



NEWS

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BELLA TERRA RV RESORT LAUNCHES PHASE TWO

Consumer Demand Continues to Drive RV Resort Construction in Southeast

(GULF SHORES, Ala.) – Representatives from Bella Terra RV Resort announce today the launch of Phase Two of their Gulf Shores development. Despite concerns of the real estate market, the resort has experienced growing demand – with over 1300 unique guest stays and a 95 percent positive customer satisfaction rating during the first year of operation.

Since completing Phase One of the resort in November 2008, Bella Terra has sold almost 90% of its initial 88 lots. Consumer demand continues to propel Bella Terra forward, with the initial development of the second phase consisting of 25 additional premium lots. Once completed, Phase Two will add a total of 88 new lots bringing the total resort to 176 units.

“We have continued to successfully sell lots at a strong velocity despite the economic trends,” said Chuck Smith, President of Bella Terra Realty Holdings, LLC. “This is a true testament to both our premium product and the value buyers place on exceptional service. As a result, what we’re finding is that demand amongst class-A RVers is driving sales and occupancy rates that are off the charts.”

Onsite rental occupancy has averaged over 50 percent during initial off-season months. The team expects occupancy to reach near capacity during the upcoming 2010 peak season. Today, Bella Terra is widely considered the top RV Resort in the Southeast, earning the highest ratings from Woodalls, Good Sam Club, Trailer Life Directory and Wheelers RV Guide. Most recently, the resort was inducted into the “Best Parks of America.”

“Consumers are experiencing tremendous value as a result of their purchases at Bella Terra in Gulf Shores,” said Tripp Keber, Chief Operating Officer, Bella Terra Realty Holdings, LLC. “We continue our commitment to building the ‘best of breed’ within the RV community, as we aggressively pursue new developments in 2010 to bolster our family of lifestyle resorts.”

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Bella Terra Launches Phase Two cont.

Phase Two lots will begin selling at pre-construction pricing on February 15th. Lot prices range from \$99,000 to \$159,000 – representing over a 20% increase from Phase One pre-construction pricing levels. Special purchase incentives will be offered for a limited time during this pre-construction phase.

For more information on Bella Terra, visit BellaTerraRVResort.com or call 866-417-2416.

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