

About the Community



Location:

The Regency at Landfall is a dream community where you truly can have it all -- without spending it all! The Regency at Landfall is nestled cozily inside The Country Club of Landfall and within close proximity to everything. Within minutes you can enjoy the beauty of the Intracoastal Waterway and gorgeous Wrightsville Beach, or spend the day shopping and dining in some of the area's finest retailers and eateries.

Price Range:

Single Family Homes from the \$400's

Amenities:

Residents of The Regency at Landfall are provided with 24/7 gated security and opportunity for endless amenities. There is something for everyone, whether you prefer a leisurely stroll on a scenic walking path, a game of tennis on one of the 14 multi-purpose courts, a swim in the Olympic size pool, or catching up with a friend in the fitness center. Oh, and don't forget the 45 holes of championship golf, 27 designed by the great Jack Nicklaus and another 18 crafted by Pete Dye wait for you just minutes from your home. Whatever your passion may be, The Country Club of Landfall has a membership package to fit your lifestyle!

Builder

ForeverHome, LLC is the largest local home builder in the Triangle. With an array of striking home plans, quality construction, top-of-line features, highly personalized customer service, and 125 years of industry experience, ForeverHome has been recognized as the #1 selling local homebuilder in the Triangle. Dedicated to your satisfaction, ForeverHome promises the 3-point pledge:

1. We are committed to responding to your questions within 48 hours.
2. Our customer satisfaction is backed by our Take-It-To-The-Top philosophy, offering access to our owners.
3. You are part of the building process of your home from start to finish.

www.ForeverHomeNC.com

Available Homes

Residents of The Regency at Landfall are provided with 24 hour gated security and opportunity for endless amenities.

There is something for everyone, whether you prefer a leisurely stroll on a scenic walking path, a game of tennis on one of the 14 multi-purpose courts, a swim in the Olympic size pool, or catching up with a friend in the fitness center. Golfers will love the 45 holes of championship golf, 27 designed by the great Jack Nicklaus and another 18 crafted by Pete Dye, just minutes from your home. Whatever your passion may be, The Country Club of Landfall has a membership package to fit your lifestyle!

The La Ventana "H" 7200 Prince Albert Court Lot 25 \$449,000

This 4 bedroom, 4.5 baths, open floor plan boasts an abundance of functional space all conveniently located on the first floor. The master bedroom, separate study, formal dining room, & family room flow seamlessly on the main level and offer easy access to the outdoor living spaces. A second floor media room allows for multiple areas to relax with family or entertain company.

The Cambridge "F" 7210 Prince Albert Court Lot 27 \$429,900

This stunning 3 bedroom, 2.5 bath open floor plan is proven and functional for easy living & entertaining. With 2,638 square feet, this home offers comfortable indoor and outdoor living areas. Hardwood floors in all major living areas, a beautiful gourmet kitchen with gas cook top and hood, and granite countertops throughout the kitchen and baths are just a few of the many features this home has to offer. MLS # 485854 2,638 SF

Or...choose your homesite, and build your Landfall dream!

The Rockhaven \$387,900 Base Price

The Rockhaven features a first floor owner's suite with the option of 3 bedrooms and a media room or 4 bedrooms. This home offers 2.5 baths and 2,687 square feet of living space.

The Sullivan II \$385,900 Base Price

Flexible floor plan offering 3-5 bedrooms, including downstairs owners' suite and optional office/study. Over 2900 square feet.

The Cambridge

This home offers 3 bedrooms, 2.5 baths with comfortable indoor and outdoor living areas that make sense. Over 2500 square feet.

The decorated model home is located at 209 Moss Tree Drive.

*Subject to change without notice. 2/21/13



THE CAMBRIDGE "F"

7210 Prince Albert Court | Lot 27 | \$479,900 | 2,638 Square Feet | 3 Bedrooms | 2.5 Baths | 2 Car Garage | MLS #485854

This stunning home is situated on a nice, wooded, cul-de-sac lot where it is conveniently located to Wrightsville Beach, the Intracoastal Waterway, and of course the area's best shopping centers and fine eateries. The home has an open floor plan that is proven and functional for easy living and entertaining. Whether you spend your days relaxing with family or entertaining guests, this home offers comfortable indoor and outdoor living areas that make sense. Just a few of the many features this home offers include hardwood floors in all major living areas, a beautiful gourmet kitchen with gas cook top and hood, and granite countertops throughout the kitchen and baths. Why wait when you can make this home your ForeverHome today!

