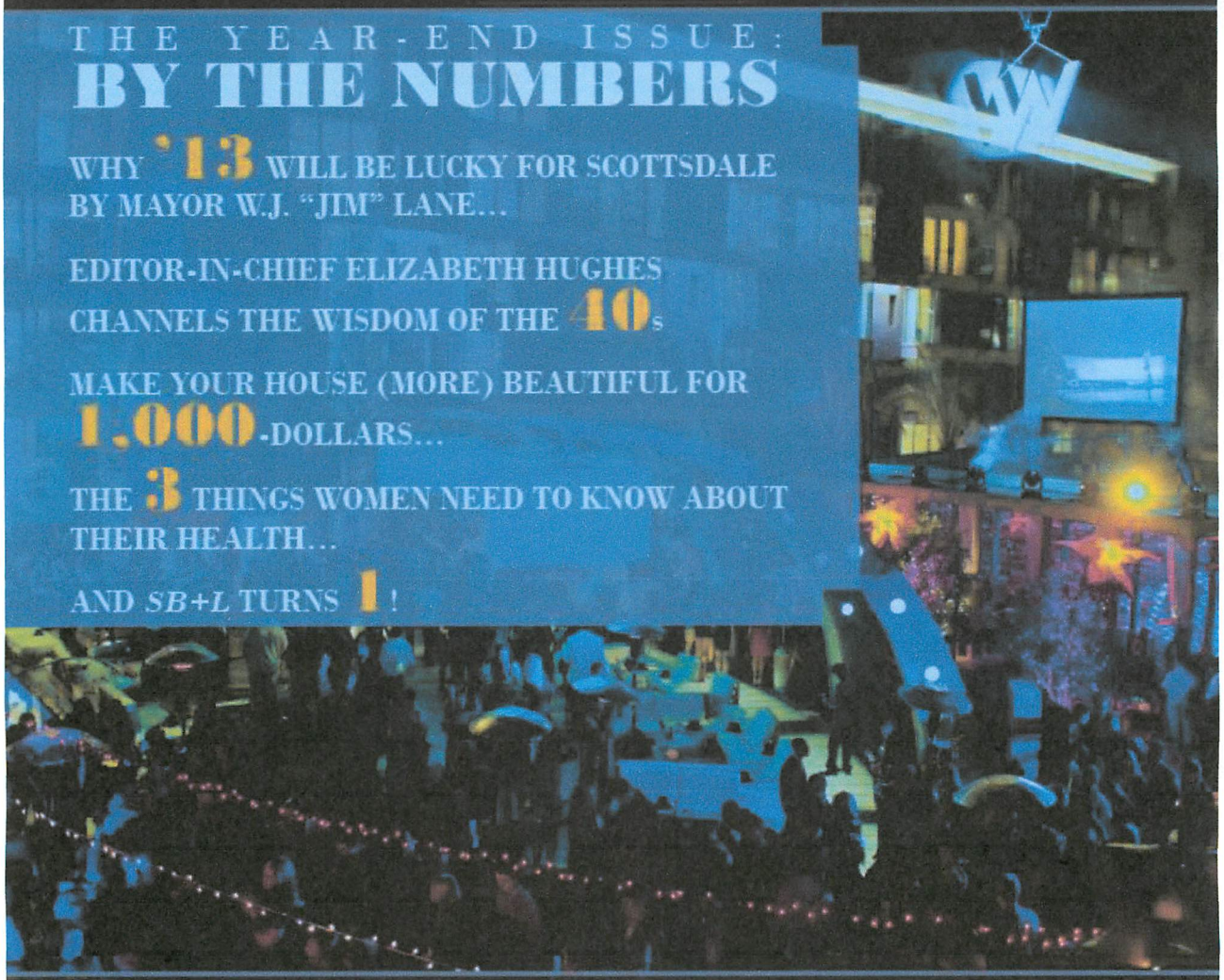
WHY '13 WILL BE LUCKY FOR SCOTTSDALE BY MAYOR W.J. "JIM" LANE...

EDITOR-IN-CHIEF ELIZABETH HUGHES CHANNELS THE WISDOM OF THE 40s

MAKE YOUR HOUSE (MORE) BEAUTIFUL FOR 1,000-DOLLARS...

THE 3 THINGS WOMEN NEED TO KNOW ABOUT THEIR HEALTH...

AND *SB+L* TURNS 1!



ALSO:

THE SNOWBIRDS RETURN

"IN THE MIX" WITH MYRA RICHMAN

SOCIAL MEDIA BACKGROUND CHECKS

A 'STERLING' DUO

Meet Rising Real Estate Stars Nathan Day and Tanner Luster

As Scottsdale's residential market recovers, one enclave is getting renewed interest. That's Sterling at Silverleaf, a luxurious collection of 16 villas designed by Bing Hu. The world-famous architect isn't the only personality behind the renaissance.

Sterling Collection Development Group (SCDG) is headed up by Nathan Day. SCDG enlisted Tanner Luster's Valley-based company Luster Custom Homes as its builder. Outside of the venture, Day and Luster are friends who say they're both detail-oriented, driven, financially-conservative, and like-minded about business. The up-and-coming real estate stars have something else in common. They're both under 30-years-old.

At a time in life when some of their contemporaries are living with their parents to make ends meet, Nathan and Tanner are making headlines for their success with Sterling at Silverleaf. Since the community of classically-elegant homes re-launched last November, more than $7-million of real estate has closed there. Construction is now under way on two of its final four remaining villas in phase one. SCDG, meanwhile, is beginning the planning stages of phase two.

Day says youth has actually emerged as a "positive" in connection with the relaunch. The Northern Arizona University graduate adds, "We've been able to prove ourselves very quickly and our buyers and colleagues recognize that we're experts, innovative, and on the cutting-edge of luxury real estate development. We take our business very seriously and that dedication shows through."

Luster, who studied business at Concordia University in Irvine, California, confirms that – at no point – have clients and business partners expressed concerns about the duo's experience level. Tanner adds that while he and Nathan are generally similar, their differences help the business. Luster praises Day's vision, big ideas, and leadership skills. Tanner says these strengths work well with his company's ability to make the big ideas a reality.

And it probably doesn't hurt that Day and Luster are producing results. SCDG has capitalized on Silverleaf's appeal as an elite address, while pricing the homes aggressively. Villas start at $1.36-milllion dollars. It's a strategy that Nathan says is paying off.

In March, the National Association of Homebuilders green building program (NAHBGreen) awarded Sterling at Silverleaf gold-level certification. This makes Sterling at Silverleaf the first and only single-family, new construction project in Arizona to achieve this level. The distinction also makes the villas the greenest homes in Arizona.

A 'STERLING' DUO: (From L-R) Sterling Collection Development Group President Nathan Day and Luster Custom Homes President & Owner Tanner Luster

On the personal front, Nathan lives in Gilbert with his wife and two young daughters. He's a self-described sports fan. Day's also building a vacation home up in Flagstaff in what he wistfully refers to as his "spare time." Tanner makes his home in Chandler, where he lives with his wife and seven-month old son. Luster – by the way - is a former All-American basketball player, who still loves to play the sport recreationally.

So, here's the multimillion-dollar question: how did the two business partners meet?

Nathan says he was out walking his dog, a South African Boerbol, one day back in 2007. Tanner recognized the rare breed. The two guys realized they had a lot in common and made plans to get together socially with their wives.

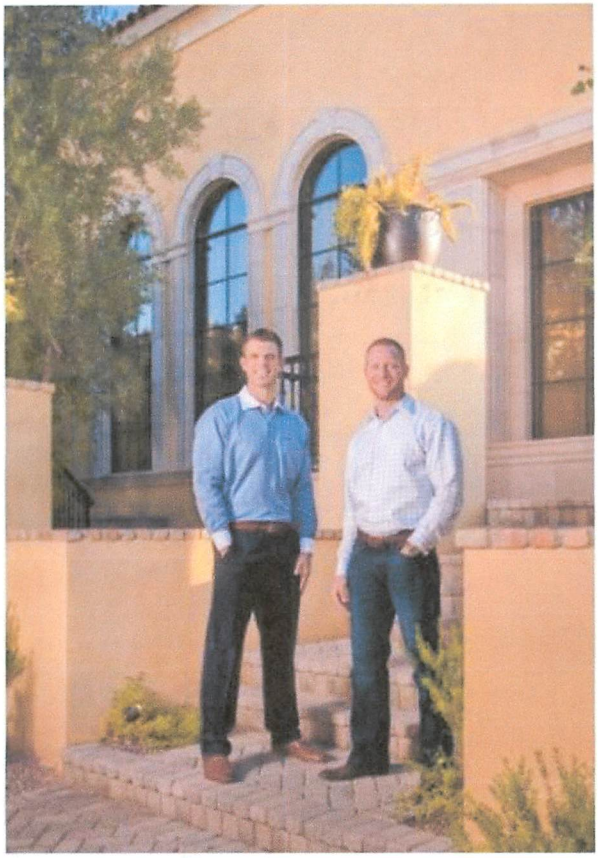
The rest – as they say – is on its way to becoming (real estate) history.

