

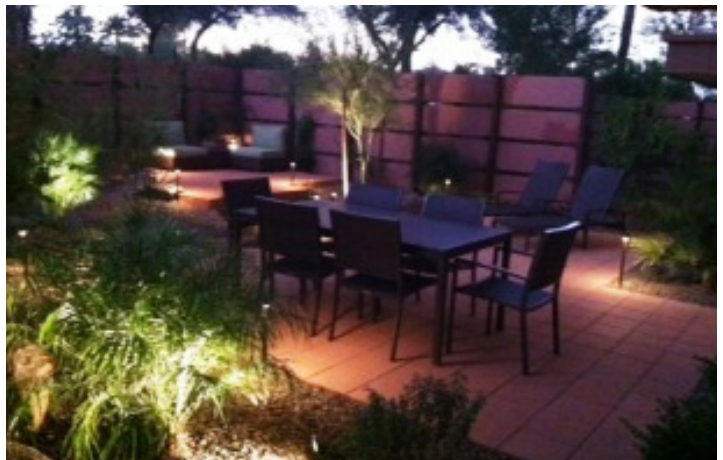


ARIZONA
V. 13 2012

OptimaOutlook

Getting to know you . . .

“It had to be Optima,” says the well-spoken John Shorall of the community in which they would decide to purchase and reside, starting a new chapter in his and his wife’s lives.



John and Christina Shorall sold their Pennsylvania home last year and were heading west. This would mean an adjustment from the eastern United States and its density.

Choosing Arizona was the easier variable of the equation; Christina’s sister resides in Arizona and the Shoralls were familiar enough with the geography to make it their new home. The where and why factors that confronted them at that point would be considered carefully and rationally. The sum of these would mean an initial purchase at Optima Camelview Village and, ultimately, an “upgrade.”

Calculating Where to Purchase

“As I envisioned an Arizona retirement lifestyle, there were a number of elements that we had to consider,” explained John. “I had mine and Christina had hers.” The Shoralls would then meld the two sets, the sum of which was: 1) a resort-like atmosphere; 2) the ability to enjoy the outside year-round; 3) access levels of amenities, both on-site (facilities, pools, retail) and nearby (shopping, events, restaurants); and, 4) the visual environment. Optima Camelview Village met each of these standards!