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Let ForeverHome make this your new home...



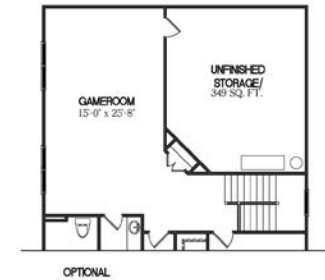
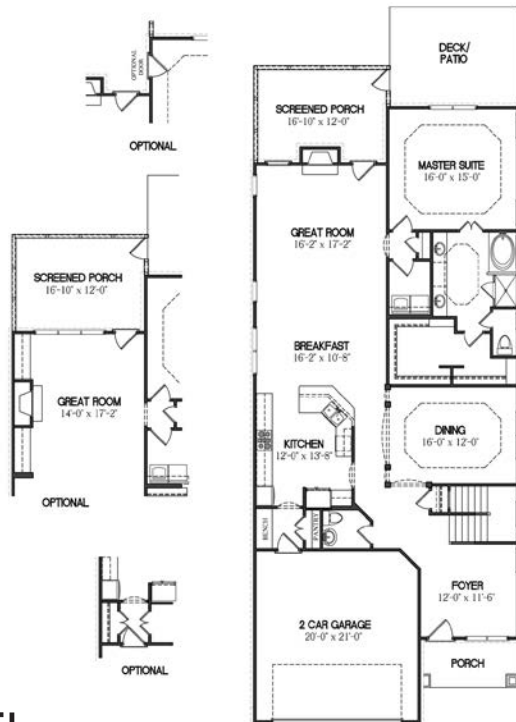
Elevation A



Elevation B



Elevation C



First Floor

Second Floor

THE CAMBRIDGE "F"

7210 Prince Albert Court | Lot 27 | \$479,900 | 2,638 Square Feet | 3 Bedrooms | 2.5 Baths | 2 Car Garage | MLS #485854

910.769.4699

Nicole Valentine, Neighborhood Specialist
RegencyAtLandfall@IntracoastalRealty.com



*Rendering, floorplan and specifications are approximate and subject to change. 8/8/13





THE CAMBRIDGE "G"

209 Moss Tree Drive | Lot 47 | \$469,900 | 2,569 Square Feet | 3 Bedrooms | 2.5 Baths | 2 Car Garage

This stunning home is situated on a nice, wooded, cul-de-sac lot where it is conveniently located to Wrightsville Beach, the Intracoastal Waterway, and this area's best shopping centers & fine eateries. The home has an open floor plan that is proven and functional for easy living and entertaining. Whether you spend your days relaxing with family or entertaining your guest; this home offers comfortable indoor and outdoor living areas that make sense. This home includes hardwood floors in all major living areas, a beautiful gourmet kitchen with gas cook top and hood, and granite countertops throughout the kitchen and baths. Come check out the model home and begin building your ForeverHome today!

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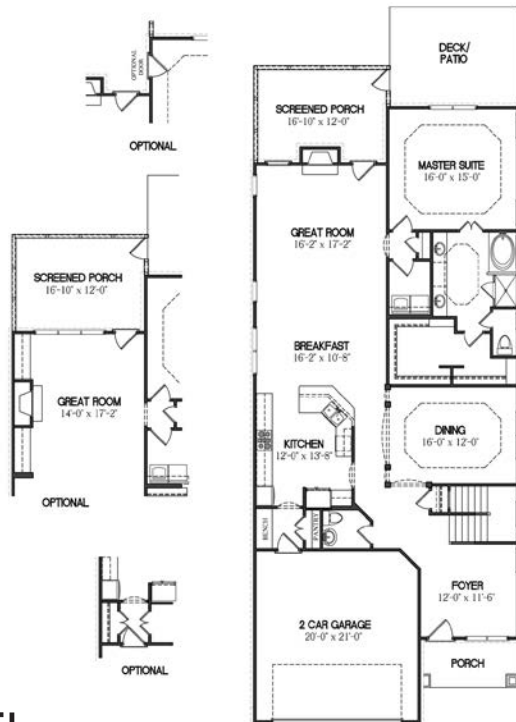
Elevation A