Read more about Sterling at Silverleaf at www.sterlingatsilverleaf.com. Watch a video featuring the community on p. 21 of this magazine. ■

More than $7-million in sales have closed at Sterling at Silverleaf since its Nov. 2011 re-launch

East Valley Tribune.com

East Valley duo carves out niche in housing industry



Tanner Luster, Nathan Day

Tanner Luster, left, and Nathan Day met when they both moved to the Agritopia neighborhood in Gilbert. The two have since built a business partnership focused on housing. [Submitted]

Posted: Friday, October 5, 2012 7:37 am | *Updated: 10:59 am, Wed Oct 10, 2012.*

By **Stacie Spring**, Tribune | **0 comments**

By pricing their energy-efficient homes aggressively, two East Valley men have developed a business partnership in combination with their friendship.

"Tanner and I met when we lived in the same community," said Nathan Day, 29, the president of Sterling Collection Development Group, a housing developer.

Both Day and Tanner Luster, 29, a home builder and owner of Luster Custom Homes, were unmarried at the time, but when their eventual wives hit it off, the two families retained their friendship despite moving to new homes.

Day moved to Agritopia in Gilbert with his wife Amaris and their two daughters, Lola, 2, and Thalia, 4 months. Luster settled in Chandler with his wife Tess and their 7-month-old son Cash.

Their friendship developed into partnerships, which involved real estate ventures, Luster said.

"It's been great working together," Day said. "We come from diverse backgrounds. I come from a financial background."

Day handles the marketing research and financial backing while Luster manages the physical construction of the homes, Day said.

Since beginning last November, the development has sold more than $7 million in real estate.

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East Valley Tribune.com

"We wanted to get ahead of the market," Day said. "We wanted to get buyers out of the real estate snafu and get them to see the value of what they're buying. "

The luxury homes, designed by architect Bing Hu, start at $1.36 million and have been awarded gold-level certification by the National Association of Homebuilders green building program, NAHBGreen.

"We think it was the opportune time," said Luster. "A lot of people worried about sitting on the sidelines."

Their solution to getting into the housing boom early was to install new amenities, such as the latest features and green technologies. The homes have Crestron home automation systems operated by iPads, Isokern full masonry fireplaces, Trane FreshEffects air filtration systems and Wolf and Sub-Zero appliances.

"It's a new generation of home building," said Luster.

By building homes efficiently, it can lower utility costs and air filters improve indoor air quality, which translates to the greener homes many people are looking for, he said.

"Home building is an industry that uses really antiquated technologies," Luster said. "By building the most well-equipped homes, they're homes for the future."

Homes at Sterling at Silverleaf, Luster said, appraise for 9 percent to 15 percent higher than similar homes without the same amenities.

The two will finish the first phase of the development by March, with construction underway for two of the remaining four homes of the 16-home first phase.

Despite lingering feelings about the economy, it appears that the luxury custom homes niche is reviving.

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To view additional information about the homes, visit www.sterlingatsilverleaf.com.

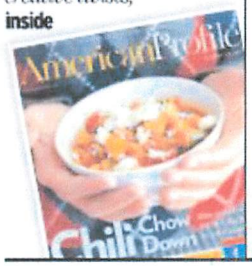
Contact writer: (480) 898-5645 or sspring@evtrib.com

Free of charge
$1.00 outside the East Valley

FRIDAY, OCTOBER 5, 2012

Today: High 97, Low 65, Mostly sunny

Tomorrow: High 96, Low 65, Mostly sunny



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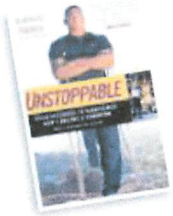
BOOK SIGNING

Mesa wrestling champion releases first book
'Unstoppable'



By Diana Martinez
SPECIAL TO TRIBUNE

Wrestling champion, motivational speaker, and now author Anthony Robles is making a pit stop in his home state this weekend for a book signing in Ahwatukee Foothills.

Robles' first book, "Unstoppable," was released last week and is based on Robles' life growing up as a kid without one of his legs, the challenges he faced, and the road to his successful career in wrestling.

On a six-week book tour, Robles will be signing copies of his book at the Ahwatukee Barnes and Noble at 48th Street and Ray Road this Saturday.

Robles grew up in Mesa and eventually became a two-time Arizona high school champion and a national collegiate champion while at Arizona State University.

"(The book) is about life and having that title of being disabled even though I didn't see it that way," Robles said. "We all have challenges to overcome and it's about overcoming them."

His tour kicked off in New York, where he was featured on "The Tonight Show with Jay Leno." He is also preparing to appear on "The Ellen DeGeneres Show" in the near future, as well as looking in a movie deal based on his life and career.

"I'm living the dream," Robles added.

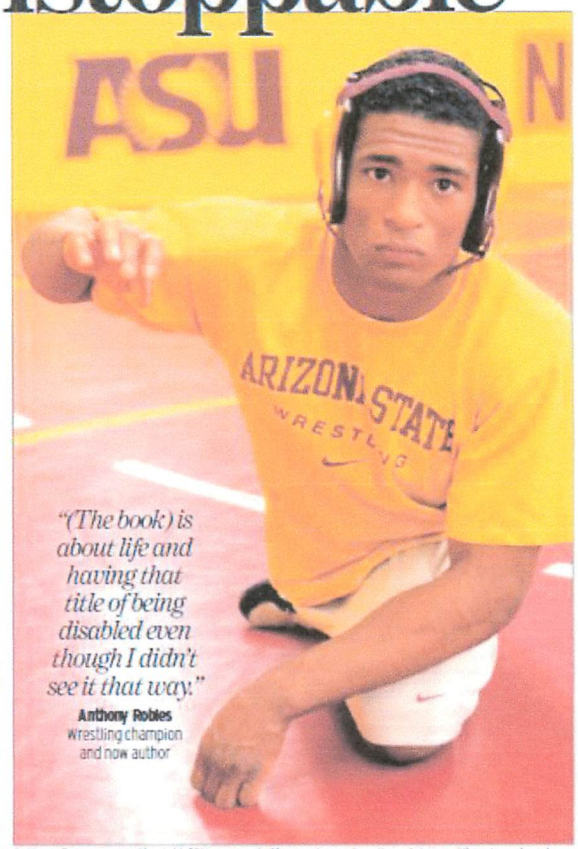
But for the 24 year old, the recognition still takes getting used to.

"It's still pretty crazy, all I wanted was a national title," said Robles. "But it's an amazing opportunity and I'm very blessed."

The book signing will be at 1:30 p.m. on Oct. 6 at the Ahwatukee Barnes and Noble, 4847 E. Ray Road.

For more information about Robles, visit anthonyrobles.com.

• Contact writer: (480) 898-4903 or dmartinez@ahwatukee.com



"(The book) is about life and having that title of being disabled even though I didn't see it that way."
Anthony Robles
wrestling champion and now author

Anthony Robles, shown March 14, 2011, grew up in Mesa and was a two-time state wrestling champion at Mesa High School, before he won a national collegiate championship competing for ASU. [Tribune file]

EDUCATION

'Frustrating' process continues as board votes to close Gilbert Junior High

Transition team set up

By Michelle Reese
TRIBUNE

Gilbert Junior High School seventh-graders may not know until early next year where they will attend school in August 2013, following a decision by the district governing board Tuesday night.

Gilbert Classical Academy families may be in the same boat.

Hundreds of residents attended the Gilbert Unified School District governing board meeting Tuesday when the board voted 3-1 to close Gilbert Junior High with the start of the 2014 school year.

But left open is what happens at the start of the 2013 school year. The board altered the district administration's recommendation to close Gilbert Junior High in May 2013 and move Gilbert Classical Academy from its aging buildings into that spot.

Instead the board created a "transition team" to craft a plan — one with parent input that many felt was greatly lacking.

That group is to give a recommendation to the board to consider no later than the first meeting of January.

But between now and then, there is a school board election — one that could replace four of the five members of the current board.

Board members EJ Anderson, Blake Sacha and Lily Tram are all seeking election. Board member Helen Hollands

» See Gilbert on page 4

Money

Business, technology and personal finance

BUSINESS

Successful friendship

East Valley men carve out niche in housing industry

By Stacie Spring
TRIBUNE

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CHANDLER REPUBLIC

WEEKEND, OCTOBER 6, 2012 A GANNETT COMPANY 26 SECTION C1

Gallery getting spooky for fall

LIVING, Page 4

Dorsey orchestra to play at tearoom

LIVING, Page 8

Pals pool talents to build homes

GROWTH, Page 6

Southeast Valley pals pool talents in home development

By David M. Brown
Special for The Republic | azcentral.com

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As developer and builder, respectively, they are teaming to offer Sterling at Silverleaf, a multi-phase luxury villa community in north Scottsdale. Nearing completion of Phase I, the 12-acre golf community includes luxury villas designed by architect Bing Hu, from 2,700 to 3,400 square feet. The second phase will begin in early 2013.

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Nathan Day (left) and Tanner Luster are homebuilding partners.

"It was a big risk to launch a luxury residential community in an economy that indicated the timing wasn't right," Day added. "But for us, we wanted to get ahead of the market and we knew our product was unlike anything in the area."

The two men, both 29, met four years ago as bachelors at an apartment complex in Scottsdale. "Since then, we have been friends, our wives and children are friends, we work out together and our families often vacation together as well," says Luster, a Glendale native.

