

Something Good T O D A Y

STERLING
COMMUNITIES INC.

Quality • Innovation • Style

STERLING COMMUNITIES ON THE FAST TRACK

*Boca Raton-based builder ranked among
nation's fastest-growing building companies*

Building its signature value-packed single-family, luxury and estate homes across South Florida, Sterling Communities is delivering what buyers want and breaking sales records in the process. Carving out a family-friendly niche in a sea of other developments, Sterling Communities sets itself apart from the competition with a complete commitment to total quality in every home built by the company.



Meticulous attention to detail from Sterling Communities translates into exceptional home designs.

Founded in 1996, Sterling Communities is comparatively a baby in the world of home builders. But nearly 50 years of combined experience has translated into impressive statistics — launching this young home building team into the ranks of the nation's fastest growing building companies.

Sterling shows record growth

According to a recent *Builder* magazine "Fast Track" ranking, Sterling Communities once again landed on the publication's list of 95 nationwide builders, showing record exponential growth for three consecutive years. Sterling topped out the list in the number five spot the year prior. Showcasing their dedication to teamwork — with all the flexibility, speed and creativity it contributes — Sterling Communities proves it has what it takes to maintain its award winning performance.

"Rather than compete head on, we went after a unique niche," said president Paul Asfahl, who knows big builders well after more than 24 years with Centex and Hovnanian. "There are fewer and fewer builders in South Florida going after the family market. With thorough firsthand research, we're constantly refining our product and features to respond to the needs of this distinctive market."

The formula is proving a tremendous success. While most of Sterling's sales have come from entry to moderate level residences, nearly one-third of the company's homes are the luxury product.


"By capitalizing on high-tech tools, we are using innovative techniques to conveniently and proactively meet the needs of prospective buyers," continued Asfahl. "And by using old-fashioned tools such as impeccable standards and a high customer-



The unique orientation of Sterling's expansive courtyard design allows for maximum incorporation of the outdoors in the home's overall entertaining scheme. A professionally designed tropical landscape package completes the stunning Florida ambience.

service work ethic, we are meeting the needs for our home buyers even after the sale.

"Our 'Fast Track' ranking in *Builder* magazine can be attributed to our steadfast commitment to responding to buyers in our niche market. We are tremendously proud of our growth and the recognition. But mostly, we are tremendously proud of the buyers we have served. We pledge to continue our commitment as we build new communities."

Setting the highest industry standards, Sterling Communities provides a new level of sophistication and excellence by building quality homes with gracious home designs, expert craftsmanship and meticulous attention to detail. To experience the unmatched tradition and style of a Sterling Communities home, visit the company's website online at www.sterling-communities.com. You'll find a comprehensive listing of communities, background on the builder, and links to new neighborhoods underway. 

FAMILIES OPT FOR LUXURY, STERLING STYLE

Estate homes attracting homebuyers to upscale lifestyle

Built on commitments to family-friendly designs, Sterling Communities began their luxury home division with Mizner's Preserve in Delray Beach. The company's agenda was to take their family-focused approach of home building to the next level.

The results were nothing short of astounding. Highlighted in an issue of *Professional Builder* magazine, the community sold more of its larger home designs — with buyers requesting more options and more upgrades added to their standard floorplans than anyone anticipated.



Combining dramatic elevations with versatile floorplans, Sterling Communities has quickly carved out a niche in the South Florida family-friendly luxury market.

"At Mizner's Preserve we wanted to step up our luxury appointments," said Sterling Communities' president, Paul Asfahl. "We took our attention to detail and quality craftsmanship and translated it into bigger homes with more luxurious appointments. Upscale families have proved that style sells. Our sales rate broke all records for the area."

Market Research Drives Success

Asfahl attributes much of their success to a superb location and development strategy. Surrounded by upscale golf and country clubs in Boca Raton and Delray Beach, Mizner's Preserve offered luxury estate homes nestled around a clubhouse with a sports and fitness center, grand social room, pool and tennis courts.

"We found we were attracting buyers who did not want to invest

Showstopping architectural details infuse Sterling Communities' homes with a sense of grandeur and elegance.

in the extensive membership dues the golf communities were charging," said Asfahl. "Young families told us it offered them the best of both worlds."

