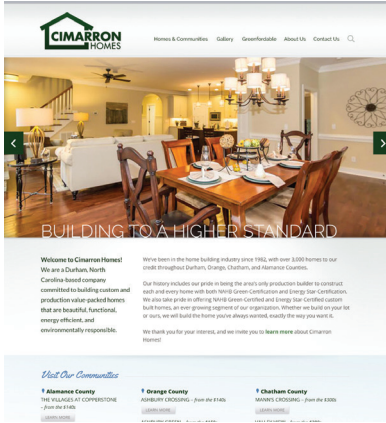


CIMARRON

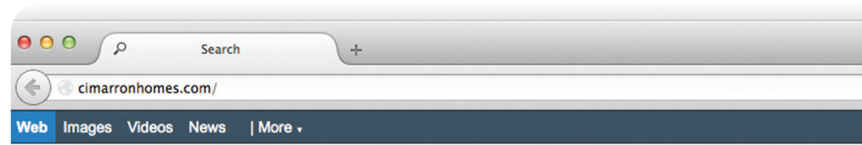
2014 Summer Newsletter



Check out the new Cimarron Website!

Cimarron is pleased to announce the launch of the new company website, cimarronhomes.com. "I invite you to take a look," says Cimarron President Craig Morrison. "We're excited about the new look and function, and we welcome your feedback. In fact, we have a page called Ask Craig... If you have a comment or a question for me, go to this page and I will personally reply!"

Visit the new cimarronhomes.com today!



Cimarron Featured in *The Chapel Hill News*

Mebane's The Highlands at Mill Creek was recently featured in a Chapel Hill News article by Sally Keeney, featuring Cimarron home owners Bob and Lori Eberhardt. An excerpt from the article appears below:

Cimarron Homes is the builder at The Highlands and offers large patio homes on small lots on streets whose names honor golfing greats such as Sam Sneed, Ben Hogan and Byron Nelson.

Cimarron builds certified green homes following National Home Builders Association guidelines in framing and insulating techniques, building products and finishes. Along with the keys to their new Cimarron Home, each home owner is also given an operations manual to help them live in their Energy Star Home in an environmentally friendly manner. Go to www.cimarronhomes.com/greenfordable/green-practices to learn more about Cimarron's green building techniques.

"One big item we enjoy about our home is the low utility bills," Bob said. "Last winter our highest monthly natural gas heating bill was \$129. This year it has been colder, so our highest monthly gas heating bill was \$149. That is incredible for our home, which is 4,733 heated square feet. Cooling bills are also very low. Last summer our highest monthly electric bill was \$115."

"The home is so well insulated that during our recent ice storm power failure, where we were without electricity for three-and-a-half days, the main level was

heated only by the direct-vent, gas fireplace on the lowest possible flame setting and the main floor still maintained a temperature of 70 degrees," Bob said. "The lower level and second level maintained a temperature of 62 degrees those three days with no additional heating means provided."

What a well built, energy efficient home! To read the entire article and learn more about Cimarron homes at The Highlands at Mill Creek, visit the News page of cimarronhomes.com.

Chapel Hill News
REAL ESTATE

LOCK-AND-LEAVE LIVING



www.cimarronhomes.com



Industry Involvement... A Priority at Cimarron!

As you probably know by now, Cimarron has long upheld a commendable dedication to ongoing industry involvement. The company is pleased to report participation in the following activities during 2014 to date:

- Cutting edge Continuing Education Classes via the 2014 International Builders' Show and the National Kitchen & Bath Show
- The 21st Annual Home Buyer's Fair, sponsored by the Durham Regional Association of Realtors® and the HBA of Durham, Orange, and Chatham Counties
- Meetings via the Energy Star Partner Program of the US Department of Energy
- The HBA of Durham, Orange, and Chatham Counties' Spring Golf Tournament, in which Professional Women in Building raised money for a college scholarship for an upcoming 2015 graduating high school senior
- Meetings via NAHB Builder 20 Club membership, an organization created by NAHB to allow builders across the country of similar size and building philosophies to network and share ideas in a non-competitive environment. Cimarron has held membership in this group for more than 10 years, and recently attended a conference in Cabo San Lucas, Mexico. Craig and Justin Morrison were joined at this conference by their wives, Patti and Chelsey Morrison, respectively. The focus of this meeting was Builder Financials, with a facilitator reviewing best practices with the group.
- Meetings via Triangle Builders Guild membership