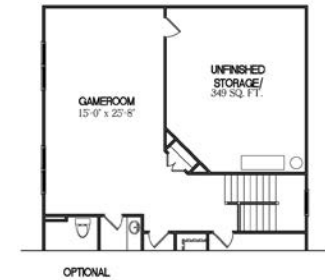
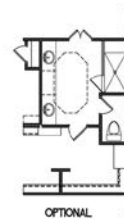
Elevation B



Elevation C



First Floor



Second Floor

THE CAMBRIDGE "G"

209 Moss Tree Drive | Lot 47 | \$469,900 | 2,569 Square Feet* | 3 Bedrooms | 2.5 Baths | 2 Car Garage

910.769.4699

Nicole Valentine, Neighborhood Specialist
RegencyAtLandfall@IntracoastalRealty.com



*Rendering, floorplan and specifications are approximate and subject to change. 8/8/13





THE LA VENTANA "E"

7200 Prince Albert Court | \$499,000 | 3,363 Square Feet | 4 Bedrooms | 4.5 Baths | 2 Car Garage | MLS #485064

This open floor plan boasts an abundance of functional space all conveniently located on the first floor. The owners' suite, separate study, formal dining room, and family room flow seamlessly on the main level and offer easy access to the outdoor living spaces. A second floor media room allows for multiple areas to relax with family or entertain company. Just a few of the many features this home offers include hardwood floors in all major living areas, a beautiful gourmet kitchen with gas cook top and hood, and granite countertops throughout the kitchen and baths.

Don't let this opportunity pass you by, start building your ForeverHome today!

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Elevation A



Elevation B



Elevation C



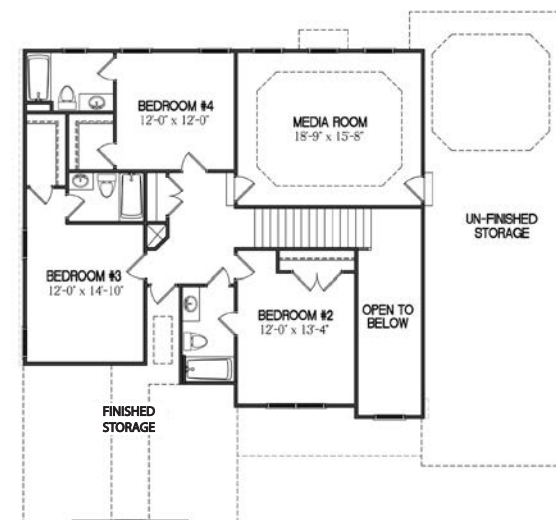
Elevation D



Elevation E



First Floor



Second Floor

THE LA VENTANA "E"

3,363 Square Feet* | 4 Bedrooms | 4.5 Baths | 2 Car Garage

910.233.5147

Amber Warrington

AWarrington@IntracoastalRealty.com

*Rendering, floorplan and specifications are approximate and subject to change. 10/23/13





More info on Landfall inside...

Build up

Outside the gated community, commercial activity has sprung up around Landfall
Page 7