Since 2008, Day and his wife Amaris have lived in Agritopia — residential Joe Johnson's developed family farm in Gilbert.

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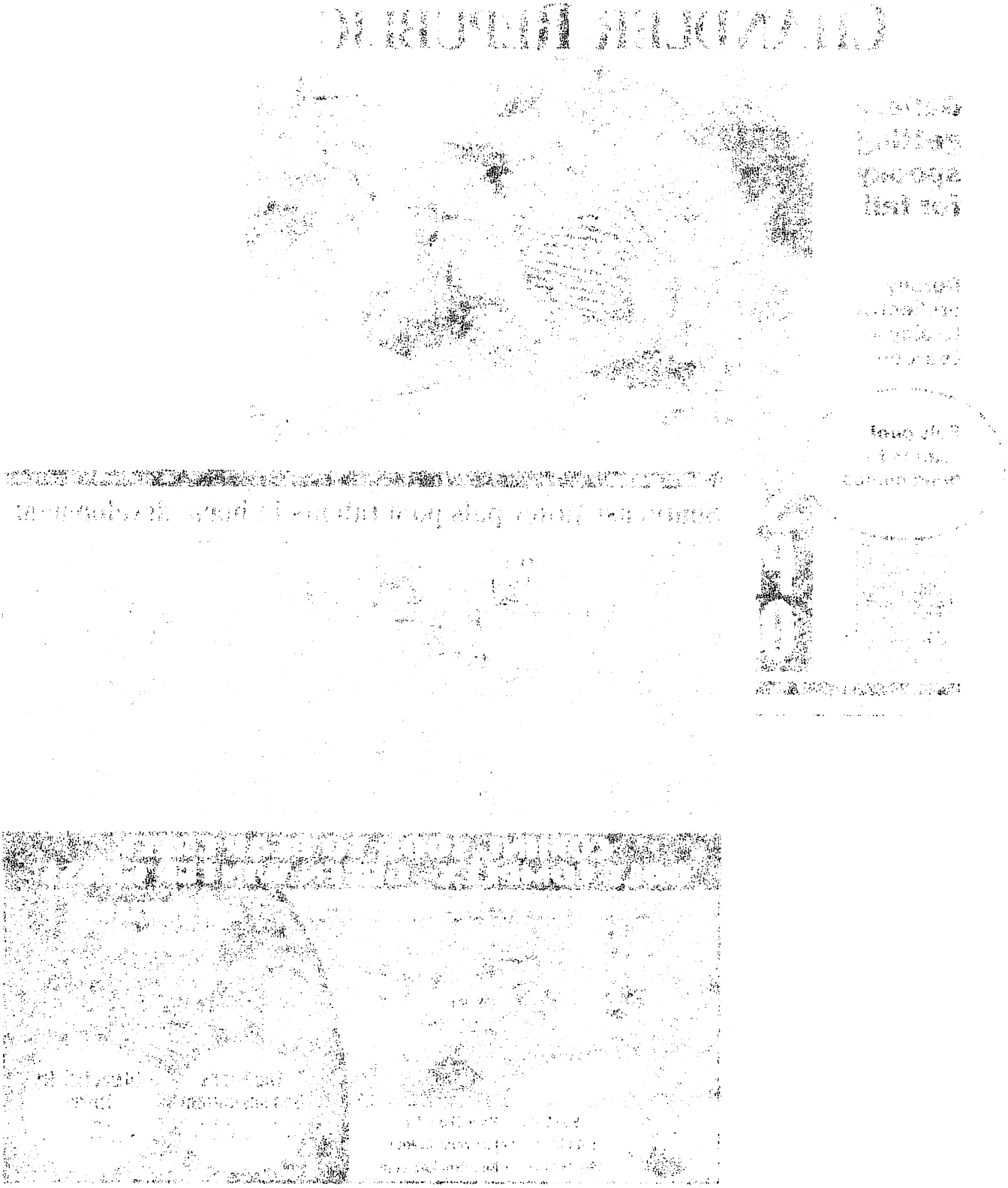

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CHANDLER REPUBLIC
WEEKEND, OCTOBER 6, 2012 A GANNETT COMPANY 26 SECTION CR

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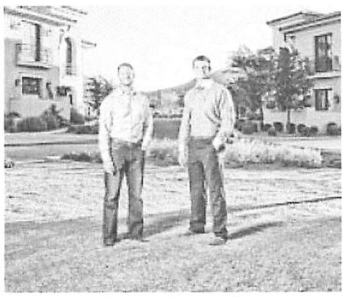
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azcentral.com

CHANDLER

Southeast

Valley pals pool talents in home development

by *David M. Brown* - *Oct. 8, 2012 08:53 AM*
Special for The Republic | azcentral.com

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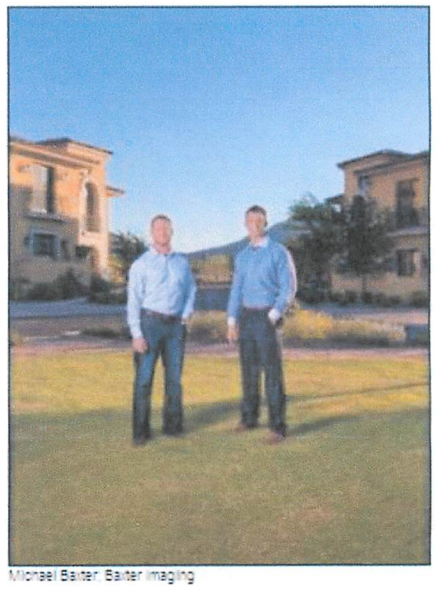

Michael Baiter Baiter Imaging

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CHANDLER NEWS

- Chandler mayor opens up about 25-year career
- Chandler schools getting YouTube exposure
- Zombie bikini contest among Chandler events
- Golf club's iconic tree will fuel power plant
- Police: Woman kicked officer, then passed out
- Man accused of assault in bar-tab dispute

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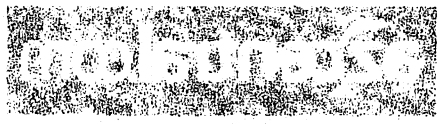

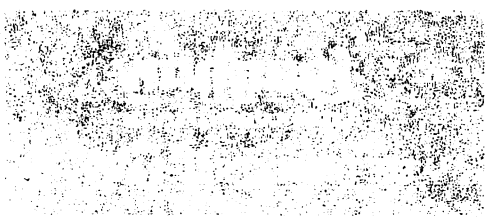

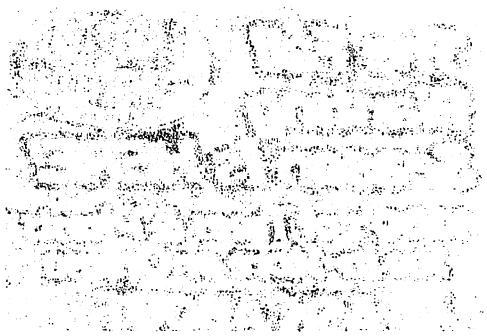

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FEATURED

- Top Chandler online stories of 2012
- Best places to live? Chandler ranks 50th
- Chandler election 2012: City Council race
- Intel to build $300 million facility in Chandler
- Chandler brimming with barbecue places

CHANDLER MOST READ

- Chandler automaker ready to deliver new pizza wagon
- Man accused of threatening to burn down Chandler woman's house
- Chandler police arrest 2 in marijuana, cocaine sting
- Zombie bikini contest among Chandler Halloween events
- Man accused of assaulting Chandler pizzeria manager over bar tab

VALLEY MOST READ

- Scruggs makes a case for letting Coyotes go
- Nurse from Mesa hospital accused of stealing narcotics
- Driver killed in crash reportedly fleeing police
- Scottsdale Arizona Local News - Scottsdale Business News - City of Scottsdale Arizona
- Mesa Walmart worker accused of stealing from registers

YOUR NEIGHBORHOOD CHANGE

Latest News

Shea Corridor
Fantastically Feline Friday

Carefree Cave Creek
Fantastically Feline Friday

Downtown Scottsdale
Fantastically Feline Friday

Choose Your Community

Construction begins on final villas at Sterling at Silverleaf

Only four villas remain in phase one as Silverleaf real estate market holds strong

By Jan Bracamonte | J. Lauren PR

October 8, 2012

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."

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.

gilbert.azcentral.com

GILBERT REPUBLIC

MIDWEEK, OCTOBER 10, 2012 A GANNETT COMPANY

POLITICS

FACING OFF

The last 2 candidates standing in the race for the final Town Council spot are, from left, incumbent Vice Mayor John Sentz and newcomer Jared Taylor. And they present a clear choice as early voting starts this week. **Page 3**

SE Valley friends pool home-development talents

By David M. Brown

Nathan Day and Tanner Luster know how to build homes, and they have done that while building a friendship.

Day, of Gilbert, is president of Scottsdale-based Sterling Collection Development Group, and Luster, a Chandler resident, is president of Luster Custom Homes, also in Scottsdale.

As developers and builder, respectively, they are teaming to offer Sterling at Silverleaf, a ninth phase luxury villa community in north Scottsdale. Nearing completion of Phase 1, the 12-acre golf community includes luxury villas designed by architect Ping Hu, from 2,700 to 3,600 square feet. The second phase will begin in early 2013.