- ❶ PWB crew with Carol, 2nd from right, at the PWB work lunch on the last day of the Habitat for Humanity Building Blitz.
- ❷ Cimarron Sales Assistant Cameron at the Green Home Tour.
- ❸ Carol, far right, with her PWB buddies at the HBA DOC Spring Golf Tournament.
- ❹ Chelsey saying hello to a sea lion during a break at the NAHB Builder 20 trip in Cabo, San Lucas.
- ❺ Justin with his catch of the day during the same outing.

- The 9th Annual Triangle Green Home Tour, a joint program of the HBA of Durham, Orange, and Chatham Counties and the HBA of Raleigh-Wake County, in which Cimarron was a Silver Sponsor, while also featuring an entry of a home under construction at Mann's Crossing in Pittsboro

**Worth noting: Four Cimarron employees are NAHB Certified Green Professionals™, with two of these employees NAHB Master Certified Green Professionals™ and one additional employee currently taking steps to obtain certification!*

- Sponsorship of a spring 2014 Chapel Hill Association of Realtors® breakfast
- Sponsorship of a spring 2014 Burlington – Alamance Association of Realtors® luncheon
- The 2014 New Neighborhood Expo, sponsored by the Durham Regional Association of Realtors®, the Greater Chapel Hill Association of Realtors®, and the HBA of Durham, Orange, and Chatham Counties
- The 2014 Habitat for Humanity of Durham Builders Blitz, via Professional Women in Building of the HBA of Durham, Orange, and Chatham Counties

Cimarron takes great pride in being a part of the vibrant home building industry and in participating in these exciting events. Learn more about Cimarron today!

If you haven't had the pleasure of meeting Cimarron Accounting / Customer Service Manager yOkO Lau, allow this newsletter to make the introduction! A team member since 2012, yOkO is the primary point of contact with home owners on customer service and warranty issues, both of which she handles impeccably with respect and care. yOkO additionally produces company reports, executes website updates, and performs accounting

related procedures. From her front desk, she is the Cimarron "hostess with the mostest", as you will quickly learn upon embarking in conversation with her!

A native of Hong Kong, yOkO speaks and writes Cantonese Japanese, Mandarin, and English fluently, and she is additionally familiar with the Greek language. She moved to New Jersey during her high school years and she is a graduate of Rutgers University, where she obtained a Bachelor of Arts major in Music and a minor in Japanese. yOkO worked for over 12 years after graduation in the international steel freight industry,

"I was impressed with Cimarron when I researched the company before I started working here, and I am still impressed today," says yOkO. "One of the major attractions of becoming a part of

EMPLOYEE SPOTLIGHT

yOkO Lau



Cimarron Accounting /
Customer Service Manager yOkO Lau

Cimarron is the opportunity to help others, and it's very evident that Cimarron cares about others. Cimarron helps customer's dreams come true by building homes that meet their needs while doing good things for the environment. I find it deeply gratifying and soulfully fulfilling to help homeowners settling into their new homes every day. The dedication of the

Cimarron team to green and energy efficient practices is enormous. Although new technologies are constantly being developed to complement current practices in creating greener structures, Cimarron helped me to understand the common objective is that green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by efficiently using energy, water, and other resources, protecting occupant health and improving employee productivity and reducing waste, pollution and environmental degradation. This knowledge is invaluable. Everyone appreciates and respects each other on the staff, and sub-contractors, vendors, and home owners are equally appreciated and respected. I like being a part of such a positive environment."

