



Building Communities - One Project at a Time

Specializing in
New Ruralism Development and Project Management



American Dream Development Team

We strive to be a model of excellence in homebuilding with a commitment to quality, value, teamwork and integrity in everything that we do.

We are strongly committed to providing value and service to our homebuyers, and giving back to the communities where we build homes.



Jeff Burton
President



Tina Burton
Vice President of Sales



Curt Cuthbertson
Senior Sales Executive



Genevieve Anton
Anton Communications, Inc.



Melissa Peters
Customer Service

About American Dream Development



American Dream Development is an **innovative developer** promoting the creation of sustainable, planned communities that support a **wholesome and active lifestyle to emerging markets**. We understand smaller, family-oriented communities. We develop and build in them every day and we've created an approach that works in these unique markets.

American Dream Development works with builders, developers and investors to create sustainable communities at a reasonable cost in emerging markets worldwide.

As major urban and suburban housing markets have become saturated and over-priced, developers and investors are looking for **new places to build homes**. Emerging real estate markets offer **tremendous opportunities** such as pent-up demand, inexpensive land prices and less resistance to development if it benefits the community. There also are real obstacles to entry in the emerging markets, including smaller economies, short building cycles, lack of experienced

contractors and higher shipping costs.

American Dream Development can help you **make the right choice** in an emerging real estate market, help you understand how this kind of development works and **bring economies of scale to small-scale economies** through our national contracts.

We work with **builders, developers and investors** to create **sustainable communities** at a reasonable cost in non-traditional markets worldwide. Based on our real world experience, we research and identify market opportunities and visit the area to determine whether your project will be economically viable. We can help you acquire the land, design the project and navigate local politics to obtain entitlements. Because we're also homebuilders, we can **take your project the final step** from construction of new homes to handling your sales and marketing campaign.

We understand smaller, family-oriented markets; we develop and build in them every day and have created an approach that works.

Project Management in Dynamic Markets

“I love this mission – building homes for soldiers and helping them buy that first home to build equity for their future,” said Burton, who founded American Dream Homes. “These people who make sacrifices for our country deserve a slice of the American Dream.” – Military Family Magazine

American Dream Development establishes an authentic connection to each community we serve.

We share its values, respect its leaders, become part of its fabric and commit to its future.



Project Management and Development

Project Management

There is one reason major markets are dominated by big builders – economies of scale.

American Dream Development brings economies of scale to small-scale economies.

Big builders can afford the best business intelligence and technology, rely on tried and true systems integration, and demand the best prices. **Economies of scale** allow major builders to operate with vastly better margins, quicker turns on capital and a more dominant presence in the market. These factors combine to give big builders their most powerful advantage – **market share**. Why is market share so powerful? Because it creates a feedback loop that allows them to develop an even larger economy of scale.

It's almost impossible to overcome the advantages that giant builders produce for themselves. However, you can take much of what they spend hundreds of millions of dollars to develop and leverage that



against builders of your scale or even larger to **capture market share** and create your own feedback loop. It all starts with knowing how and when it is appropriate to do so.

American Dream Development, in conjunction with **Community Alliance Partners**, brings economies of scale to small economies. We do that by shortening the learning curve, continually refining our process and leveraging our relationships with leading national suppliers and vendors.

As project managers, we use the following “big builder” approaches:

- Business Intelligence
- Systems Integration
- Sustainable Business Modeling
- Strategic Planning
- Diagnostic Analysis

By teaming with American Dream Development, you gain a **higher level of quality, function and profitability** at a reasonable cost, which will encourage the expansion of your market share.

Development

Our distinct approach to **real estate development**, construction, marketing and sales is based on decades of **experience** with large-scale builders and developers. We modify their most successful techniques – from **economies of scale** to **value engineering** – to fit the realities of an emerging market.

American Dream Development can plan and develop your vision; we also can build it for you. Our homebuilding operation constructs attractive and high quality single- or multi-family homes for a reasonable price, and our professional sales and marketing team knows how to find the right buyer.

We are committed to **nurturing and sustaining** an authentic connection to each community we serve. We share its values, respect its leaders, become part of its fabric and commit to its future.

That's our reputation.



Rural Market Analysis



Regardless of where a project is located, our knowledge and experience can help developers read the market, find the best opportunity and build the right product that will sell in an emerging market.