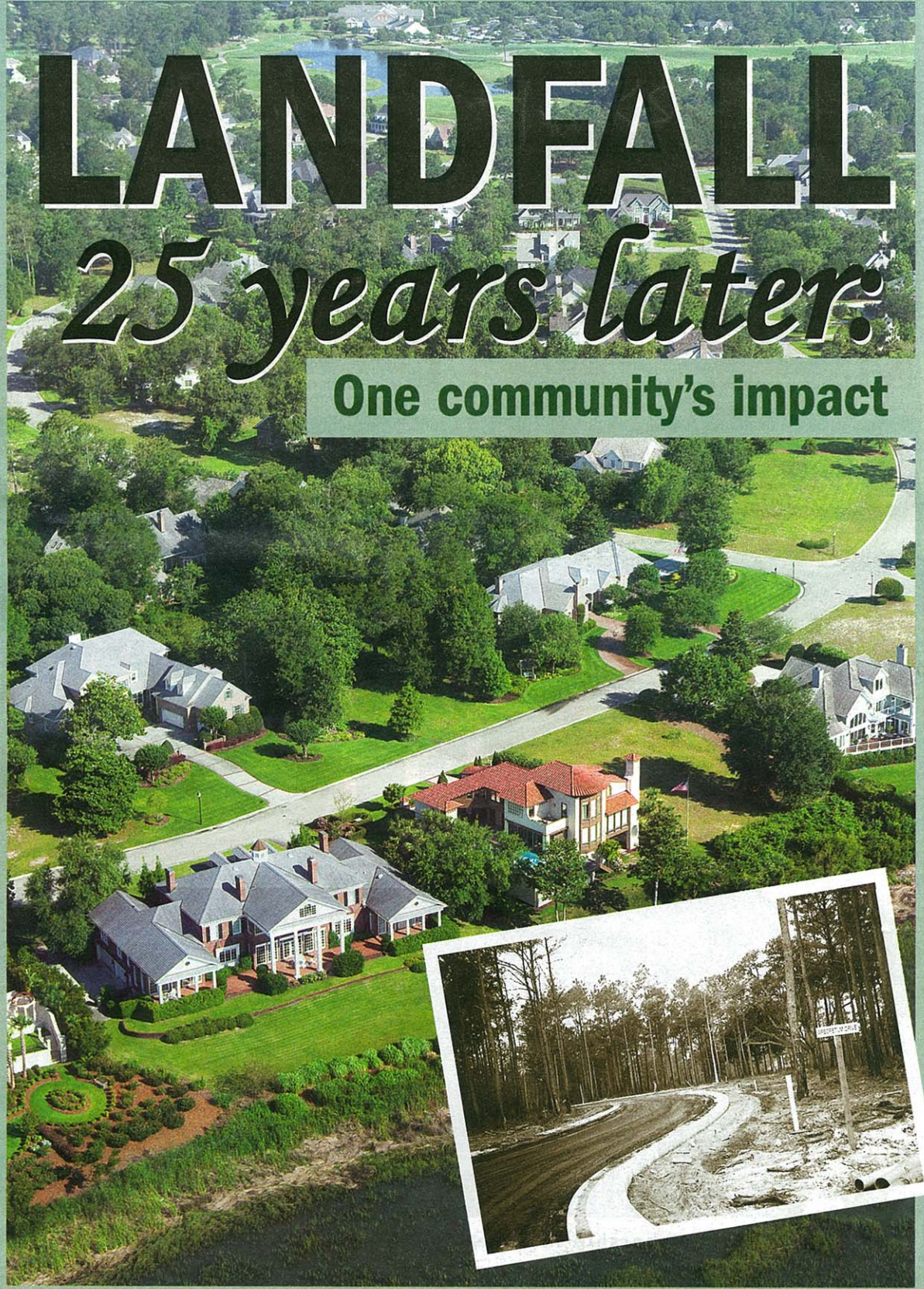
Home values

The ebbs and flows of housing activity in Landfall
Page 10



Moving in

Those who chose to live in Landfall, including some notable names
Page 24



Landfall's place in Wilmington history

BY PHIL FUHRER

There has always been some sleight of hand during the history and evolution of Landfall. Until now.

Today, Landfall sits along the Intracoastal Waterway, tucked inside the northeast corner of Wilmington's city limits, without illusions. The 1,533 homeowners really have settled down on 2,200 acres that includes two championship golf courses, seemingly endless nature trails and 4.5 miles of waterfront. There no longer is an obsession in literally "keeping up with the Joneses," or stooping to the deceptive devices it required.

Actually, no one kept up with Pembroke Jones. Jones, a Wilmington industrialist with a keen eye for making money and an imaginative flair for spending it, began collecting the land and then building an estate, party palace and hunting grounds at the beginning of the last century around where Landfall now sits.



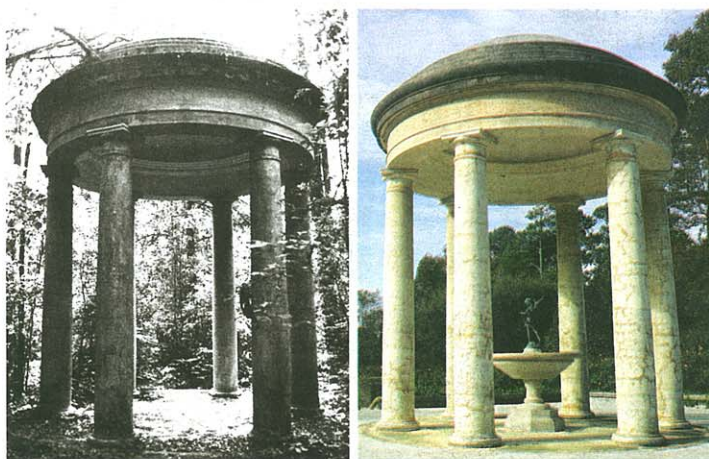
Jones

The estate was fashioned in part with gates and buildings designed by Jones' son-in-law, John Russell Pope, when he wasn't busy designing the Jefferson Memorial or the National

Gallery of Art in Washington, D.C.