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In an expansion of their luxury home division, Sterling Communities is bringing its successful Mizner's Preserve concept to San Michele in Palm Beach Gardens.

A gated community of 90 exclusive, luxury estate residences designed to exceed all expectations, San Michele is based on Sterling's highly successful formula at Mizner's Preserve and epitomizes an intimate neighborhood that feels more like a private club.

The community reflects the builder's signature niche for an exclusive enclave, centered around a social, fitness and clubhouse gathering place.

San Michele's clubhouse, The Venetian Club, boasts an expansive fitness center with state-of-the-art cardiovascular and strength training equipment, a social room and tropically landscaped swimming pool, as well as two lighted Har-Tru tennis courts.

The community's entry is manned 24-hours a day. Within minutes of San Michele are private and public schools, airports, The Gardens Mall, restaurants, entertainment and beaches. Homebuyers at San Michele are truly in the center of it all.



"After diligent research in the Palm Beach Gardens residential market, we are convinced that today's estate home buyers want a luxury community that focuses on families searching for the perfect intimate neighborhood setting," said Paul Asfahl, president of Sterling Communities. "Our past communities have set records for incredible sales and we look forward to bringing this concept to Palm Beach Gardens."



Exceeding the highest industry standards, Sterling Communities provides a new level of sophistication and excellence.

Sterling Communities is developing Sorrento Village at San Michele, a neighborhood of one- and two-story designs with three- to six-bedrooms and five- to seven-and-a-half baths, as well as three-car garages. Eight home designs at Sorrento range from 3,594 to more than 5,400 square feet of air-conditioned space.

"We are very proud of Sterling Communities' impeccable reputation for creating excellence in design, construction, customer satisfaction and value," concluded Asfahl. "By developing an impressive and accomplished background in product research, innovative home designs and marketing expertise, Sterling Communities' number one commitment is to total quality in every home built. We are truly delighted to showcase this commitment at San Michele."

For more information on San Michele or Sterling Communities' other luxury home neighborhoods, please visit www.sanmichele.com, www.sterling-communities.com or to visit, take I-95 to PGA Boulevard, exit west one mile to Central Boulevard, turn right. San Michele is two miles ahead on the left at the northwest corner of Central Boulevard and Hood Road. **S**



Setting your home apart, Sterling Communities adds incredible detail to each room with decorative archways and niches, stand-out crown molding, built-ins and more that transform the ordinary to the extraordinary.



Winner of Palm Beach Illustrated's "Best Ever Interior Design Dream House Children's Room," this bedroom fit-for-a-princess has zones for fun, fantasy and function.

STERLING COMMUNITIES OFFERS FAMILY VALUES

Builder's reputation for service puts families first

Committed to giving their buyers more service and more product than they expect, Sterling Communities is meeting the needs of South Florida's quickly growing family market by responding to their buyers needs with service beyond expectation.

"We work with our buyers to achieve their vision for a semi-custom home design," said Rebecca Gismondi, vice president of sales and marketing for Sterling Communities. "We are far from a production builder, in that we will modify floorplans to suit the lifestyle of our home buyers. And our versatile home designs and friendly neighborhoods accentuate a family-focused lifestyle."

With a design to suit every lifestyle, homes in Sterling Communities' neighborhoods are all about extraordinary quality, impeccable style, innovative architectural features and value.

Each home reflects Sterling's composite of talents in design, interior space planning and superior construction.

Making Your Dreams Come True

Capitalizing on this family market, Sterling Communities is successfully designing communities to realize the ways you dreamed of raising your family. Situated in the heart of fabulous parks, convenient shopping and easy commuting access, these communities offer prime location and great value of incredible single-family and estate homes. With oversized family rooms, elegant master suites, and masterfully designed kitchens, homes are value priced for families with your choice of luxury upgrades.

"Through detailed market research," continued Gismondi, "we carefully identify family-friendly areas poised for tremendous growth. We sometimes complement our neighborhoods with



Open the door to sumptuous luxury, elegance and comfort in your new Sterling Communities home.

community amenities and strategically break ground in areas in the center of great schools, new homes, shopping, state-of-the-art entertainment centers and more.

