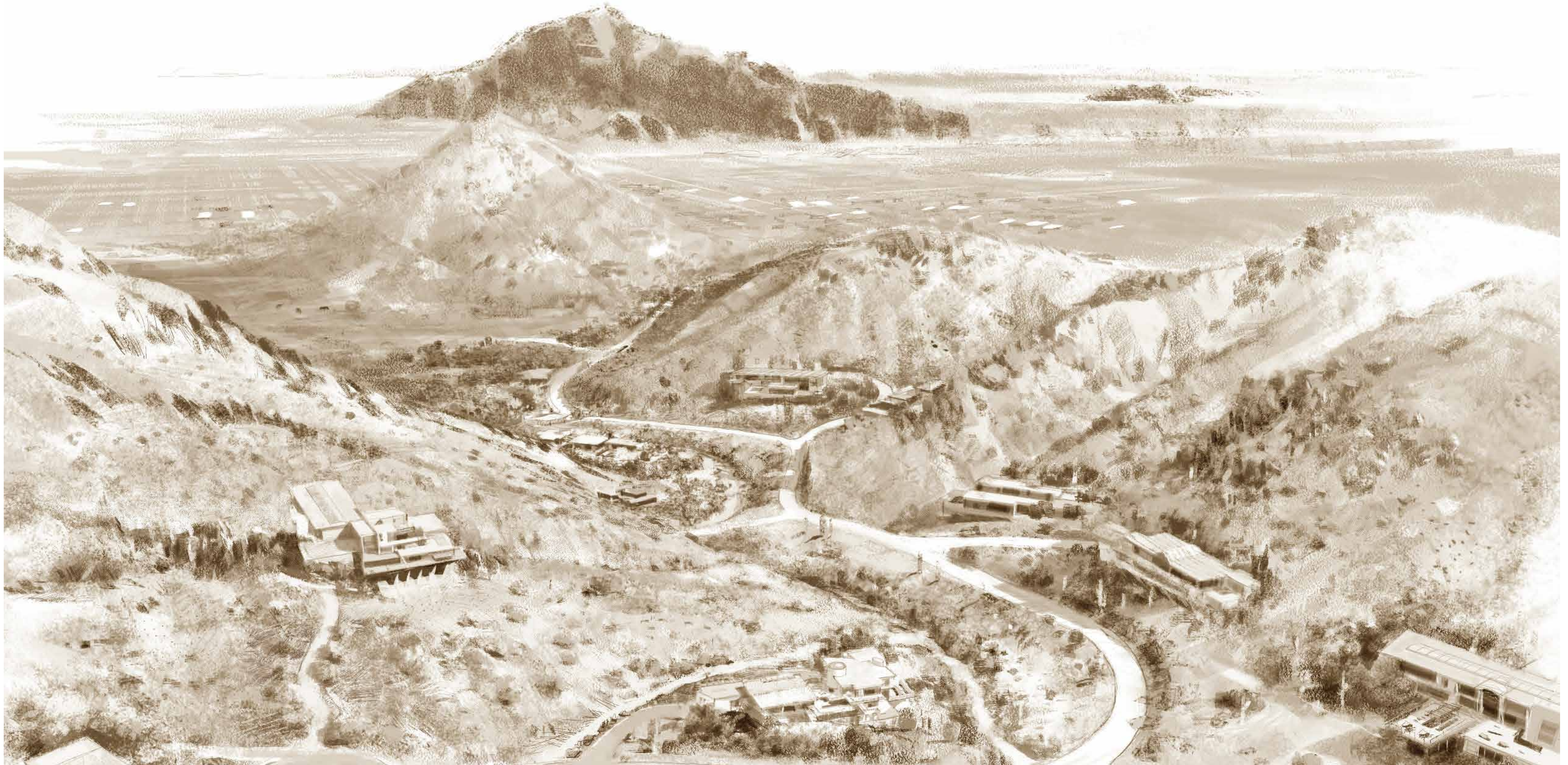




CROWN CANYON



A DESERT JEWEL

IN THE HEART OF THE CITY



BRING CROWN CANYON TO LIFE.

