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TALKING ROCK SALES STRONG IN 2009

Prescott, Ariz. (January 25, 2010) – In the midst of one of the real estate industry’s toughest years, Talking Rock has reported positive sales figures for 2009. The luxury golf community in Prescott, Ariz. rounded out the year with 55 unit sales, with four of those occurring in December alone. Homesite and home sales combined to surpass the total number of sales in 2007 and 2008.

Talking Rock attributes its success to a number of things including a thriving clubhouse community with active members, continued infrastructure investments and the decision to continue its marketing operations, even as many others have gone dark. The community has used the market slow-down to spark creative strategies for reaching new buyers and maintaining visibility within its own community and beyond.

“We’ve felt the effects of the economic downturn, but Talking Rock’s commitment to authenticity has not faltered,” says Jim Jones, director of sales for Talking Rock. “We provide the same member benefits, stunning surroundings and laid-back lifestyle we always have.”

Talking Rock offers a variety of home and homesite options, including Ranch Cottages, ideal for a lock-and-leave lifestyle, plus Ranch Homes, Custom Homes and custom homesites ranging from one-half to five acres. Residents of the community can take advantage of an ideal four-season climate and resort style amenities, including hiking and biking trails, a private championship golf course, several dining and fitness options, and planned events that take place at Talking Rock’s communal gathering area, The Ranch Compound.

About Talking Rock:

Located in a peaceful, rural setting, just minutes from Prescott, Talking Rock is a 3,600-acre private, luxury home community with a casual western lifestyle and the amenities of an exclusive country club. The Jay Morrish-designed 7,350-yard championship golf course intertwines through more than 1,000 acres of preserved open space, presenting residents with the spaciousness of Arizona’s high country. Talking Rock offers spacious custom home sites, as well as Ranch Cottages, Ranch Homes and custom homes designed in an authentic ranch style and built by the area’s finest craftsmen. Talking Rock is a development of Harvard Investments, a Scottsdale, Ariz. based real estate development company respected for its high quality, residential projects throughout the Southwest. The Talking Rock golf course and Ranch Compound are professionally managed by OB Sports. More information on Talking Rock and Harvard Investments, Inc. can be reached at 877-922-4440 or www.talkingrockranch.com.

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