And the parties – either at the Joneses' mansion (where Airlie Gardens is now) or their nearby Pembroke Park and Lodge (modern-day Landfall) – were legendary.

As told in a history book written and published in 2001 by the Country Club of Landfall Communications Committee, Jones had lavish soirees



COLOR PHOTO BY JEFF JANOWSKI. HISTORIC PHOTOS CONTRIBUTED.

Then and now: The Temple of Love (above left) was a focal point of the garden at Pembroke Jones' grand hunting lodge in the early 1900s. The garden and lodge (bottom) eventually fell into disrepair before the property was sold to develop Landfall. In the 1990s, Landfall residents restored the garden and Temple of Love gazebo (right).

not just for adults, but also for children, where things were not always what they seemed. At one birthday party, each child received a yellow

canary in a cage. But as each bird bathed in its cage the next day, its yellow dye drained off to reveal a simple brown sparrow.

Things continued to take illusionary turns long after the lodge and its glorious surroundings suffered in ruin from neglect and disrepair. The building burned down, trespassers stole materials and underbrush crept around the Temple of Love – a columned gazebo that was the centerpiece of the lodge's garden.

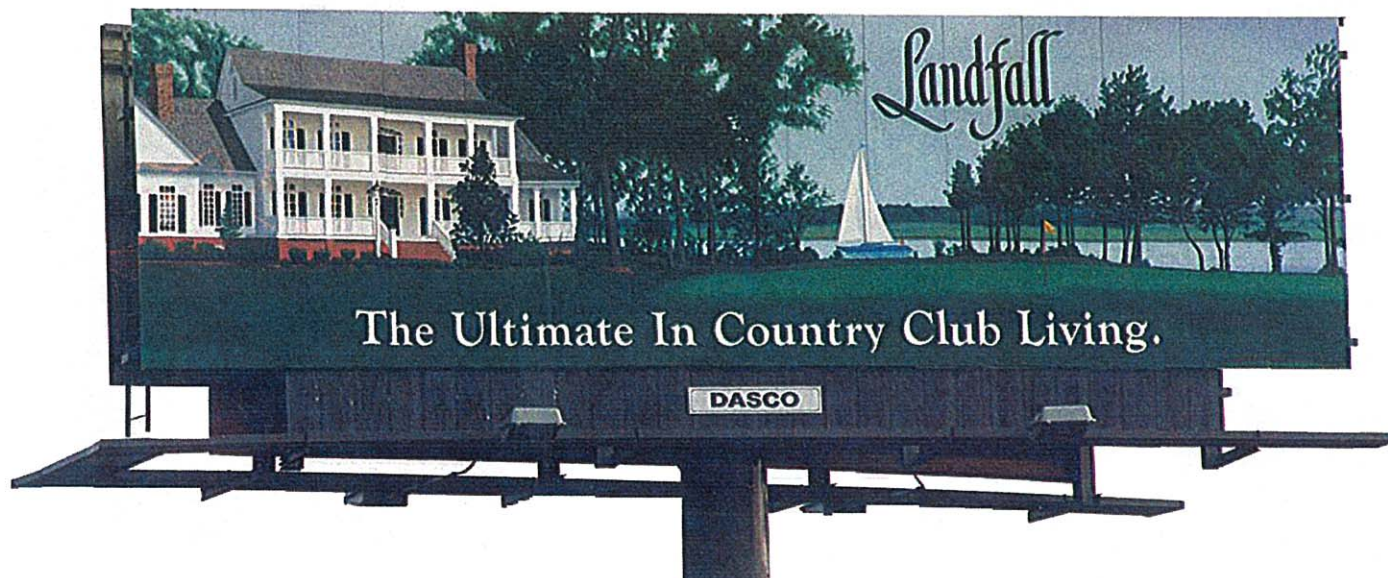
By the 1970s, the land had descended into the hands of Jane Pope Akers, the granddaughter of the patriarch Jones and daughter of the designer Pope.