... the finest piece of real estate in the Valley of the Sun for ultra-high net worth individuals. This Desert Jewel in the Heart of the City, surrounded by the Phoenix Mountain Preserve, is the ultimate fusion of urban convenience, natural beauty, and exclusivity.



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THE VISION





HOLLYWOOD HILLS

Our vision is to create an architectural symphony where each home adds to the natural beauty of this stunning canyon.



THE VISION OF CROWN CANYON

Picture a Hollywood Hills-like canyon...

hidden for years in the heart of the Valley of the Sun...waiting to be built into a stunning, Sonoran Contemporary community for the ultra-high net worth home buyer.

THE SETTING



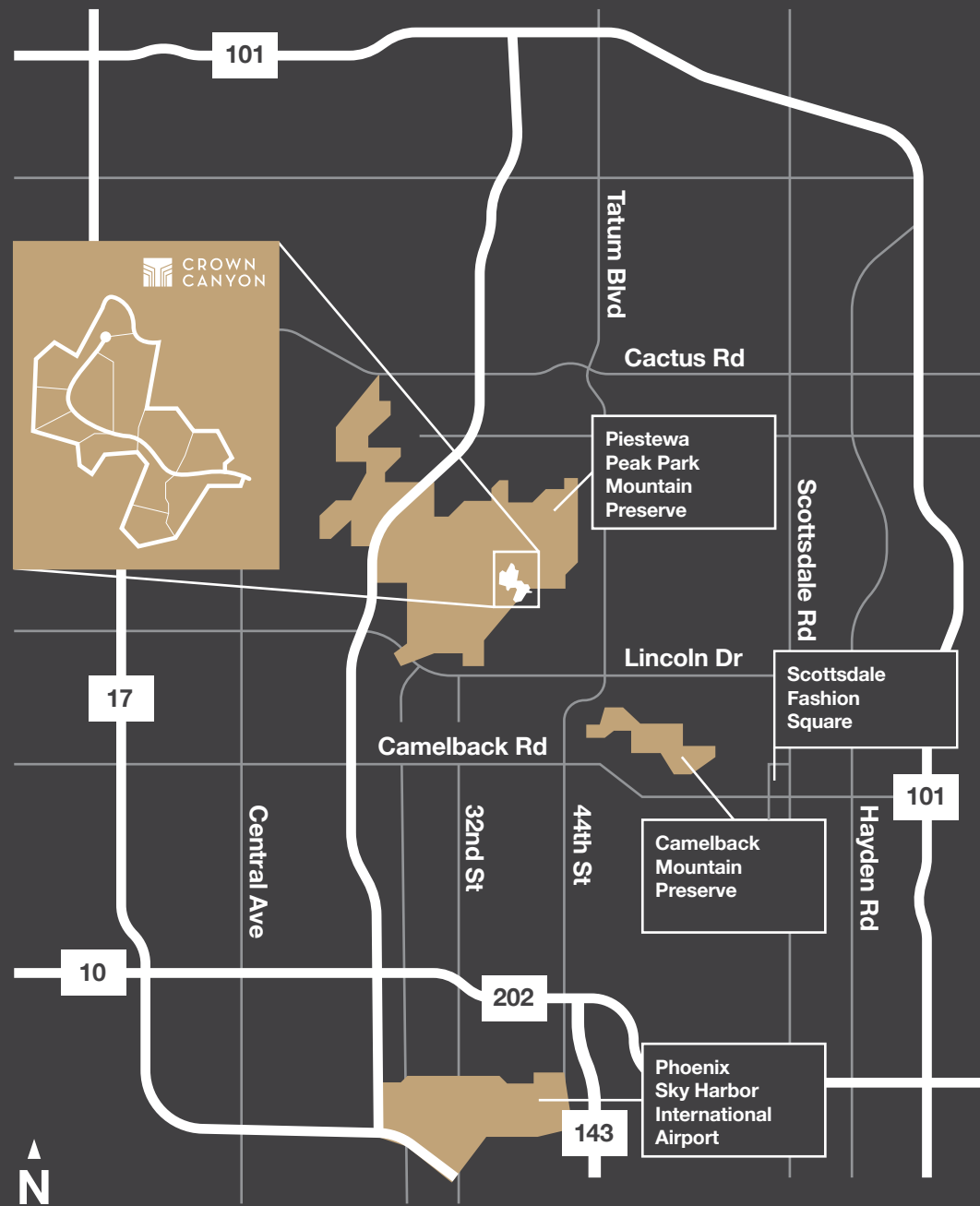


Crown Canyon's name was inspired by the Canyon's surrounding ridges and peaks, which evoke the silhouette of a crown. The beauty, solitude, and magnificence of this dramatic crescent of rock outcropping is home to ocotillo-lined ridges and generous stands of ancient saguaros. The tranquility of the Canyon is regenerative. It is at once intimate and grand...a rugged desert canyon that feels light years away from the rest of the world, yet is located minutes from the heart of a thriving metropolis. The fortunate few who will be privileged enough to call Crown Canyon home will have a lifestyle unavailable anywhere else in the Valley.

We strongly believe that there is no other property like Crown Canyon in the entire Valley of the Sun, with its 12 lots (30 acres) surrounded by the Phoenix Mountain Preserve. This property provides perfect solitude and security, yet it is minutes away from the ballparks, airports, and the best entertainment and shopping in the valley. This is truly unique real estate, which is unmatched and is the ultimate fusion of urban convenience, natural beauty, and exclusivity. This is the perfect community for celebrities, professional athletes and ultra-high net worth individuals. This will be the crown jewel of all Arizona real estate.

OVERVIEW





Crown Canyon exists in a 30 acre piece of land surrounded by thousands of acres of the Phoenix Mountain Preserve with miles of hiking in your backyard.

This hidden gem is tucked away in a secluded canyon surrounded by the Phoenix Mountain Preserve. While there are many beautiful desert communities in the Valley of the Sun, Crown Canyon's hillside location sets it above all others. The peace, solitude and tranquility of the community provide the illusion that one is far removed from the hustle and bustle of