It won gold-level certification by the National Association of Home Builders through the ICC 700 National Green Building Standard, a benchmark for sustainable single family and multifamily homes, site development and residential remodeling projects.

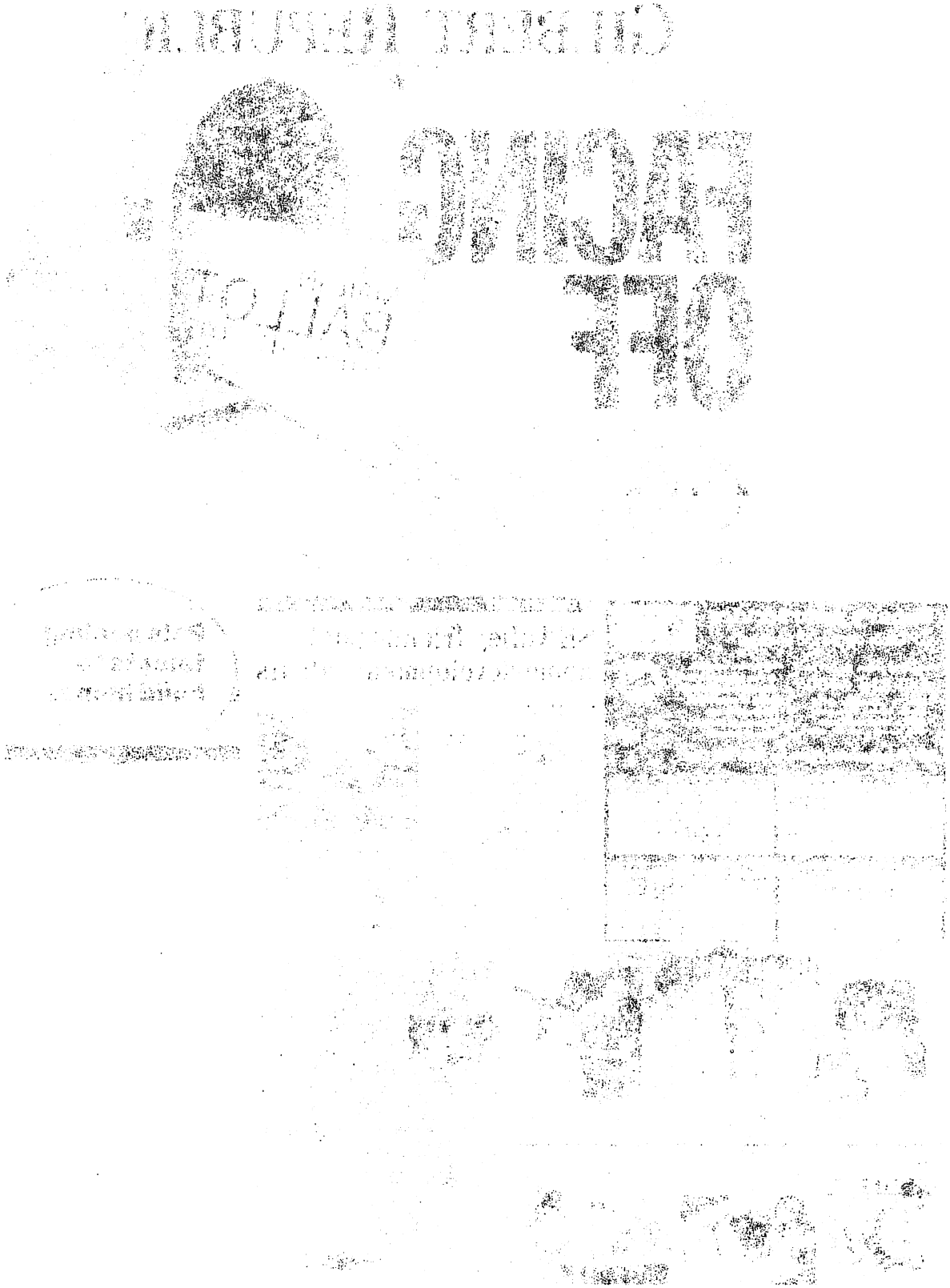
"Being the first homebuilder in Arizona to succeed fully earn a gold rating with

Nathan Day (left) and Tanner Luster are homebuilding partners.

See PALS, Page 11

Pals pooling talents to build homes

DEVELOPMENT, Page 10



GILBERT REPUBLIC
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MIDWEEK, OCTOBER 10, 2012
A GANNETT COMPANY

SE Valley friends pool home-development talents

By David M. Brown
Special for The Republic | azcentral.com

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Nathan Day (left) and Tanner Luster are homebuilding partners. BAXTER IMAGING LLC

"Being the first homebuilder in Arizona to successfully earn a gold rating with

PALS

Continued from Page 10

NAHB Green for an entire community of new residences is the proudest accomplishment of my professional career," said Luster, who was selected for the National Association of Home Builders 20 Club in 2011 and whose company also received 2010 and 2011 Angie's List Top Service awards.

"It was a big risk to launch a luxury residential community in an economy that indicated the timing wasn't right," Day added. "But for us, we wanted to get ahead of the market and we knew our product was unlike anything in the area."

The two men, both 29, met four years ago as bachelors at an apartment complex in Scottsdale. "Since then, we have been friends, our wives and children are friends, we work out together and our families often vacation together as well," says Luster, a Glendale native.

Since 2008, Day and his wife Amaris have lived in Agritopia — restaurateur Joe Johnson's developed family farm in Gilbert.

"We love the East Valley, Gilbert in particular, because of how family friendly it is, and Agritopia because of the Midwest feel, with its tree-lined streets, parks and front-porch living," he says.

A sports enthusiast, Day attended Northern Arizona University in Flagstaff, where he played safety for the Lumberjacks and majored in political science and sociology. During the weekends and vacations, he's building a log cabin in Happy Jack, north of the Valley.

Amaris taught Spanish at Gilbert Christian Community School before she became a stay-at-home mom, and her husband volunteers there, offering school leaders guidance on financial development and marketing. His goal: Double enrollment by the end of 2013.

Tanner Luster and his wife Tess, an Ahwatukee native, are enjoying 7-month-old son Cash. The couple met at Concordia University in Irvine, Calif., where he majored in business management and played on the basketball team. He was an NAIA All-American his junior and senior year and won a national championship in the Golden State Athletic Conference. His retired jersey is in the school's hall of fame.

Luster Custom Homes also supports the Valley Boys & Girls Clubs of Metropolitan Phoenix. Each year, the company sponsors a golf classic at the Raven Golf Club at South Mountain in Ahwatukee. This year, it's Oct. 26.

GILBERT SENTINEL

East Valley friends pool home-development talents

by David M. Brown
Staff Writer for the Gilbert Sentinel

Partners Jay Ward and Lance Jones are building homes in Gilbert.

PAGE
continued from page 1

THE ARIZONA REPUBLIC

azcentral.com A GANNETT COMPANY SATURDAY, OCTOBER 13, 2012

THINGS TO DO

FALL *into* FUN

ARIZONA STATE FAIR

PHOENIX GREEK FEST

TEMPE OKTOBERFEST

RACE FOR THE C

Our Sunday seventy-five days. It was that long ago on April 21, that it hit 100 degrees for the first time this year.

Since then, we've suffered through 107 days without the century mark, including four this month and a particularly brutal nine-day stretch of 120-degree plus temps that caught the notice of the New York Times.

But look who gets the last laugh.

The season of "this is why we live here" has arrived, and with it comes plenty of things to do outside this weekend, whether it's a Ferris wheel at the Arizona State Fair on your horizon or the sound of "Oktoberfest" at Oktoberfest or a hearty "Opa!" at the Greek Festival.

You may even want to bring a sweater.

High 81, Low 55 | Mostly sunny, 8B

Ideas at thingstodo.azcentral.com

- **Arizona State Fair:** Doors open at 10 a.m. today and Sunday at the state fairgrounds, 19th Avenue and McDowell Road. The best new ride? Zip along over the midway.
- **Phoenix Greek Festival:** Go for the dancing. Go for the shopping. But don't miss the mouthwatering. Sunday at Holy Trinity Greek Orthodox Community Center, 1975 E. Maryland Ave.
- **Tempe Oktoberfest:** Beer, brats and polka are the draw for the annual festival at Tempe Beach Park. There are 15 types of German beer available. Today and Sunday.
- **Race for the Cure:** Fay Hradness and Sylvia Rodriguez host live coverage of Sunday's Susan G. Komen Race for the Cure on "12 News Weekend Today." Events at Wesley Bolin Memorial Plaza and the state Capitol lawn will run from 7 a.m. to 10 a.m.

Islamists help seize

In Sunday Business: Read about corporate donors to candidates, the home-remodeling upturn and more.

Call 12 for Action. Didn't see it on TV? Find recent consumer-protection stories at call12.azcentral.com.

business

SECTION D SATURDAY, 10.13.2012 THE ARIZONA REPUBLIC AZCENTRAL.COM

DOW JONES 2.46 | NASDAQ 4.25 | S&P 5.30 — MARKET NEWS, D4

Solar-development plan OK'd

Feds to set aside Western acreage for power plants

By Jason Dearen
Associated Press

SAN FRANCISCO — Federal officials on Friday approved a plan that sets aside 285,000 acres of public land for the development of large-scale solar power plants, cementing a new government approach to renewable energy development in the West after years of delays and false starts.