According to local historian Susan Taylor Block, Akers had become a fast friend of Jacqueline Bouvier. Jackie married Jack, and the president would later name Akers' husband, Anthony, ambassador to New Zealand. After Camelot and the Kennedy administration dissolved, Jane and Tony Akers decided to spend more time in Wilmington and rejuvenate Landfall. But a heart attack felled him just before plans were unveiled in 1976. Jane Akers went to Florida, remarried to become Jane Akers Ridgway and abandoned her hopes for reinventing the land.

This also was when Bill Saffo and his buddies, as teenagers growing up on Wrightsville Beach, had their first experience with Landfall, long before Saffo would become mayor of Wilmington in 2006.

"We used to sneak into the remains of the old hunting lodge," he remembered. "There were no fences or guards. It was just open rural land that ran from Howe Creek all the way over to Eastwood Road. All of us used to go back and walk in there. It was like we had our own Appalachian Trail."

Saffo also remembers seeing Jane Akers often enough: when she would



CONTRIBUTED PHOTO

New neighbors: Landfall's developers initially marketed the new neighborhood to local buyers and eventually expanded their efforts to those outside the state and those looking for second homes.

return for visits to Wilmington, she took up residence at the old Heart of Wilmington Hotel on Third Street, which was owned by Saffo's father, Dokey.



Goforth

Finally, she sold the land to J.P. Goforth, a Chapel Hill developer with tons of energy but no "off" switch, in 1984. He bought it for somewhere north of \$30 million with what some believe

was somewhere south of 5 percent of that. But he found a handful of people to lend him money to match his vision for what would be called Landfall.

Goforth's marketing plan, however, was out of step with the times: selling 60-foot lots to only local homebuyers. When he would run out of funds to complete one house, he simply would borrow money for the start of the next one. He sold lots on a handshake, according to the history book, with the congratulatory remark: "You get a membership with that." But a membership to what: the association, the golf course clubhouse, ownership in the community?

While the lawyers tried to figure it all out, Goforth folded, selling his dream to businessman and philanthropist Frank H. Kenan in the fall of 1989. The following spring, Goforth committed suicide. His death came after a Chapel Hill district attorney said a state criminal probe was to begin "into allegations that Goforth and his companies defrauded customers, business associates and employees in various deals," according to an Associated Press report. A Wilmington Morning Star article also quoted Goforth's defenders insisting there was no "wrongdoing" there.

The tricks and winks ended as the Kenans, de rigueur, put things right. In partnership with Weyerhaeuser, the wood and pulp conglomerate, Kenan's new marketing plan fit changing times: lots, at minimum 75 feet wide, and homes surrounded by lakes and parks were sold to anyone from anywhere to coincide with a national second-home buying boom. Landfall was on its way as homebuyers began arriving from 40 states and 20 countries.

Marking the sendoff 25 years ago was the opening of the championship Pete Dye golf course, christening Landfall and setting the tone for a community that would pride itself on maintaining its cache and championing its stability.

No, club memberships are not free today, and brown sparrows need not fear a yellow paint job. Things are as they seem.

And that's pretty good, says Austin Newsom, who has been living with Landfall from 1987 to its current configuration.

Newsom and his wife, Gladys, North Carolina natives who were retired from Washington, bought one of the first lots in 1987 in the Prestwick neighborhood, one of 24 sub-communities inside Landfall.

"It was a patio home," Newsom said, "and it probably was just a 60-foot lot. But we lived there for 25 years, and it always has been a wonderful place. The diversity is appealing. All types of people and lots of different income levels. Makes it nice."

Newsom, 87, and his wife sold their patio home in May and moved to a retirement community to take advantage of the "life care." But the Newsoms were there at the beginning, back when he could shoot in the 70s on the Dye course. That also was back when Goforth's vision for

Landfall might have faded to black.

"Look, Goforth was a one-man operation, and he had a lot of vision," said Newsom, who knew the Chapel Hill developer. "But he was overwhelmed – in over his head."

"I can't tell you how fortunate we were to have Frank Kenan and his family buy Goforth's interest in it before Goforth passed away. Kenan had a serious interest in making Landfall what it is today. And I'm very glad we have a beautiful chapel in Landfall with Frank Kenan's name on it."

By the mid-1990s, the city of Wilmington annexed Landfall and areas around it.