Epitomizing the family-friendly homes which built the company's reputation, Sterling Communities recently introduced Cedar Creek Ranch, Lake Worth's newest family estate home community.

Comprised of an intimate neighborhood of homesites featuring lakefront and cul-de-sac locations, Cedar Creek Ranch's family community offers elegant estate homes that are a Sterling reflection of your style.

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"Our versatile home designs and friendly neighborhoods accentuate a family-focused lifestyle."

Masterful in design, breathtaking rooms combine tradition and style for a look that is timeless.


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***Cedar Creek Ranch is the culmination
of our efforts as a family-focused builder.***

The community's eight floorplans range in size from 2,553 to more than 3,900 air-conditioned square feet of living area. Buyers may select from one- and two-story designs with four to six bedrooms, up to four baths, and two- or three-car garages.

The perfect upscale family community, Cedar Creek Ranch boasts a sparkling lake, tree-lined park and recreation area. An ideal setting where nature is masterfully blended with the architecture of luxury estate living, grand first impressions are created at the community's gated entrance. Showcasing a natural cypress preserve, amenities at Cedar Creek Ranch offer a picturesque backdrop for kids and grown-ups to relax and take advantage of the South Florida lifestyle with family and friends.

"Cedar Creek Ranch is the culmination of our efforts as a family-focused builder," continued Gismondi. "It ideally represents the quality of our craftsmanship, our goals for instilling tremendous value in every home, and our standard for providing an unmatched setting for families to live and grow."

For more information on Cedar Creek Ranch go to www.sterling-communities.com or to visit, take Florida's Turnpike to the Lake Worth Road exit. Turn right (west), go one mile, turn left. Cedar Creek Ranch is located on the southeast corner of Lake Worth Road and Lyons Road. 



Homes by Sterling Communities are a true reflection of the very highest standards in quality craftsmanship.



Impressive details like coffered ceilings and ornate columns make Sterling's grand master suites a welcomed retreat.



An unparalleled attention to detail has sent Sterling Communities spiraling into the ranks of the nation's top building companies.

PREMIER SINGLE FAMILY AND ESTATE HOME BUILDERS

Sterling Communities provides a new level of sophistication

With more than 25 years of experience in the home building industry, Sterling Communities is established as one of South Florida's premier single-family and estate home builders.

The impeccable standards of this team of dedicated professionals ensure that every Sterling home features excellence in design, construction, customer satisfaction and value. With an impressive and accomplished background in product research, innovative home designs and marketing expertise, Sterling Communities' number one commitment is to total quality in every home built by the company.

Shortly after launching its first home community in 1996 at Lake Charleston's Sterling Cove in Lake Worth, Sterling Communities began breaking records with their successful formula for building homes. In three short years, Sterling Communities increased its

The impeccable standards of this team of dedicated professionals ensure that every Sterling home features excellence in design, construction, customer satisfaction and value.




In each Sterling community, you'll find a neighborhood where kids play together, where adults greet their neighbors, and where new acquaintances become old friends.

revenues by 148% and grew from an initial staff of three to more than 20 staff members currently. *Builder* magazine profiled Sterling Communities in their annual "Fast Track" issue — noting record growth for the company based on national statistics for three years in a row.

Sterling has built hundreds of new residences within several of South Florida's most prestigious communities, including Mizner's Preserve, San Michele in Palm Beach Gardens, Cypress Lake Estates, Wellington Shores, Cedar Creek Ranch, and Sterling Cove.

A Shared Vision of Excellence

Sterling's unparalleled success is also attributed to the careful process of evaluating the expertise and capabilities of contractors and suppliers. The Sterling team only selects partners who share in its vision of excellence. At the core of every residence built by Sterling Communities is the belief that every home is only as good as the people who build it.

Sterling Communities is based in Boca Raton, Florida. For more information, visit the company's website online at www.sterling-communities.com. 



First impressions start with a grand, gated entrance — followed by an inviting ambiance of shimmering lakes, beautiful tropical landscaping and decorative lighting, leading the way to sensational homes.

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