the nation's fifth largest city. However, this stunning enclave is located less than 10 minutes from the Valley's premier financial, entertainment and shopping districts. Phoenix Sky Harbor International Airport is 10 miles away. Convenient freeway access puts all that the Metro Phoenix area has to offer within easy reach.

Location:

This one of a kind canyon in the heart of the city with a Paradise Valley address is almost 100% surrounded by the Phoenix Mountain Preserve, and is located at the end of 40th Street, north of Lincoln Dr. Having a Paradise Valley address, yet governed by the City of Phoenix building codes enables this canyon to have the best of both worlds:

- Paradise Valley is Arizona's most affluent and prestigious town, but is known for stringent limitations on hillside construction.
- The City of Phoenix is supportive of the development of Crown Canyon, which will speed up the construction process and minimize costs.

Sonoran Contemporary Style:

This style is most congruous with the topography of this silent desert canyon teeming with beauty and incredible Sonoran Desert vegetation. This timeless style also strongly resonates with the current trends in the market.

Appeal:

This lifestyle is for ultra-high net worth individuals, whether they are celebrities, professional athletes, or executives. These homeowners value privacy, safety, and exclusivity in the heart of the Paradise Valley/Biltmore area. These discerning buyers want to be able to lock and leave their home in a highly secure environment.





These homeowners value:

Privacy

Spacious 1.6 to 5.4 acre lots provide solitude and privacy, with only twelve homesites.

No Social Membership

HOA Dues = \$1,500/year.

Security

Gated community with one point of access, yards are secured by the mountain topography.

Mountainside Living

Mountainside living, with community surrounded by the Phoenix Mountain Preserve.

Exclusivity

No high-density homes within the community nor tied to a hotel enabling peaceful living.

Convenience

Unbelievable location! Close to all amenities, lock and leave convenience, hiking trails, and indoor-outdoor deck living, with minimal maintenance.

CURRENT STATUS





This world class team has been gearing up to launch this amazing community

Our first spec masterpiece, Jade (homesite 12) has completed architectural plans, finishes have been finalized, permits filed, and next up is to break ground and start marketing.