At a news conference in Las Vegas, Interior Secretary Ken Salazar called the new plan a "roadmap" that will lead to faster, smarter utility-scale solar development on public lands.

The plan replaces the department's previous first-come, first-served system of approving solar projects, which let developers choose where they wanted to build utility-scale solar sites and allowed for land speculation.

The department no longer will decide projects on a case-by-case basis as it had since 2005, when solar developers began filing applications. Instead, the department will direct development to land it has identified as having fewer wildlife and natural-resource obstacles.

The government to establish 17 "solar energy zones" on 285,000 acres in six states: California, Nevada, Arizona, Utah, Colorado and New Mexico. Most of the land — 155,627 acres — is in Southern California.

Two of the zones are in western Arizona, and together they span about 5,000 acres.

One zone, named Riverside, is in La Paz County about 30 miles from the California line. It covers 3,343 acres. The other zone, named Gillespie, is in Maricopa County in a valley between the Gila Bend Mountains and Centennial Wash. It spans 2,658 acres.

According to the Bureau of Land Management, no applications for solar projects have

See SOLAR, Page D4

Orbital seeks trade provision

By Parker Leavitt
The Republic | azcentral.com

Space systems manufacturer Orbital Sciences Corp. is working to bring Gilbert its first "foreign trade zone" — a technical designation that would help the company keep up with overseas competitors.

The company, which operates a manufacturing facility near Elliot and McQueen roads, earlier this month received Phoenix's initial approval of its plans. The proposed trade-zone adjustment now goes before the federal Foreign-Trade Zones Board for consideration.

If approved, Orbital Sciences would join Chandler's Intel Corp. and Microchip, Glendale's Gentex Corp. and several other major companies in the Valley that benefit from the special designation.

Foreign-trade zones allow industrial plants to operate outside of standard U.S. cus-

See ORBITAL, Page D2

Profits soar at mortgage lenders

By Daniel Wagner
Associated Press

NEW YORK — In the short-range market really back.

The country's two biggest mortgage lenders, Wells Fargo and JPMorgan Chase, reported Friday that a surge in home lending pushed them to record profits.

JPMorgan CEO Jamie Dimon declared that the housing market "has turned the corner." Wells Fargo CEO John Stumpf said that "every quarter, we have more confidence."

Wells said it loaned $41.89 billion in mortgages from July through September, compared with $99 billion in the same period last year. JPMorgan said it made $47 billion in mortgages, compared with $37 billion last year.

There were signs, though, that the boom isn't as strong as it might seem. The large ma-

See BANKS, Page D4

Worker Marcus Johnson wields a drill on the 19th floor of Hub on Campus in Tempe. The massive 19-story, 300-unit apartment complex under construction across from Sun Devil Stadium is expected to add hundreds of residents to downtown. SEE HOUSING, 9A

CLASSY, HIGH-RISE HUB FOR STUDENTS

Tempe housing complex to offer luxe amenities, retail

By Dianna M. Nanez
The Republic | azcentral.com

A 19-story, 300-unit apartment building under construction across from Sun Devil Stadium is transforming the region's landscape and is expected to attract hundreds of new residents to downtown Tempe.

The structure is expected to be completed by August 2013, timed to coincide with Arizona State University's fall semester.

The Hub on Campus building's amenities are geared toward a student market, but it is not necessary to be a student to live there as the development is not an ASU property, said Melissa Fluth, the complex's leasing manager. The building is owned and managed by Core Campus, which specializes in student housing.

The amenities and location are drawing the most attention from potential renters, Fluth said.

Benjamin Medinski, chief operating officer of Core Campus, said that the company considers Tempe's ASU student housing market to be among the most high-profile in the nation.

See APARTMENTS, Page D2

HUB ON CAMPUS

Rent includes cable TV, trash collection and Internet but not water or electricity bills. Units range from studios to five-bedrooms.

Total bedrooms: 837

Building height: 190 feet

Total property square footage: 410,147

Total commercial square footage: 25,572

Contractor: Beal Companies Construction

Information: hubonc.campus.com or info@hubonc.com

Leasing office: 425 S. Mill Ave., Suite 400, 480-664-8097

Source: Hub on Campus management

ELECTION 2012 | RACE FOR CONGRESS

Barber, McSally make race for Di

By Rebekah L. Sanders
The Republic | azcentral.com

In Congressional District 2, tucked into Arizona's southeastern corner, Democratic U.S. Rep. Ron Barber has been considered the front-runner for the Nov. 6 election. But the race is shaping up to be tougher than some experts predicted.

GOP challenger Martha McSally is appealing to female voters, veterans and independents with her background of breaking barriers as a woman in the military and her measured approach to discussing issues.

District 2, which includes Tucson, Sierra Vista and Douglas, is considered a political bow-tie district.

"Voters will not vote the party line," said David Steele, a Tucson Democratic political strategist.

Barber courted the Democratic base during a special election earlier this year to fill the rest of Rep. Gabrielle Giffords' term in Congress, according to Steele, but also reached out to moderates.

"Now, he and McSally are fighting over these same voters," Steele said.

Two wildly divergent polls show it's tough to gauge exactly how voters are leaning.

Earlier this month, a Democratic Congressional Campaign Committee poll indicated Barber was up by 14 percentage points.

McSally's campaign countered with a survey indicating the two were tied, each with 47 percent of the vote. Both

See RACE, Page D4

IMF, World Bank chiefs urge focus on fair growth

By Elaine Kurtenbach
Associated Press

TOKYO — Countries should not sacrifice growth for the sake of austerity, the head of the International Monetary Fund told global financial leaders Friday, urging that the pace of government debt reduction be tempered by spending to help get the unemployed back to work.

Balancing these sometimes competing priorities is the central puzzle facing policymakers as the world economy slows further, even in dynamic Asia, IMF chief Christine Lagarde told finance leaders at the IMF and World Bank annual meeting in Tokyo.

Lagarde said she was "dem-

See IMF, Page D4

International Monetary Fund Managing Director Christine Lagarde, right, with Japanese finance Minister Koriki Jojima Friday.

THE ARIZONA REPUBLIC
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SATURDAY, OCTOBER 13, 2012

regional roundup

A window on the local economy. Business and consumer news from the Valley's cities of the metro Phoenix area, including a rundown of some of the notable stories of the past week.

PHOENIX

Reporters Eugene Scott, Amy B Wang
602-444-NEWS

ComTrans to sell ad space

By Alicia Canales
Special to The Republic | azcentral.com

Vehicle wraps have been around for more than a decade, and they show up all over the Valley on cars, vans, trucks, taxis, buses and even buildings.

But one Phoenix-based company isn't interested in marketing itself on its own vehicles. Instead, ComTrans has started selling space on its vehicles to others. It's a concept that's gaining momentum.

ComTrans, a transportation provider to behavioral healthcare and social service organizations, has about 200 vehicles available for mobile advertising. They travel throughout Maricopa, Pima and Pinal counties.

"At this point, I think we have a very good product to offer," said Cyndi Crow, executive vice president of ComTrans. "We have great visibility for people."

The company tested the idea eight months ago with Lifeprint, a health-care organization. Crow said the management team decided to go with the concept four months into the trial because it went so well.

For Lifeprint, ComTrans worked with Blue Media, a digital printing company in Phoenix, to wrap the cars. Darren Wilson, a partner with Blue Media, said wrapping vehicles is a cost-effective way for companies to brand themselves or brand products for other businesses.

"People are coming in to other agencies saying 'How do we monetize this, how do we build a program where we can put graphics on the side of our trucks?'" Wilson said.

Mobile, or transit, advertising has been around for more than 100 years, said John Lastovicka, a marketing professor at W.P. Carey School of Business at Arizona State University.

Wilson and Lastovicka said the presentation of the message determines the effectiveness of the advertisement, especially because of the moving vehicle and short time frame.

"The message has to be short. You also have something that is only visual, no sound," Lastovicka said.

SCOTTSDALE

Reporters Peter Corbett, Edward Gately
602-444-NEWS

Concerned resident dies

By Peter Corbett
The Republic | azcentral.com

Lou Silverstein fought Scottsdale for three years to get the city to enforce drainage measures on a neighbor's property. He feared that a heavy storm would flood his neighborhood near 96th and Cholla streets if the city didn't act.

In late September, the city sent a notice of violation to Silverstein's neighbor over the drainage issues.

It was a small victory for Silverstein. But he was not around to enjoy it.

"He passed away in May," said neighbor John Robertson of Silverstein, who was in his early 60s. "It was very sad. ... He was not one to back off and he stood up for what he thought was right."

In this case, Silverstein and other neighbors became concerned three years ago that the large home of Ralph and Patricia Dilandri would cause flooding because the buildings and paved surfaces covered nearly all of their 1.1-acre property.

There was very little unpaved ground to soak up the rain, and Silverstein observed that the Dilandris' contractors had not followed the city-approved plans for managing the runoff.