"I'm sure the folks in Landfall weren't happy about it, but whoever is," said Jim Wallace, president of Intracoastal Realty. "With its underground facilities and roads, the city didn't have to take on much. It was a plum that was just sitting here."

Wallace doesn't live in Landfall but owns three lots there and has a sports membership at the country club. He described the development as a unique place.

"When Landfall was starting in the mid-1980s, some of my agents worried that it would hurt values of others home, like on Wrightsville Beach," Wallace said. "But the exact opposite happened. It was a terrific plan, and it has developed a terrific brand in an unusual setting, with a buffer of Wrightsville Beach on one side and Figure Eight Island on the other. It actually raised property values outside Landfall and brought new people here from all over."

"At first, you know, as a gated community, a lot of local folks took a wait-and-see attitude because it was a new upscale community with people from the Northeast. But that's

changed, and it's the high-end portion of our county, at the top of three key areas: downtown, then the [New Hanover Regional] hospital area and then the Landfall corridor."



Saffo

Saffo said Landfall has transformed Wilmington and the county.

"We bought a lot there in 1997 because I wanted to get back closer the beach. And we built our home on it in 2003; it's like

being at the beach without living right on it," said Saffo, who owned residences from South Oleander to Treybrooke developments before he and his wife, Renee, built a home in Landfall three years before he became mayor.

He said the development's impact extends beyond its borders.

"The people who lived there in the beginning through today have brought great ideas and energy and new businesses to our area," Saffo said. "And, yes, the property tax revenue is enormous. There would be no Riverwalk, for instance, without the annexation of Landfall. Plenty of

other greenways and general amenities that make Wilmington what it is today come from that revenue."

Connie Majure-Rhett, president of the Wilmington Chamber of Commerce, said numerous business-related groups around the Cape Fear region have benefited from the diverse intellectual largesse of Landfall residents.

"I don't see how you put a literal dollar figure on the impact of Landfall. It goes way beyond that to talent," she said. "The talent of the people who live and their giving to the community of their time and expertise ... and the national media attention [Landfall] brings because of its golf and tennis tournaments."

"But Landfall's just one piece of it. Wilmington needs affordable housing, and it needs Landfall, and it needs everything in between."

Larry Clark, dean of University of North Carolina Wilmington's business school, guides and directs many of these programs and lauds the contribution of Landfall's experienced business executives.

"This past year we celebrated our 10th anniversary of the Cameron Executive Network [CEN], which is our unique mentoring program with-



CONTRIBUTED PHOTO

Moving dirt: More than 25 years ago, construction was underway to build the development's first golf course and initial homes.

in the business school, which several Landfall residents help us create," Clark said.

"We are fortunate to have many experienced executives who live in Landfall that are involved in the future of our students as members of CEN. CEN has grown to a membership of over 200 executives and at

least a third of the membership resides in Landfall."

One financial barometer is literal: The Landfall Foundation has raised almost \$2.27 million since 1995 and awarded grants to nonprofits ranging from the South Brunswick Interchurch Council to Cape Fear Clinic for diabetic patient support. The awards for 2012 were announced this month.

Earlier this year, as Landfall was beginning to celebrate its 25th anniversary, Austin and Gladys Newsom were moving out just as John and Sandy Dorland, retired school teachers from Connecticut, were moving in.

They bought a corner lot where Moss Trail and Deer Island Lane intersect. Their lot went well over 120 feet, and the four-bedroom home they built was more than 3,000 square feet. And it continued the cutting edge evolution of Landfall as John Dorland had solar panels installed on the south-facing roof, which covers 65 percent of their electric bill and 85 percent of their water bill.

"Which is good," he said, "because club memberships definitely are not free. They don't come with the lots today."

Buyers bring business for area contractors

BY JENNY CALLISON

Three little words can spell success or failure for contractors in Landfall: word of mouth.

Residents talk to each other; prospective residents talk to current residents and Landfall staff.

Contractors talk to each other.

The upscale community maintains no list of preferred vendors, said Jim Coley, an agent with Landfall Realty. "The door is wide open," he said, adding that the choice of architect, builder and landscaper is "totally up to the individual."

But the reality is that some vendors rise to the top. "When someone comes in who's not from here, they will ask us, 'Give me three names of companies you recommend,'" Coley said.