Rich Brock, the builder, is so enthralled by this canyon, he is going to make the second showcase his personal residence too. He purchased Onyx and has submitted for permits with the plan to break ground around the new year.

We are the beneficiary of the ongoing secular shift, seeking privacy, security, and exclusivity, and moving from high density living to homes that provide tranquility.

In addition, people are now more interested in additional square footage to accommodate movie viewing rooms, exercise rooms, hobby rooms and the like.

This amazing team has been performing with extreme excellence, and we are beyond excited to elevate this effort to a different level by partnering with home buyers and investors to come out of the gate building several showcase masterpieces.

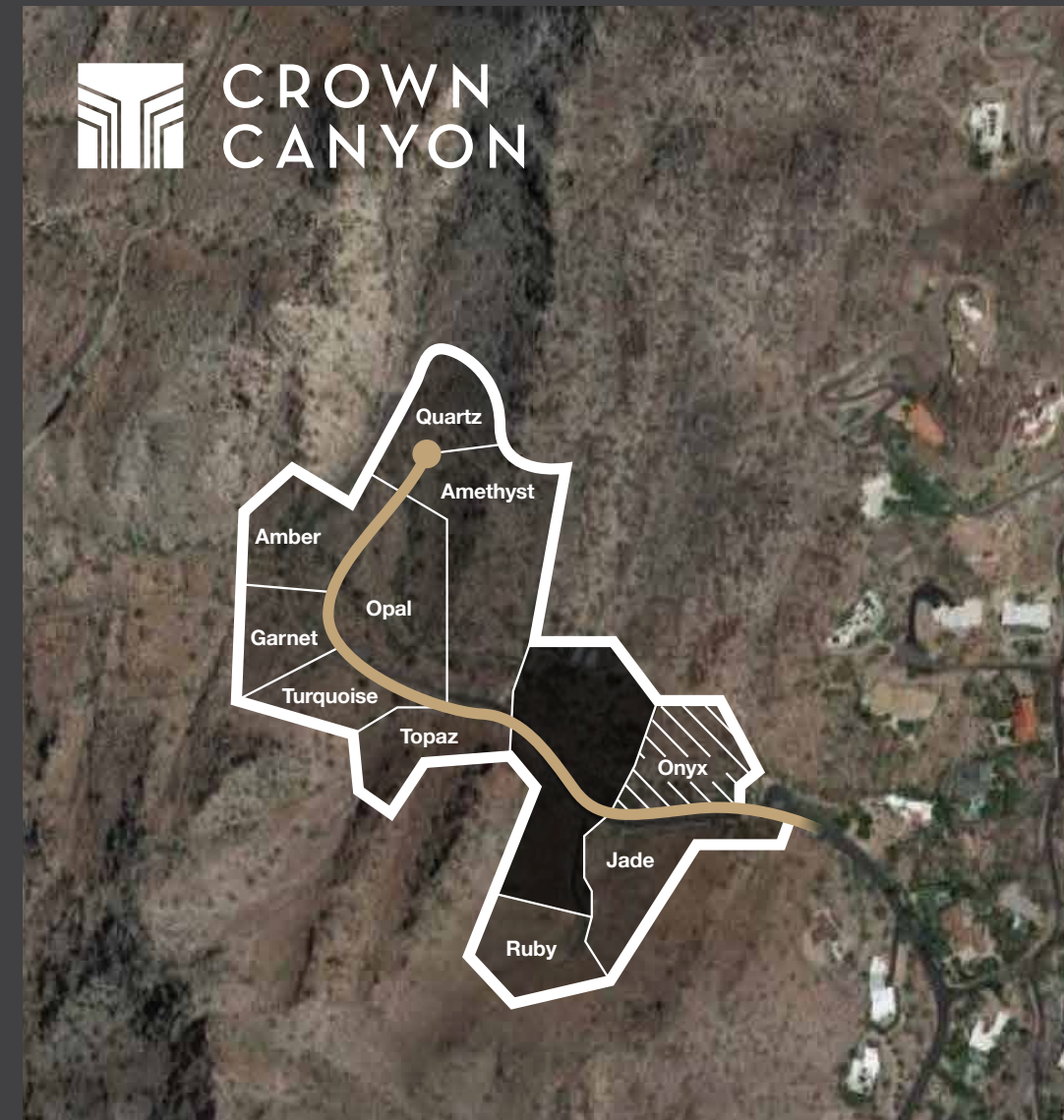
America One
— LUXURY REAL ESTATE —





Each homesite is so unique, and our architects have captured that uniqueness in each of the designs to maximize the views while keeping in perfect harmony with the canyon.