Silverstein, who had a doctorate in psychophysics and was an expert in cell-phone-crystal displays, sounded the alarm. He warned his neighbors and started hounding city engineers

D Pet Hotels in Scottsdale offers luxury boarding suites, pet day care, a boutique and a spa for "pawdicures," teeth cleaning and facials. The city ranked first in a recent survey of how much U.S. pet owners spend on their animals.

Pets in Scottsdale get posh facilities

As spending on pets rises, more businesses step up to fill the niche

By Beth Duckett
The Republic | azcentral.com

Scottsdale resident Lauren De Horta was never comfortable leaving behind her three dogs during trips.

After unsuccessful attempts at pet sitting and boarding, De Horta decided to open a luxury pet hotel to cater to doting dog owners like herself.

In true Scottsdale fashion, D Pet Hotels Scottsdale offers private suites with televisions, an experienced chauffeur service and "pawdicures" for stylish wagging customers.

When it came to choosing a location for her business, De Horta, 26, said Scottsdale was an easy choice.

"I know people who live in Scottsdale are willing to go the extra mile to take care of their animals," she said. "It is an affluent community. And I wanted to make sure we were where that would support that."

Indeed, Scottsdale residents seem more likely to lavish luxuries on their pets, data show they spend more on their pets than residents of any other U.S. city.

The analysis, cited in U.S. News and World Report, shows Scottsdale residents spend an average of $47.88 per month on their four-legged friends.

Durham, N.C., was second on the list at $46.11.

The data analysis from Handle looked at spending in the 100 most populous cities in America.

Residents of three other Arizona cities — Tucson, Chandler and Phoenix — made the top 10, at $36.50, $35.98 and $35.18 a month, respectively.

The remaining cities, in order of amount spent, were Colorado Springs, Colo., Nashville, Tenn., Virginia Beach, Va., Dallas, and Greensboro, N.C.

Pet spending is on the rise across the country, according to statistics from the American Pet Products Association, which estimated that pet owners will shell out $52.67 billion on their animals this year, up from $50.96 billion in 2011.

Money to spend

For pet owners like De Horta, the news is no surprise.

"We have a lot of people who come in and love their dogs so much," said De Horta, who opened her D Pets Hotels franchise in August. "They really just want to have their dogs taken care of."

So why are Scottsdale residents so willing to splurge?

For one, they have more money to spend, according to the 2011 American Community Survey, which showed the city has a higher than average household median income at $65,001.

The median household income in the United States last year was $52,400.

In north Scottsdale, Posh Pet Boutique and Spaw sells pampering products, including collars with crystals and rhinestones, bath furry beds and homemade organic treats, owner Joan Gilmore said.

The glitzy boutique recently hired a Cotton Kitchen chef to bake fresh treats and dog food every day.

Private accommodations for single pets and larger suites for pets from the same family are available at D Pet Hotels in Scottsdale.

Chauffeur service in a Lamborghini and other luxury cars is part of the package at D Pet Hotels, which has locations around the U.S.

dren and want them to be happy, healthy and comfortable."

Sparing no expense

Danielle "Bella" Vasta, owner of Bella's House & Pet Sitting in Scottsdale, offers dog walking, overnight boarding, pet sitting and taxi services, mostly to Scottsdale residents.

Vasta said her clients "shop at nothing" to pamper their pets.

In tandem and sync with the divorce rate is high, I can see why people value the one being in their household that provides unconditional love and spare no expense," Vasta said.

Founded in 2005, Bella's House & Pet Sitting grew 30 percent from 2007 to 2011.

The economic downturn "shows no effect on the pet boarding parent," Vasta said.

Clients spend upward of $90 a night for a pet professional to sleep in their house when they are out of town and pay for additional visits during the day. For close to $100 a week, they can have their pets walked in the morning or let out in the afternoon when they are at work, Vasta said.

Recently, a client booked overnight stays and pet-sitting services. Her bill was more than $1,400.

"Our clients want it all, and we happy give it all to them to make the connection," Vasta said.

Scottsdale boasts "quite a few" pet-friendly hotels and restaurants, said Rachel Pearson, vice president of community and government affairs for the Scottsdale Convention & Visitors Bureau.

Being able to bring Fido on a vacation "allows visitors to come here and feel good," Pearson said.

"The more choices we can provide visitors, the more likely they are interested in coming to the destination," she said.

During the cooler months, many restaurants allow pet owners to bring their dogs on the patio, Pearson said.

EAST VALLEY

Reporters Lucas Scott, Parker Leavitt
602-444-NEWS

Builders are also friends

By David M. Brown
Special to The Republic | azcentral.com

Nathan Day and Robert Lanter know how to build homes and have done that while building a friendship.

Day, of Gilbert, a president of Sterling Collection Development Group, and Lanter, a Chandler resident, is president of Lanter Custom Homes, both in Scottsdale.

As developer and builder, respectively, they are teaming to deliver Sterling at Silverleaf, a multiphase luxury villa community in north Scottsdale. Nearing completion of Phase I, the Encore golf community includes luxury villas designed by architect Bing Hu of 2,700- to 3,400-square-foot designed by architect Bing Hu. The second phase will begin in early 2013.

It was gold-level certification by the National Association of Home Builders through the NAHB 700 National Green Building Standard, a benchmark for sustainable single-family and multifamily homes, site development and residential remodeling.

"It was a big risk to launch a luxury residential community in an economy that indicated the timing wasn't right," Day added. "But for us, we wanted to get ahead of the market and we knew our product was unlike anything in the area."

The two meet, both 26, met four years ago.

Since 2008, Day and his wife, Amaria, have lived in Agritopia. They have two girls, Leila, 2, and Thalia, 4 months.

Day attended Northern Arizona University, where he played safety for the Lumberjacks and majored in political science and sociology.

Lanter, Lanter and his wife, Tess, at Alwakabee Football Tailgate, are enjoying "month-old son Cash. The couple met at Concordia University in Irvine, Calif., where he majored in business management and starred on the basketball team.

Lanter Custom Homes is also considering three homes in Mesa, Chandler and Gilbert. Lanter hopes to expand his business into the East Valley for both new builds and remodels.

Day also wants to undertake an East Valley development project.

WEST VALLEY

Reporters John Yantis, Craig Wright
602-444-NEWS

I-10 project effect feared

By Alyssa Lee
The Republic | azcentral.com

A three-year construction project at the Interstate 10 and Loop 303 intersection could drive customers away from a half-empty shopping center in Goodyear, some shoppers and businesses worry.

State transportation officials say they have worked closely with the center's tenants to minimize the impact and to suggest detours for shoppers.

Canyon Trails Towne Center, on the southeastern corner of Cotton Lane and Yuma Road in Goodyear, opened in 2008 and primarily serves the Southwest Valley with some traffic along Loop 303 from Surprise.

Customers who come from cities north of Canyon Trails Towne Center get to the shopping area by traveling on Loop 303 to Cotton Lane, which was closed in late August and is expected to reopen in fall 2014. Construction began in November 2011.

Jenna Holler, manager of the Great Clips at Canyon Trails, said she is worried the construction will frustrate customers and encourage them to go to other malls in the area.

"They're going to go to Litchfield instead because there's no exit for Cotton Lane," Holler said, adding that the salon is new and is trying to attract clients. "Since it will be more convenient for them to go there, I'm afraid they won't come here."