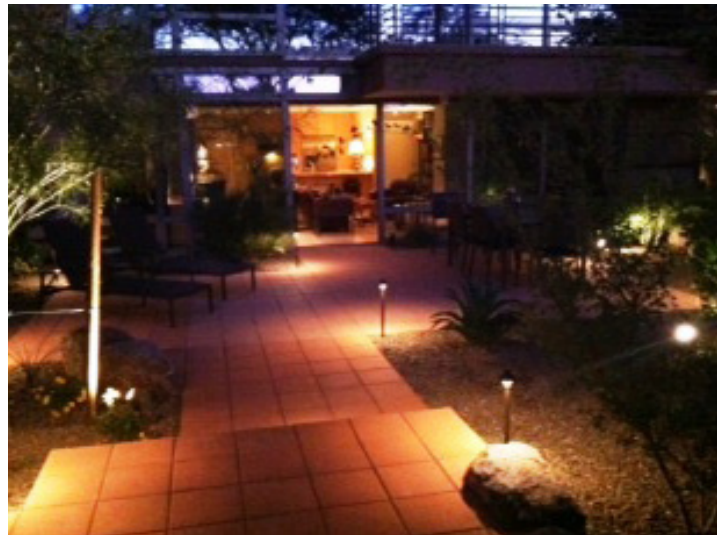
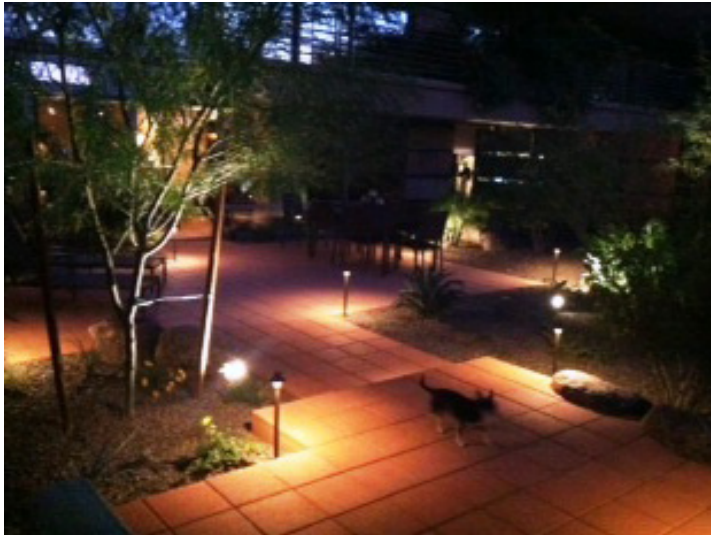
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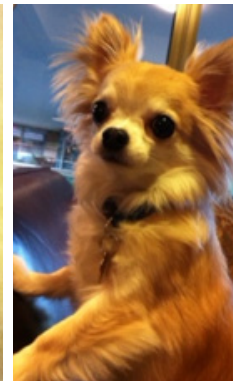
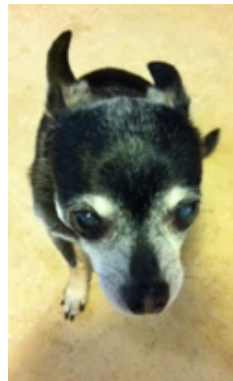
To meet many of their criteria, location was critical to John and Christina. From their checklist, the ability to be near attractions – retail and restaurants – was paramount to the decision. As John explained, "We wanted to be able to walk to events, dining, shopping." They were both pleasantly surprised to find the sophistication of the restaurants in Scottsdale, which now adds to their enjoying new establishments and cuisine. Fortunately, Camelview Village is home to one of those award-winning chefs and restaurants, Chef Hebert's POSH.

The architecture and nature of David Hovey's structural design was another important aspect of determining where to purchase. "The green features were an attraction to be sure," adds Christina, "and it certainly punctuates the desert setting."

Although they initially purchased a one bedroom unit, the desire for additional interior and exterior space that would better suit their lifestyle prompted them to "upgrade" to a new two bedroom-two bath residence this past autumn. The outdoor terrace is their signature space, one of the first homes at Camelview Village to employ low-wattage lighting, creating a stunning setting for entertaining and just enjoying their residence.

"The patio allows us to expand our entertainment space." Recently, they hosted a catered affair for forty people and the outdoor area made it possible. When asked if they have had an opportunity for friends and family from the east, specifically, to visit, they replied with a resounding "yes" and that everyone has been uniformly delighted.

The new residence is also home to Scout and Paige, the Shorall's Chihuahuas, who were as instrumental in the purchase calculus as location, design and amenities.



The 13- and 5- year-old canines enjoy the climate and patio as much as their owners. John was quick to add that the Optima communities being pet-friendly contributed to the overall decision as well.

As a post script, Christina adds, "the variety of age groups here was very appealing as well." Although they have not yet jumped into the emerging social scene with the other residents, they acknowledged that the events hosted by Optima DCH Management and some of the retailers enhance the quality of life at Camelview Village.

A more affable and charming couple you may never meet. The Shoralls are vibrant, well-read and share a passion for traveling (John has daughters in San Francisco-Bay Area and New York City), conversation, the outdoors, great dining and, of course, each other. John is a retired attorney from the Law Department of Pittsburgh, where he was also in private practice. Christina, who holds an Ed.D. from West Virginia University and is an author of teaching publications, serves as Dean of Academic Affairs at Carrington College (Mesa), a mere 20 minute commute from Camelview Village.

We are proud and fortunate to have John and Christina as a member of the **optima** family.

Optima Sonoran Village to revive elite corner of Scottsdale!