The uniqueness of each masterpiece and its inspiration will be echoed with each lot having its own individual marketing persona.



Arizona's Highest End Residential Community

12 canyon homesites

Entirely Surrounded by The Phoenix Mtn Preserve

1.6 to 5.4 acres

Showcase Homes

Starting at \$8+ million

Homesites Reserved for Custom Build to Suites

7139 - 7266 N 40th Street, Paradise Valley, Arizona 85253

 Sold

 Unavailable

The best builder in Paradise Valley, the most impressive and dynamic realtors in Arizona, and the innovative owner of Crown Canyon, have united to bring an architectural symphony to life in Crown Canyon. Together, this team will build out the highest end community in all of Arizona, that is the ultimate fusion of urban convenience, natural beauty, and exclusivity. We recently shifted our strategy to expedite the buildout, due to the recent shift in the luxury market seeking tranquil masterpieces. As a result, we are planning to build as soon as possible in Crown Canyon.

Showcase Homes

We anticipate fully designing and building most of the homesites as showcase masterpieces.

Build to Suits:

We also plan to accommodate the most discerning homeowners who may want even more spectacular finishes and custom build to suits. Amethyst (Homesite 4) and Quartz (Homesite 5), are perfectly situated for build to suits. The key is that each such home needs to be in harmony with the rest of the canyon and certainly add to the architectural symphony of this amazing canyon. Build to suits will be facilitated by purchasing the homesite and simultaneously entering into a design and construction contract with BedBrock.

Compound Homesites:

We also recognize because of the security, privacy, exclusivity, and serenity of this amazing canyon it is ripe for a potential compound for the discerning home owner that is seeking even more privacy. For instance, Turquoise (Homesite 8) and Topaz (Homesite 9) are perfectly situated for a two home gated compound. In addition, we can also accommodate additional compounds as well with a second gate deeper in the canyon.



Jade Homesite 12 - Spec



Amber Homesite 6 - Spec

Lots Sizes & List Prices

Homesite #	Homesite Name	Homesite Size	Homesite Price
3	Opal	3.01 acres	\$1,600,000
4	Amethyst	5.41 acres	\$3,950,000
5	Quartz	2.25 acres	\$2,950,000
7	Garnet	1.68 acres	\$1,750,000
9	Topaz	2.01 acres	\$1,950,000



THE TEAM





from left to right:

The Realtors

Maximilian de Melo
Patrick Niederdrenk
America One Luxury Real Estate

The Builder

Rich Brock
BedBrock Developers

The Founder

Kevin Groman
Crown Canyon Capital

The Architects

CP Drewett
Drewett Works

Vernon Swaback
Swaback Partners

The Designer

Mara Green
Mara Interior Designs



An all-star team has been brought together from all corners of the luxury industry to make Crown Canyon a reality.



Maximilian de Melo Patrick Niederdrenk

America One Luxury Real Estate



Partnering with the right real estate agent to authentically convey the importance of integrity, quality, class, excellence and results, was crucial for Crown Canyon. As a result we are so pleased to be partnering with America One Luxury Real Estate. America One was established in 1988, and is a Scottsdale based luxury boutique brokerage firm that focuses on high-end residential developments and sales in the most prestigious locations in Phoenix, Scottsdale, and Paradise Valley. The owners, Maximilian de Melo and Patrick Niederdrenk, are Managing Partners, Exclusive Agents and part of the Development Team of Crown Canyon.

Their mission is to become a household name for luxury real estate across the globe, and are making a significant step in that direction by partnering with Crown Canyon to list the highest end community in all of Arizona. America One is well on their way to becoming the premier market leaders in the luxury market and new developments.