The closure of Cotton Lane from

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EAST VALLEY

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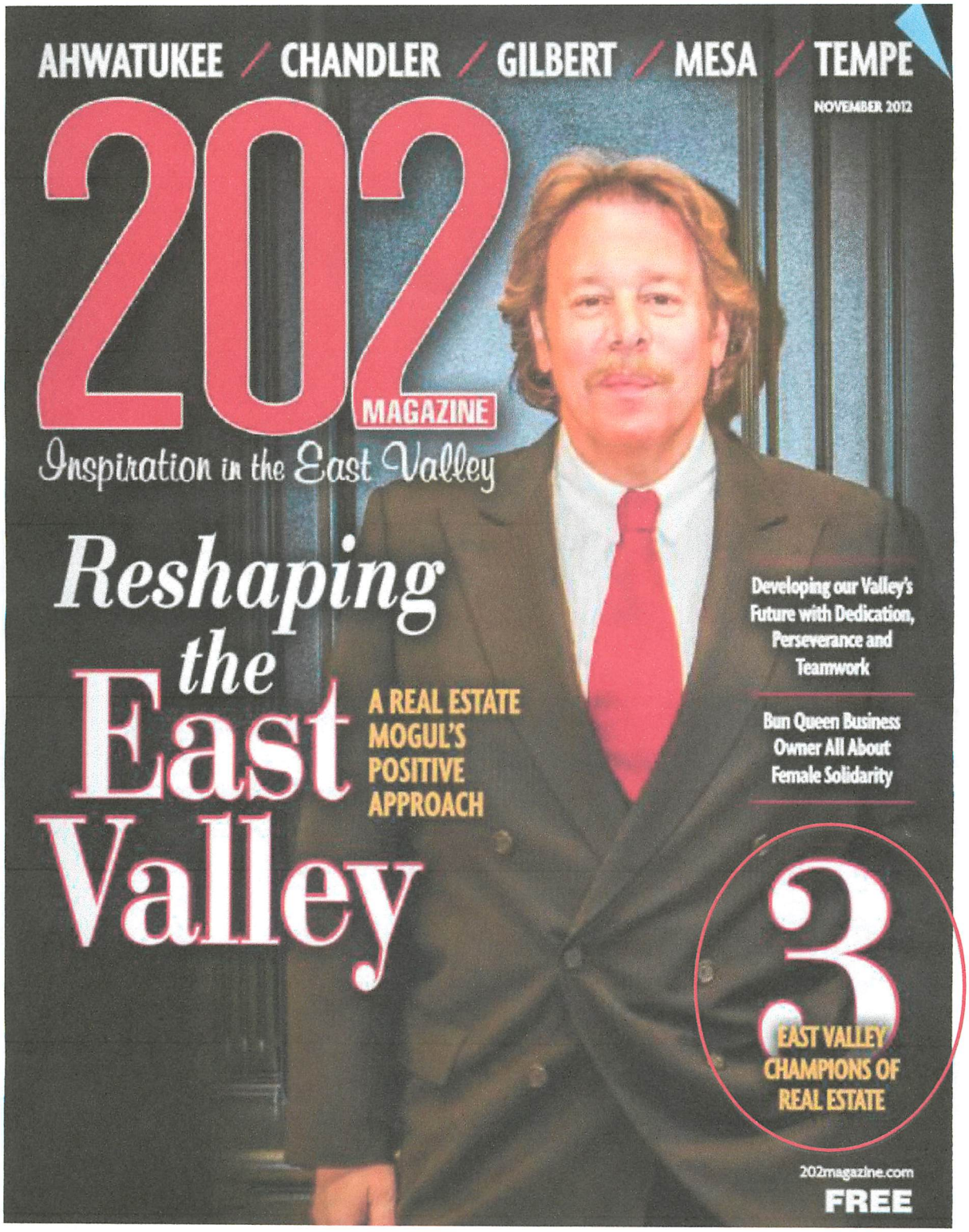
builders are also friends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NOVEMBER 2012
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Reshaping the East Valley
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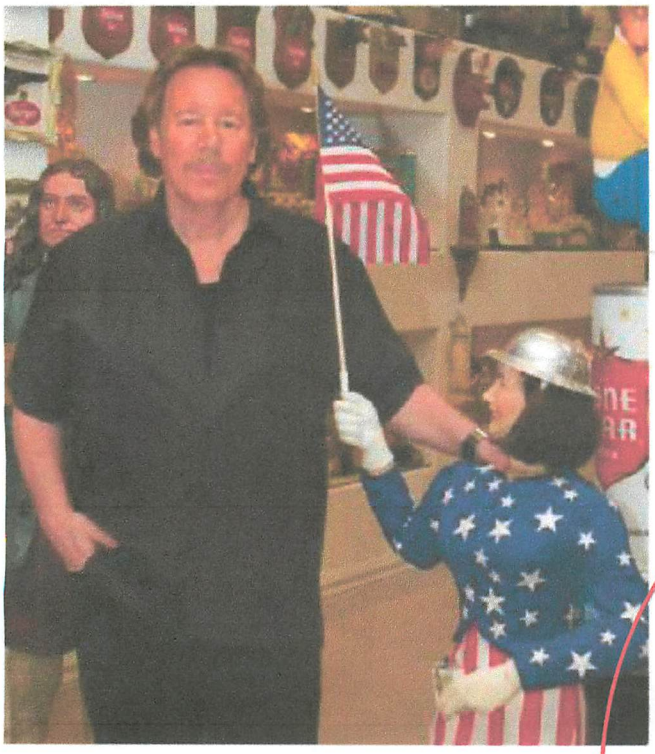
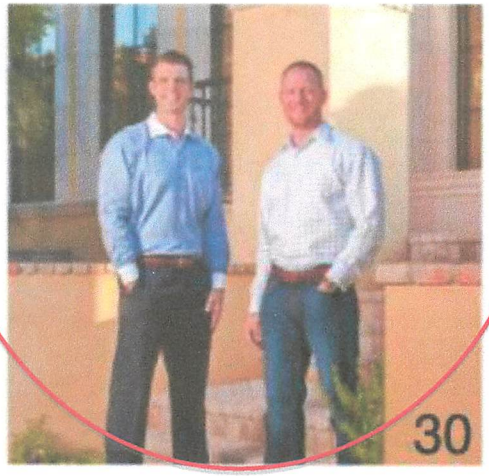


On the Cover
Michael Pollack. Photo by Everardo Keene

Features



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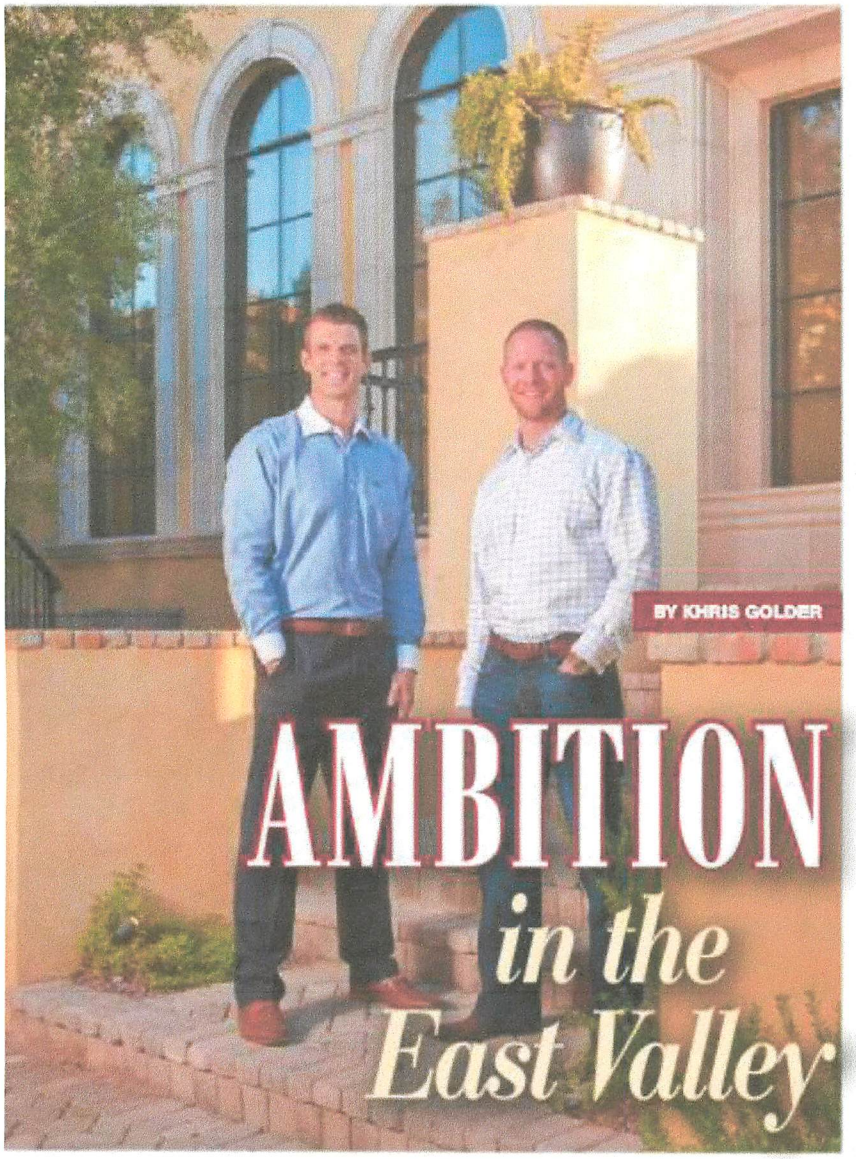


BY KHRIS GOLDER

AMBITION *in the East Valley*

How two monumental projects are being tackled by three incredible people

SHINING IN THIS MONTH'S SPOTLIGHT is Eastmark's Director of Development, Shannon Francoeur. Shannon is one of the Valley's biggest and brightest real estate stars on the rise, but getting to this point has not been a journey without struggle.

Shannon began as a student at Texas Tech University, receiving her Bachelor of Science in civil engineering. She would eventually move to Chicago and find Neumann Homes, where she learned early about land acquisition and development. "It was a great learning experience."

Since moving to Arizona, Shannon has become a mother of two boys and two girls. When asked if it is difficult to pioneer Valley development while directing the development of her own children, Shannon simply said, "It's such a blessing. I wouldn't change a thing."

She has spent the past decade in Arizona. "I love the East Valley...I would stay here for the rest of my life."

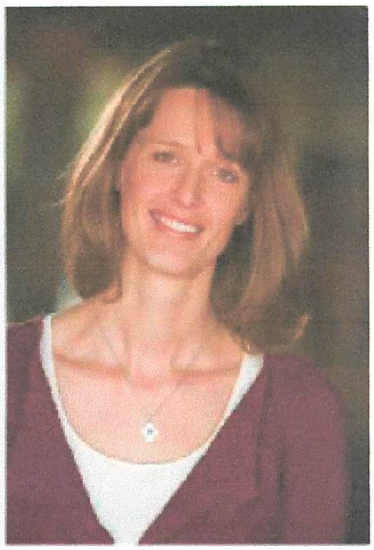
In 2006, she managed the Sun City portion of the Anthem Merril ranch project. She even climbed her way up the ladder at DMB, becoming the Director of Revenue Management and Builder Relations. Then the market crashed, and Shannon was laid off in 2009. "I loved the land development business. I just thought I'd take some time off." A few years passed, and another opportunity presented itself. "I was almost four months pregnant with my fourth one when (I was) called in 2011."

