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## **Taylor Morrison's Bay Area Communities Celebrate Sales Success**

**BAY AREA (Sept. 2012)** – As summer begins cooling down, Taylor Morrison's new Silicon Valley communities are heating up. The Company's new Cherry Blossom and 37° North communities recently opened and are experiencing strong sales not seen in years. Cherry Blossom unveiled in mid-August and experienced 10 home sales in the first three weeks. During 37° North's three releases, the first 20 homesites released for pre-sale immediately sold out through lottery selection. With a variety of home designs to choose from all offering incredible value, both communities are proving to be two of the Bay Area's most highly sought-after neighborhoods.

"Now is the perfect time to buy a new home," said Veronica Roberson, VP of Sales & Marketing at Taylor Morrison. "With interest rates continuing to remain at historic lows and minimal new and resale homes on the market, Cherry Blossom and 37° North communities offer buyers the perfect opportunity to create a brand new home that is the ideal fit just for them."

### **Cherry Blossom Details**

Ideally located in San Jose, Cherry Blossom at Pepper Lane features four stunning townhome designs that range in size from 1,297 to 1,722 square feet and offer up to four bedrooms and two and one-half to four bathrooms. Priced from the mid \$400s, Cherry Blossom offers quaint community living featuring well-apportioned parks and picnic areas.

The community is ideally situated less than a quarter mile from I-680 and near the future BART station, Cal Train and other transportation. Cherry Blossom provides easy access for commuters and visitors. Residents will also enjoy the close proximity to recreational activities such as wine tasting, golf and premier shopping. Cherry Blossom is located at 1080 N. Jackson Ave., San Jose, CA 95133. For additional community information or directions, please call the sales center at (408) 299-0919.

### **37° North Details**

This townhome-style community in Sunnyvale features a modern take on the arts and crafts architectural styling. Four distinct floorplans allow homebuyers to select the design that's right for them. From a spacious master bedroom retreat, an additional bedroom or an in-home office, there is a design suitable to everyone's taste. The three and four bedroom designs all come with a two-car, side-by-side garage. Plus, 37° North is the first Northern California community to offer The Company's all-new Interactive Home™ technology that puts every aspect of a home's comfort right at their fingertips. Now homeowners can dim the lights, lock the front door, dial in the perfect temperature, turn on music and more from almost any mobile device and in nearly every location.

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In addition, Sunnyvale is host to numerous thriving businesses, abundant prize-winning parks and recreation facilities, quality schools and excellent entertainment possibilities. For more information on the community's upcoming grand opening or to pre-qualify for future releases, please contact the sales center at (408) 423-9419 or visit the community at 1044 East Duane Avenue, Sunnyvale, CA 94085.

## **Continued Growth**

Taylor Morrison is forecasting continued growth next year and is adding four new communities to their Bay Area line-up in 2013. The four new communities will feature the latest trends in the Bay Area's most sought-after locations and include The Meridian at Willow Glen in San Jose opening the first quarter of 2013 and Avenue in Milpitas, Marquis in Lafayette and Parc 22 in San Jose are all anticipated to open summer of 2013.

"We're excited to expand our list of Bay Area communities, building new neighborhoods that are situated in established communities offering fantastic locations with convenient commuter access, local area schools and nearby recreational opportunities," said Dar Ahrens, Division President for Taylor Morrison. "Plus, these communities feature all new townhome designs, Taylor Morrison's renowned quality, and an unbeatable value that buyers are sure to love."

For more information on Cherry Blossom, 37° North, or any new Taylor Morrison community, please visit their website at [www.taylormorrison.com](http://www.taylormorrison.com) or call (866) 477-0954.

## **About Taylor Morrison**

Taylor Morrison was named the No. 1 private homebuilder in the United States in 2010 and 2011 by Builder magazine and builds a wide range of product for discerning home buyers across the country. With more than 130 communities in Arizona, California, Colorado, Florida and Texas, Taylor Morrison offers first-time, mid-market and mid-to-upscale housing in both master-planned communities and urban infill neighborhoods. The company also operates one of Canada's largest homebuilding companies, Monarch, in Ontario, Canada, where it builds single-family homes and high-rise condominiums in Toronto and Ottawa. For more information, visit [www.TaylorMorrison.com](http://www.TaylorMorrison.com).