Our development model is based on three dynamic concepts:

- **Cohesive Identity** – a carefully considered definition of what the project will become, based on the best use for the land in that market, that provides a comprehensive context for everything you do. This identity allows the developer to maintain focus, create synergy with appropriate partners and achieve economies of scale.
- **Organic Synergy** – the ability to clearly communicate a project's identity to development partners and to translate it into action that achieves the desired result.
- **Sustainable Value** – developers must be prepared financially and logistically to react to shifts in the marketplace in order to protect the integrity and viability of a project.

American Dream Development is an **authentic, experienced and reliable partner** for your real estate venture. We welcome both private and public partnerships, sharing resources and relationships so that the project succeeds and everyone benefits.

Emerging Real Estate Market Analysis

One of the most promising areas of development today is the **emerging real estate market**, an under-developed area with limited levels of market participation, a small population or limited economic drivers, such as a single or very dominant employer.

We specialize in identifying and overcoming the unique challenges that permeate and influence emerging markets.

Emerging markets can be found in the most unlikely of places – in a different country or in your own back yard – even in a market downturn or financial crisis.

These markets offer opportunities for developers looking for **new places to build homes**. However, they also present challenges that require specialized skills to overcome.

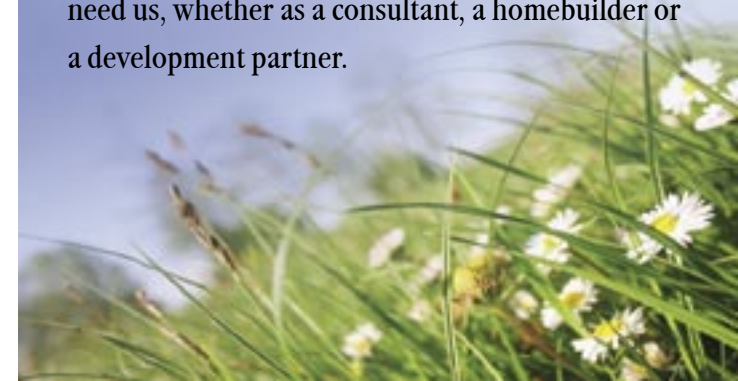
Whether it's local politics, sensitive economic triggers or social attitudes, taking the pulse of a smaller community requires a non-traditional approach and technique.

We specialize in **identifying and overcoming the unique challenges that permeate and influence** emerging markets.



Regardless of where a project is located, our **knowledge and experience** can help developers read the market, find the **best opportunity** and build the right product that will sell.

We stay engaged with the project for as long as you need us, whether as a consultant, a homebuilder or a development partner.



Public Relations and National Recognition

American Dream Development partners with Anton Communications to deliver **powerful public relations** services and results every time. Together we specialize in public relations for land use, entitlement, real estate investments and development of master-planned communities and resort properties, including multi-family and mixed-use projects.

Our partnership with Anton Communications provides public relations expertise when and where you need it most.

Through our partnership, we are seasoned public relations professionals and a veteran journalist with more than 27 years of experience. Our approach to public relations is **enterprising, energetic and custom-tailored** to each client.

Public Relations

A **great public relations campaign** is about more than seeing your company's name in print. It's about **clear and consistent communication** to homebuyers, employees, contractors, public officials and other key audiences.

American Dream Development can help you manage the media and influence public opinion in every step of the process from entitlement to development to the marketing phase of a new project. We help you develop the right message and image for your project, introduce it to community leaders and build public support for it.

We have **established credibility** with real estate media at the local and national level, and have a proven track record of getting positive media results. We also provide issue management and professional writing and editing services. By providing public relations services when and where you need it most, we save you time, money and the headache of finding an agency that understands how the real estate business works.

Builder Magazine – “Success Story”

“Burton, a former regional manager for KB Home, was

used to working with challenging conditions – and eager to apply the systems he learned as a production builder to his own company in an area poised for rapid growth.”

Builder & Developer Magazine – “Achieving the American Dream”

“Jeff Burton’s goal is to build high quality housing that is affordable for working families. Through techniques learned from his experience at large national builders such as KB Home and Richmond Homes, his company builds new homes well under the market price.”

Military Family – “Building a Future”

“I love this mission – building homes for soldiers and helping them buy that first home to build equity for their future,” said Burton, who founded American Dream Homes. “These people who make sacrifices for our country deserve a slice of the American Dream.”

