

For Immediate Release
Monday, Jan. 9, 2017

Contact: Rich Eneim, Jr.
reneimjr@keystonehomesaz.com
480-266-8599

Sophisticated, Smart, Scenic: Innovative Carefree Community Attracting Untapped Market *Energy-efficient Eastwood being designed for busy, discriminating homebuyers*

CAREFREE, Ariz. – Keystone Homes has discovered there's a whole demographic of sophisticated Arizona homebuyers who are looking for, but not finding, a community that fits their high standards for impeccable craftsmanship and luxurious amenities, is highly energy efficient, caters to an active lock-and-leave lifestyle, has inspirational desert and mountain views, and is situated in a dreamy location. Keystone Homes is answering the call and developing *Eastwood* with homes starting in the high \$400,000s.

Eastwood currently is being quietly and sensibly planned in the unique Sonoran Desert ranch environment of Carefree, close to boutiques, restaurants and art festivals, and just minutes from golf courses, hiking trails and lakes. Home sites are large enough for decompressing around pools or spas, but not too big to manage for on-the-go people who may well be downsizing.

"Eastwood is being designed for those who may be making an important, well-deserved shift in their lifestyle that reflects their success and hard-earned privilege of carefree living," said Keystone Homes Vice President and Principal Rich Eneim. "The people who will choose this desirable community have the freedom to live anywhere, but will be drawn to Eastwood for its refined and relaxed year-round or seasonal living."

This luxury gated development will have a total of 39 Arizona Contemporary Ranch single level villas and a heated community pool. All homes will be Energy Star certified, with the highest ranking from the *Environments For Living*® program. "We've investigated the latest and greatest ways to build energy-efficient homes," said Eneim. "All of our homes have a HERS (Home Energy Rating System) Score of 60 or lower, which means they are 40 percent or more efficient than a code-compliant home built today."

Eastwood's energy-saving features will include insulated vinyl dual-pane windows, tankless water heaters, high efficiency HVAC systems, cellulose in the walls and spray-foam insulation under the roof deck. "This is really the best insulation system you can put in a house," said Eneim. "The cellulose maximizes sound deadening, reduces pests and provides an excellent R value, while the spray foam creates a wonderfully tight house. It will keep the attic cool, just slightly above the temperature of the home."

Even in the Valley's hottest summer months, average electric bills are expected to be under \$200. In addition, Eastwood residents will have the option of solar-powered Net Zero homes, not available anywhere else in the area. A Net Zero model home will be available to explore this spring.

Keystone, a family business of third generation Arizona homebuilders, has been operating continuously since 1989. "We've always been conservative, focused on quality and flexibility in design. We pride ourselves on customizing homes. For example, if a homebuyer wants a laundry room that's accessible through a closet, we can do that or in one instance, we built in a recording studio with a sound-proof room and commercial glass doors for a broadcasting client who does voice overs. Every one of our new successful communities receives new floorplan and elevation designs so that they are perfectly tailored to the buyer, site and latest trends of design and layout."

Watch for more details about this distinctive community as Eastwood blends with the vibrant natural Sonoran Desert beauty, just north of Scottsdale.

"It feels good to be able to offer such a unique community at this price point. We know how special it is and how hard it is to find great projects," said Eneim. "I believe Eastwood is the best of everything we've learned."

An invitation-only catered preview event is being planned for February.

###