Optima is bringing eco-urban living to the heart of Scottsdale and breathing new life into a premier corner of a Scottsdale neighborhood with the creation of Optima Sonoran Village.

Located on nearly 10 acres of land at the corner of Scottsdale Road and 68th Street, Optima Sonoran Village will be the third luxury residential project in the Phoenix / Scottsdale area for Optima. Optima Biltmore Towers in Phoenix and Optima Camelview Village in Scottsdale have both been recognized for their innovative design and mindful green construction and landscaping efforts by the American Institute of Architects and international distinguished architecture awards.

David Hovey, FAIA, architect and founder of Optima stated, "Optima Sonoran Village builds on the success of our Optima Camelview Village development. Each residential unit will have a private, landscaped green roof terrace creating an indoor-outdoor experience for our residents and a dynamic visual esthetic for the development."

Similar to its sister property, Optima Camelview Village, Optima Sonoran Village will blend its architecture with the surrounding environment, creating a sanctuary from the southwest desert.

Phase I of the project will consist of a 7-story terraced building with 210 luxury residential units. Overall, Optima Sonoran Village will offer five interconnected, terraced, bridge-linked buildings with supporting commercial, retail and restaurant services to create one of Scottsdale's premier residential destinations. Optima Sonoran

Village will create an urban oasis with over 5 1/2 acres of green roof courtyards that integrate pools, spas, water features and sculpture into the landscape.

Optima Sonoran Village is continuing Optima's innovative green-living approach and will be constructed with LEED building standards. The construction will start on the eastern edge of the property and move west as each phase is completed. Identified by the City of Scottsdale as a flagship development, Optima Sonoran Village will be contributing to the city's future by adopting the International Green Building Code. The ground-level courtyards, gardens, fountains and landscaping will soften the development's impact on the local community.

Living at Optima Sonoran Village will afford residents a "city within a city" experience of a metropolitan atmosphere -convenience and an exceptional lifestyle without ever having to leave home.

Residents will enjoy a multitude of amenities - from a Residence Club and Party room with Catering Kitchen, Indoor and Outdoor Pools and Spas, Sun Decks, BBQ areas and dog park to a fully equipped 19k SF Fitness Center, complete with indoor basketball and racquetball courts, locker and steam rooms, and personal trainers. An on-site Cafe/Market will be complemented by a full-service lunch and dinner restaurant providing all-day dining options at the residents' doorstep.

For more information about Optima Sonoran Village, please visit www.optimaweb.com or call 480-425-7177. Follow us on

STAY CONNECTED . . .

Why Follow Us or Become a Fan? Optima keeps you informed of breaking news in Phoenix, Scottsdale and the Valley, upcoming local events of interest, special offers and discounts, and posts of photo albums and videos.



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Optima DCHGlobal Sustainable Housing

optima
dchglobal

Optima DCHGlobal, Inc. designs and builds customized homes using the DCHGlobal Building System, a standardized LEED Platinum architectural building system that can be configured for any location, climate or terrain.

Optima DCHGlobal, Inc. was founded by David Hovey Jr., after designing and developing the DCHGlobal Building System through "Relic Rock," a series of four prototype single-family homes located in Scottsdale, Arizona.

Four prototype Platinum Series homes are available for sale.

To learn more about Optima DCHGlobal Homes for sale, please visit our website and register now:

optimaweb.com/Homes/DCHGlobal

optimaweb.com/Homes/DCHGlobal/registration.html



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Platinum Series Homes

DCHGlobal 1764 – 1,764 s.f. House

DCHGlobal 1323 – 1,323 s.f. House

DCHGlobal 882 – 882 s.f. House

DCHGlobal 441 – 441 s.f. House

Optima's New Website Unveiled**www.optimaweb.com**

Take a moment to visit our new website that was unveiled in December. We are excited for visitors to tour the Optima communities, to learn more about our Founder and history, and to utilize as your avenue to purchase or lease an Optima home.

ASK THE EXPERT . . .