Given her struggle back to the top, Shannon explained why Eastmark is optimistic about real estate moving forward. "It's been so bleak for five years, everything we're seeing right now is super positive. It appears the tide has turned, and we're now looking to have a lot more growth. It's our goal to make sure it's done responsibly." Words many Valley locals will be happy to hear.

The first phase of Eastmark's development project includes 775 single family detached lots and 12 neighborhood parks throughout the community. It also includes 10-13 acres before Shannon's May 1st, 2013 projections. The next phase includes 960 more lots, which will be adjacent to the great park currently in development. "We're going to be building it out by the year of 2019," Shannon said of Eastmark's future. "Ten acres per year to reach the marker. The residential portion we're currently planning (23 hundred acres), 2023. This includes commercial, employment and residential. It has great 202 access. With state Route 24, and everything else, it's a great location."

Eastmark's development project is a tremendous scope, and it takes a strong hand at the helm to steer things in the right direction. "You have to take a lot in on a project this size."

Shannon was made for challenges like these. She has spearheaded massive development projects and remains an involved mother of four



children, but still finds time to work with charities like Rebuilding Together. "I'm engaged in giving back to the community any way I can." How does someone find such drive? Perhaps it's because Shannon bled her fair share of Raider Red at Texas Tech. "(My) basketball scholarship paid for a lot of my school. We made it to the Sweet 16 every year. It was very competitive. It was stressful, and it definitely prepared me for what happens in the workplace."

Her playing days also may have been the foundation of another life lesson. "I'm grounded in teamwork. Nobody is going to be perfect at everything. I love surrounding myself with people who compliment my weaknesses." Shannon has a decade worth of work ahead of her. With her drive, passion, and attitude, Eastmark is looking like a champion of the industry.

Nathan Day and Tanner Luster: East Valley Entrepreneurs

These two Valley businessmen deserve the spotlight not simply for their track record of building quality locations, but for understanding what it takes to achieve a greater objective - strengthening the community by leading through example.

Nathan Day, president of Sterling Collection Development Group, is Arizona at heart. He attended NAU, where he majored in political science and sociology, and remains a big sports fan stemming from his days participating in the Lumberjacks sports program. When he isn't working on his log cabin in Flagstaff, Nathan is volunteering at Gilbert Christian School. He focuses his keen financial development skills on the school's marketing, and believes in the importance of building a suitable establishment in order to properly educate children in the Valley. Nathan is confident that Gilbert Christian School is more than qualified. His goal is to double the school's enrollment by the end of next year, a goal which he explains isn't so farfetched. "They definitely have the capacity and the avenue. They have one of the best facilities for education in the southwest. Great teachers. Great staff. They really provide a wonderful learning experience for the kids. If I walk through that campus, I would want nothing but that for my child."

This Arizona native has lived in Agritopia since 2008 with his wife, Amaris, and their two little girls, and has fallen in love with the Gilbert area. "We moved out to the East Valley, and it's really family focused out there." It was also a question of whether or not he felt he was building the right product for his consumers. "I think with the people out there it really gives us a good insight on the market." He believes in the city's family friendliness, a key factor which inspired his upcoming project Sterling at Silverleaf. To complete the daunting task of finishing Sterling at Silverleaf, Nathan knew he had to call on a team of talented individuals. He decided to head up the project with another successful East Valley entrepreneur, and one of his longtime friends.

Tanner Luster, president of Luster Custom Homes, is an Arizona native with an unmatched passion for real estate. Tanner's wife, Tess, and his son, Cash, reside in Chandler and feel the neighborhood is the epitome of family-oriented - just the kind of place where he wanted to raise his own family. The former business management major at Concordia University in Irvine and his wife are very active in charities and events at their church, Cornerstone Church, and have a strong connection to Mesa foster-care home Sunshine Acres. "We love Sunshine Acres," said Tanner, whose wife joins him in delivering presents to children at the facility every Christmas. Tanner's business involves home remodeling, but Luster Custom Homes takes plenty of time to give back, participating in Homes for Veterans as well as the Boys and Girls Club.

Even with the many individual projects of their own, coupled by the time they spend on the Sterling at Silverleaf project, Nathan and Tanner are still ready to take the East Valley by storm. Despite the adage that business and friendship can go together like oil and water, Nathan and Tanner would disagree. "Tanner and I have been friends for some time now," Nathan said about their tried and true success. "We collectively own a complex in Phoenix and work on other real estate together." Tanner felt the same. "It makes it easy to be able to trust each other."

Tanner knows a thing or two about teamwork, winning All-American honors as a basketball star in his junior and senior years at Concordia. Along with a national championship under his belt, Tanner believes his background in sports may very well be the foundation of his professional success. "I'm competitive. Anything I do, I try to focus on mastering things. That's part of what brought Nathan and me together."

The competitive nature instilled in them through years of sports appears to be a prominent factor in why Nathan and Tanner are on the verge of dominating East Valley development. There's a sense of accomplishment through success, which was deeply imbedded in this pair at an early age by learning sports, competition, and most of all, teamwork. "It goes for a lot of athletes in general. It's one of the many things that make us work closely together."

Nathan and Tanner understand the importance of a quality, educated and united community. The East Valley proudly shines the spotlight on the duo and cannot wait to see what's next on the agenda.

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SMART MOVES

Fix your house first

Ellen James Martin
Universal Syndicate

Are you planning to sell your home in the new year? If so, real-estate specialists say it's crucial that you do all the repairs and improvements needed before your property hits the market. That means fixing every leaky faucet, gash in the walls and shaky stair railing.

"These days, buyers have less and less tolerance for homes with problems. They want instant gratification. They don't want to move in and have to wait weeks or months to get a house up to standard," says Sid Davis, a longtime real-estate broker and author of "A Survival Guide to Selling a Home."

Davis recommends extreme caution when hiring contractors for pre-sale work. Here are a few pointers:

» Request contractor referrals through your listing agent.

Many established agents maintain lengthy lists of contractors, ranging from carpet cleaners to air-conditioning repair services. Such a list can be a valuable starting point for home sellers, says Eric Tyson, a personal-finance expert and co-author of "House Selling for Dummies."

But he says you "shouldn't take as gospel" the positive experiences your agent has had with any given contractor.

"You'll still need references for every contractor you hire for a major project and also get at least three bids," Tyson says.

» Make sure all your questions are answered before hiring a contractor.

"To be sure a contractor is organized and on time, you've got to meet with him before hiring him. A face-to-face meeting helps rule out sloppy or disorganized people," Davis says.

» Insist that the contractor's promises are put in writing.

Davis says that those who know a contractor well often make the mistake of relying on verbal guarantees. But he says there's no substitute for a written contract that provides details on all aspects of the job, including price, timing and scope.

Davis also recommends you include in your agreement language indicating that the firm carries all the proper insurance coverage on its employees and subcontractors.

» Don't let your contractors cut corners on government requirements.

Not all home repairs or upgrades require government permits to ensure compliance with local codes. For instance, your electrician probably won't need government oversight to change a light fixture and your plumber likely won't require it to replace a broken water heater.

But in many areas, major projects may be held to a higher standard. Examples could include the installation of a new bathroom or deck.

"It can come back to bite you if your contractors fail to get the proper permits for big jobs. That's because your buyer's mortgage lender may demand to see those permits for any major work you've done," he says.

» Refuse to pay for the entire project at the outset.

It can be perfectly legitimate for a contractor performing a major project to ask for a partial payment at the front end, particularly if substantial material costs are involved.

But Davis warns against covering the full cost of any work — including all labor costs — before it's completed. Those who pay for the whole job at the outset lose all the leverage they'll need later if the contractor fails to complete the work as promised.

"In most cases I recommend that people pay no more than 10 percent of the labor costs at the beginning. Good contractors have credit lines. They don't need your advances to get a job rolling," he says.

Contact Ellen James Martin at ellenjamesmartin@gmail.com.

Buyers demand turn-key condition. GETTY IMAGES/ISTOCKPHOTO

New homes get green certification

Sterling at Silverleaf houses save 74% more energy costs

REAL ESTATE

New homes in the upscale north Scottsdale community Sterling at Silverleaf have landed the gold-level Green certification by the National Association of Homebuilders.

It's the first housing project in Arizona to receive the designation. Nathan Day, the community's developer, hired a home-energy rating team to compare houses in his project against a traditional home, similar in size and layout. The test found a Sterling Silverleaf green home saved 74 percent more in energy costs per month compared with a regular house.

Silverleaf is located in DMB's DC Ranch development. Prices for a Sterling-built house in the development start at $1.36 million.

of Phoenix-based Cambridge Properties, said Chateau on Central residents are "on-the-go, sophisticated homeowners."

Failed Phoenix commercial lender Mortgages Ltd. put more than $50 million into developing the property. The brownstones originally were going to sell for $4 million or more, but the new owner has reduced the prices to start at $1.1 million.

Foreclosure moratorium

Mortgage giants Fannie Mae and Freddie Mac are putting a hold on foreclosure evictions during the holidays.

Borrowers facing foreclosure and who have mort