

Daybreak Ranked as 6th Best Selling Master Planned Community in the U.S. for 2009

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Garbett Homes introduces the solar-powered Solaris Collection at Daybreak's South Station. These homes demonstrate that a first-time homebuyer can now afford a contemporary modern-style, solar-powered single-family home. Photo courtesy GarbettHomes.com.

South Jordan (Rio Tinto) – Kennecott Land's Daybreak community was ranked as the sixth best selling master planned community in the United States for 2009 by RCLCO (Robert Charles Lesser & Co., LLC), a leading independent real estate advisory firm.

While the total number of net sales in 2009 for the majority of the top 20 best-selling MPCs dropped from 2008 levels, Daybreak was an exception to this trend. In 2009, 375 homes were sold in Daybreak, which resulted in a 7 percent increase over 2008. Nearly one out of every five new homes sold in Salt Lake County was in Daybreak.

"I'm proud of the success we experienced in 2009 despite a difficult housing market," said Ty McCutcheon, vice president of Community Development, Kennecott Land. "The economic downturn has heightened buyers' interest in Daybreak. We have found that the decisions we made early to construct homes that save energy and water, offer transportation choices, and provide homes and yards that free up time to enjoy nearby parks, are all things that resonate with home buyers in the current economic environment where we are defining a fullness to life while living within our means."

Notable product additions in 2009 included Garbett homes new modern single family series, the Solaris collection, with solar power as a standard feature. Kennecott Land also teamed up with Ivory Homes to launch Garden Park Village, the first large-scale, age-qualified community in the Salt Lake market that provides buyers lock-and-leave, low-maintenance convenience with an array of amenities catered to empty nesters.

Master-planned communities are large-scale developments featuring a range of housing prices and styles, an array of amenities, and multiple non-residential land uses (such as commercial, hotels, and educational facilities) offering residents an attractive and convenient environment in which to live, work, and play. Some communities provide lifestyle options for multiple market segments, while others target a specific buyer type such as active adults age 55 and over.

2009 Rank	2008 Rank	MPC Name	MPC Developer	Market	Net 2009	Net 2008	% Change
1	2	Cinco Ranch	Newland Communities	Houston	887	775	14%
2	3	The Woodlands	The Woodlands Development Company	Houston	633	750	-16%
3	1	Mountain's Edge	Focus Property Group	Las Vegas	596	879	-32%
4	6	Telfair	Newland Communities	Houston	450	412	9%
5	4	Providence	Focus Property Group	Las Vegas	388	514	-25%
6	-	Daybreak	Kennecott Land	Salt Lake	375	351	7%
7	5	Rancho Sahuarita	Rancho Sahuarita	Tucson	358	506	-29%
8	-	Anthem at Merrill Ranch	Pulte Homes & The Communities of Del Webb	Phoenix	294	208	41%
9	7	Vistancia	Shea Homes/Sunbelt Holdings	Phoenix	283	399	-29%
10	8	Sienna Plantation	The Johnson Development Corp.	Houston	280	369	-24%

RCLCO has been releasing its top-selling master planned community ranking since 1994, when it first undertook the effort to gain greater insight into the master-planned community industry.