The most common questions I have been asked by prospective new home buyers in the past six months is about our HOA fees, landscaping, size and demographics. They ask how we can have such low HOA fees? Well, we have 700 units, this helps defray the fees.

I am also asked, "Do we have to plant our own terraces?" No, Optima has done a lot of research before building this community to make sure that the plants with which we landscape will thrive!

"Why should I buy here instead of another of the surrounding communities?" Our amenities, for one, including the 24,000 sf health club. The design also resonates with a lot of interested buyers. Optima Camelview Village has garnered many awards, is designated "green" and, of course, location! Prospects cannot believe how big this community is (11 buildings on 13 acres) as it is deceiving when driving by.

Finally, I am asked about the residential composition. "Who lives here?" Every age from young professionals to empty nesters, plus professional athletes, many physicians, ASU faculty, and a large percentage of former North Scottsdale and Paradise Valley residents who wanted to downsize and be within walking distance to stores, restaurants, theater and the art district. Camelview Village is the 2nd, 3rd or even 4th homes for a large number of residents as well.

- Paula Tollaksen, New Home Sales Manager for Optima Realty, Inc.



I am most often asked about distressed homes in the community. Fortunately, that is easy to answer! I let them know that all of Arizona has REOs, BUT we are very pleased that we have had the fewest of any of the developments in the Valley.

We are the most prestigious community in the Phoenix area, our amenities outweigh any of our competitors and we are at the most desirable location! We know our construction, design and spaces better than any other realtor, so we are proud to be the premier reseller of Optima Camelview Village homes, with its strong home values and appeal.

- Linda Chipman, Resales Manager for Optima Realty, Inc.



One of the most commonly asked questions I am asked is, "Can you hear the neighbors upstairs or next door?" I respond that the Optima construction is superior; that the units are extremely well-built with steel and concrete and acoustical installation that serves as a barrier between the concrete floors.

- Shirley Kidwell, Optima Luxury Leasing

Optima DCH Management invites you to attend the 5th Annual**Walk of Dreams**

Saturday, January 28, 2012

3:00 - 7:00 pm

Home tours will be held between

3:00-4:30p and 4:30-6:00p.

Wine and Hors D'oeuvres Reception to follow in the Party Room from 6-7pm

Please join us as seven homeowners (and your neighbors) roll out the welcome mat and provide an interior design tour of their homes.

Tour schedule and maps can be picked up at the Concierge Office Saturday, January 14th thru Saturday, January 28th.

Please note: this is a Residents-only event.

Optima Events:

Optima DCH Management Hosted Inaugural Resident Potluck Dinner & Raffle

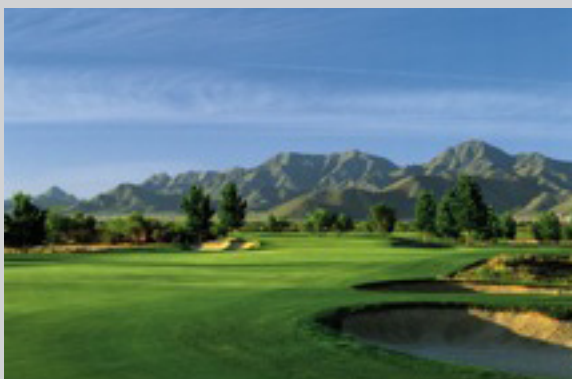


The First Annual Resident Pot Luck Dinner was held Thursday, October 13th, in the community Party Room. It was extremely successful and one of the best-attended events yet at Camelview Village! THANK YOU to everyone who joined us and brought a dish. Congratulations to all the raffle winners, too! This is just a

sampling of the photos that captured the event, hosted by Optima DCH Management property management staff, Mark Riehle and Galit Khazoom. Visit our Facebook page for complete album: <http://on.fb.me/w9Pf8S>



Stay tuned for upcoming social events and clubs starting Winter 2012.



First up, tee time!

We will be arranging for a golf outing at a nearby golf club. Watch OCV FB page and community postings for more information.



facebook.com/optimainc
facebook.com/optimadchglobal