Contractors who flub a job don't get good word of mouth. Those who flout the rules eventually are asked to stop doing business in the gated community.

Those rules are pretty reasonable, said builder Jim Farlow, CEO of The Farlow Group.



PHOTO BY JEFF JANOWSKI

Grand view: Architect Michael Kersting designed the home of Alvah and Janice Bohannon to capture views of the surrounding oaks and, beyond them, the water.

"You can work only certain hours: weekdays from 7 a.m. to 6 p.m. and on Saturday from 7 a.m. to 1 p.m.," he explained. "But it's nice for the residents to have some quiet and times of less traffic. Other rules

involve things like keeping your site neat and not speeding."

Landfall also maintains parameters for the size, style and colors of homes in each neighborhood.

Only one neighborhood within the



Farlow

community allows homeowners to build a dock, Coley said.

Farlow doesn't have a problem with those rules, either.

"Standards help maintain the value of Landfall," he said.

Farlow figures he's built 25 or more homes in Landfall since completing his first one soon after the development sprouted. His word of mouth has been positive: he's built homes or renovated existing ones for friends and family members of earlier clients.

While it's not true that all Landfall homes must be custom-designed by an architect, the community does have architectural guidelines that are enforced by its architectural review committee. Every structure and landscaping plan must meet those guidelines.

The goal is to determine if a design meets enough of the guidelines to be approved, explained architect

Cothran Harris, who has served as a consultant for Landfall and as a member of the architectural review committee.

"The issue is how well the design is put together," he said. "From the beginning, Landfall has promoted a diversity of architectural styles. We look at the appropriateness of a particular design for the lot and the neighborhood and the landscaping to go with it."

"The landscaping and architecture of a home should read as one," said Pam Kersting, a landscape architect whose word of mouth has earned her "quite a few" Landfall projects. "In some of the smaller home developments, we use landscaping design and the same palette of plant materials to unify the look of the neighborhood."

Another objective of the guidelines is to promote a sense of neighborhood, making sure that residents see their neighbors out and about, Harris said. As an example, he said, guest parking is located in front of many homes, so that visitors come and go through the front door.

Harris himself has designed 25 to 30 houses in the development, starting in 1990.

"We pride ourselves in not being able to drive around and pick them out because they look alike," he said.



Kersting

Another local architect who has created a number of custom homes in Landfall is Pam Kersting's husband, Michael, who came to Wilmington from New Mexico in 1995.

"I was lucky enough early-on to do some work for a local builder. People liked the look of that initial project, which led to another client and so forth," he said. "Mine is a referral-based business; buyers may ask the Realtor from whom they buy their lot to recommend an architect."

Michael Kersting said the vast majority of his Landfall clients were building retirement homes.

"I evaluate the property, get to know the clients and what they want. Traditional, contemporary: it's fun to do it all," he said.

Over the years, a number of builders have left their distinctive mark on the Landfall landscape. They include Murray Construction Co., RMB Building and Design, S.H. Dunn Fine Homebuilding, Bud Blanton, Kent Homes, Frank Bernhart Inc., Doster and Howard Development and Mark Johnson



PHOTO BY JEFF JANOWSKI

Making history: Builder Jim Farlow (left) and architect Michael Kersting (right), shown with Alvah Bohannon, worked to make the Bohannons' home evoke Pembroke Jones' oyster tabby-clad hunting lodge, which was located nearby.

Custom Homes.

ForeverHome LLC, the Triangle area's largest private builder, is perhaps the newest kid on the Landfall block. Its strategy for entering the market was to purchase 10 lots in the Regency area of Landfall, where it will begin by building a couple of

spec homes, possibly starting as early as this month.

"We feel really good about [building spec homes]," said Joe Reese, who represents ForeverHome's projects in Wilmington. "We believe the demand in this area, especially for something new and energy-efficient, is very good."

Reese is working with Landfall's architectural review committee to get all of the company's house plans approved.

"Standards help maintain the value of Landfall."

Jim Farlow

CEO, The Farlow Group

Typically, ForeverHome clients choose one of the company's floor plans and select interior and exterior finishes, but Reese said that the company would work with an architect if a client wants a custom house on one of its lots.

"Our 10 sites present variety," Reese said. "We believe we'll be able to attract downsizers as well as families with younger children who have an opportunity to purchase at attractive price, thanks to interest rates, adjustments in land value and our company's economies of scale."