Originally from Cologne, Germany, Patrick Niederdrenk and Maximilian de Melo bring an international flavor to Crown Canyon. Between Max, Patrick and their team, five native speaking languages are part of their

resources. Patrick and Max are known for their hard and reliable work. With an incredibly hands-on approach, these passionate and dynamic agents are on their way to becoming one of the top producing teams in Arizona. Specializing in luxury real estate and investment properties for buyers and sellers alike, Patrick and Max have been incredibly results oriented. In addition, they have an amazing team behind them including marketing specialists, lawyers, and accountants to make sure your real estate needs are well taken care of.

America One will implement a multi-faceted marketing approach, that will utilize the latest technological solutions, while also leveraging face to face connections. This as well as other efforts will create a powerful culmination of exposure to our target market, with the ultimate goal of helping to make Crown Canyon home for twelve residents.



The Realtors



Rich Brock

BedBrock Developers



We are partnering with Rich Brock, founder of BedBrock Developers to be the builder for this investment opportunity. We have carefully handpicked BedBrock Developers whose reputation for quality and integrity will add value to the project. Utilizing the services of such a well-known name-brand builder provides instant credibility to the luxury home buyer as well as to the Realtor community. In addition, BedBrock Developers have a passionate following from their own clientele, which will drive qualified potential buyers to the project.

Rich Brock, founder of BedBrock Developers, has been developing, building, and remodeling homes in Paradise Valley, Arcadia and North Scottsdale, Arizona for the last 25 years. His interest in authentic architectural design began during his extensive travels throughout Europe. He fell in love with the picturesque homes, which were built during the renaissance with today's modern accoutrements. Rich, who had already launched two successful businesses (one of which was purchased by a Fortune 500 company) decided to combine his business and marketing background, his degree in Engineering, and his passion for classic architecture, to create BedBrock Developers.

Rich has an Arizona Residential Contractors License, Arizona Commercial General Contractors License and a California General Contractors License. He assembled a "best-in-class" team of designers, architects, and contractors. Together they deliver extraordinary luxury homes, with the architectural authenticity and attention to detail not seen anywhere else in the Valley. Working with BedBrock Developers are the most respected craftsman in the industry.

Rich has spent 25 years working with an innumerable number of contractors and has thus developed "The Best Of The Best" who all work with BedBrock Developers. BedBrock Developers above all things is devoted to the client. Each meeting is attended by everyone on the team, the in-house designers as well as the appropriate contractors. Rich's time-tested methodology for the building and design process are why clients always turn into friends and BedBrock Developers continues to grow through client referrals. More information can be found on BedBrock's website located at www.bedbrock.com.



The Builder



CP Drewett

Drewett Works

C.P. launched Drewett Works in 2001 and has amassed a vast portfolio focusing on luxury residential, restaurant, and boutique commercial spaces. His work has been published in magazines such as The Robb Report, Phoenix Home & Garden, AZ Foothills Magazine, Western Interiors, and Luxe Magazine to name a few.

First and foremost, C.P. is an engaging leader. With the discipline of his military background as the driving force for get-it-done effectiveness, he manages his projects and his team at Drewett Works with precision. His expertise in construction, engineering, and craftsmanship are the hallmarks of his interaction with those in the industry. His problem-solving skillset makes him a favorite with contractors and sub-contractors alike. His devotion to the welfare of his client's project not only protects their investment, but also ensures that excellence is demonstrated in every facet of construction. He works collaboratively, empowering his team to achieve a final project that frequently earns publication. More information can be found on Drewett Works website located at www.drewettworks.com.

CP Drewett, founder of Drewett Works, is the preeminent architectural firm designing the highest end homes and communities in the Valley of the Sun.

C.P., at age 17, made his first priority service to his country, enlisting in the Louisiana Army National Guard. Following Basic Training at Fort Dix, New Jersey, and Engineering School at Fort Belvoir, Virginia, C.P. returned to Louisiana to become a student at Louisiana State University in Baton Rouge.

In 1989, C.P. was named the LA National Guard's Soldier of the Year. This honor was followed by another when he was the only LA National Guardsman selected to attend Officer Candidate School at Fort Benning, GA. He went on to serve as platoon leader, commanding units engaged in construction of buildings, roads, and bridges. At a young age, he gained vast experience in construction and engineering through his military service. In 1993, he graduated with a Bachelor of Architecture degree from the LSU School of Art + Design's Architecture program. Upon graduation, C.P. moved to Phoenix, Arizona to begin his career in architecture.



Vernon Swaback

Swaback Partners



Swaback Partners is recognized around the world as land planning experts for high end communities such as Silverleaf, Village of Kohler, Arizona Biltmore Estates, and many others. Vernon Swaback is an Architect and Planner. He began his training at the University of Illinois before moving to Arizona in 1957 to become Frank Lloyd Wright's youngest apprentice. He remained with the Wright Organization for 21 years where he served as Director of

Planning and was responsible for many of the organization's major architectural projects. In 2004, at the request of Frank Lloyd Wright Foundation, he served as the organization's CEO and interim President. He founded an independent practice in 1978 and is now the Managing Partner of Swaback Partners, a 40-person multi-disciplinary firm headquartered in Scottsdale. The firm provides planning and architectural services for a wide range





Mara Green

MARA Interior Designs

Timeless allure and design awareness of every home should be a true reflection of its occupants creating luxury living and trend-resistant design. Whether clean and Mara is a native of Arizona, growing up in a family of four girls; creative expression in dance, piano, or singing was always inspirational and encouraged. Mara's time dancing and studying abroad, then later living in London for over 6 years, allowed her to travel, experience, and absorb the world. During her time in London Mara worked in the buying offices for a leading innovative design firm, which evolved her sense of style and sparked her passion for design. After returning to Arizona she earned her technical training and degree in Interior Design through Northern Arizona University and Scottsdale Community College, pursued her passion and career working for reputable design firms in the Valley, ultimately leading to establish MARA Interior Design (marainteriorsdesign.com) in 2013 with over 15 years of design experience.

We have selected Mara Green founder of Mara Interior Designs to be our designer, as she brings the perfect equilibrium between class and luxury, with comfort and practicality. Her attention to detail, her planning, and her ability to connect with people to truly understand their interests sets her apart and elegantly positions her perfectly to be the designer for Crown Canyon, the crown jewel of real estate in the Valley of the Sun.

Mara Green founder of Mara Interior Design is a boutique residential and commercial interior design studio, providing a diverse range of project scope and genre. Focusing primarily in luxury residential new construction design, remodeling, and re-imagining of existing spaces. Both passion for inspiring design, and professionalism from blueprints through installation, allows for fulfilling all aspects of each client's goals.

Mara is devoted to creating understated, elegant design tailored to the individuality of each client bringing their dreams to reality regardless of project scope.



The Designer



Kevin Groman

Crown Canyon Capital



Kevin Groman is the owner and principal of Crown Canyon Capital, which invests in underserved opportunities and implements innovative strategies to drive sustainable results. In 2014, when he became aware of this secret, almost untouched canyon in the heart of the city, he immediately acquired this gem.

Prior to that, he was CEO of ECM Energy Services, an emerging growth private company that was on the threshold of pricing an IPO, before selling to the #2 largest player in the industry, Sunbelt Holdings, for a substantial premium. In addition, Mr. Groman has had a successful career in Fortune 1,000 public companies, such as at RSC Equipment Rental, PetSmart, Inc., and CSK Auto Corporation, leading IPOs, mergers & acquisitions, real estate, construction, property management, environmental, sustainability, safety, legal, compliance, human resources, etc.

He is currently on the investment committee of the Arizona Founders Fund, sits on the Board of Directors of SNUBA International, and advises/consults for numerous companies. He has also been focused on philanthropic endeavors, such as being appointed: as a member of the Arizona Supreme Court's Access to Justice Commission; as a member of the City of Phoenix, Environmental Quality and Sustainability Commission; and as the chair of the ACC's In-House Counsel Pro Bono Commission.

The foundation of his career has been centered around building a solid culture that focuses on integrity, safety, sustainability, and results. In addition, teamwork has always been core to Groman, beginning with his time as a professional athlete, playing Professional Beach Volleyball.



The Founder



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