"yOkO has a tremendous work ethic," says Cimarron President Craig Morrison. "She is all about the common good as she pulls an oar for everyone. Her conscientiousness is truly extraordinary... She does a great job in spite of obstacles that could easily derail others in her shoes. She just figures out how to get things done regardless of impediments, and she does this with a smile on her face. yOkO is constructive as she looks for solutions for herself and others, and she is a great company cheerleader. We value having her as a part of the Cimarron family."

"yOkO is a great addition to the Cimarron team," adds Cimarron Vice President Carol Cheek. "She has helped us make great strides towards going paperless and has made a very positive impact on our customer service."

Congratulations to yOkO on the excellent job she performs. Stop by and say hello to her next time you're in the neighborhood of the Cimarron office!

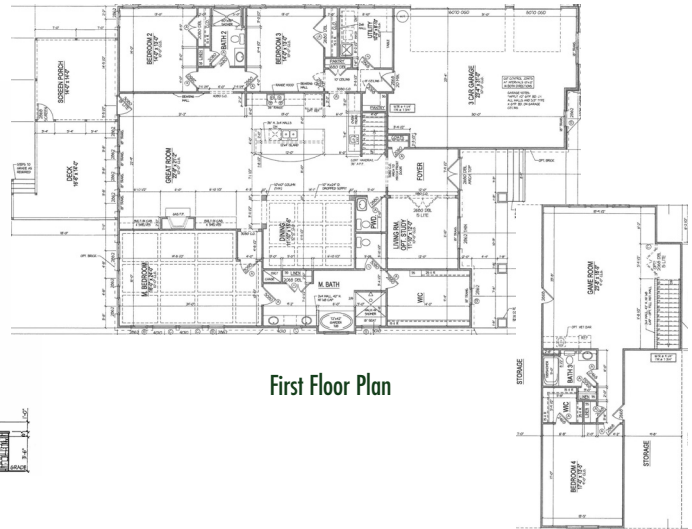
The Avery Plan

Cimarron is pleased to introduce The Avery, a fabulous 1.5 story home of 3,854 square feet! Consisting of 4 bedrooms and 3.5 baths, The Avery features a gourmet kitchen opening to a large dining room and a tremendous great room. A wonderful master suite (with a giant closet!), 2 additional bedrooms, and 2.5 baths are located on the first floor. Rounding out the main level are a living room/optional study and a spacious utility/laundry room. Upstairs houses the 4th bedroom and full bath, a

game room, and tons of walk-in storage. Inviting outdoor living space includes a rocking chair front porch with columns and a large back deck with an adjoining screened porch. And lest we forget, a 3-car garage comes standard with this home! The Avery can be built at The Highlands at Mill Creek, Mann's Crossing, Valley View, or own your own lot. Call 919-880-4183 to learn more about The Avery today!



Front Elevation



First Floor Plan

Second Floor Plan

Practical Tip from Craig

When considering the purchase of a new home from any building company, Cimarron President Craig Morrison offers the following advice:

“Work with a building company that has each home Energy Star Certified upon building completion. This is a meaningful national standard; not a standard that a building company develops for its own use. Highly qualified third party RESNET (Residential Energy Certified Network) accredited raters inspect each home in this program to determine if it meets Energy Star criteria. Other energy programs are simply not as meaningful as this one.”

Read other Practical Tips from Craig on the About Us tab at www.cimarronhomes.com.

Got a question for Craig? Go to the Ask Craig page of www.cimarronhomes.com and Craig will personally reply with helpful information. Go ahead... Ask!



Cimarron President Craig Morrison

Cimarron Sales on the Rise!

The residential real estate market is heating up for Cimarron Homes... Year to date sales are up 21% in dollar volume over 2013, and closings are up even more! Why the increase? Consumers are drawn to Cimarron's exceedingly well-built, Green and Energy Star-Certified homes with lovely interior and exterior details. Way to go Cimarron! Send your friends and family looking for a new home to cimarronhomes.com or have them call 919-880-4183 to see what Cimarron can do for them!

Hooray for Roxboro's Southern Middle School Teacher of the Year!



Lauren Copley, receiving the Southern Middle School Teacher of the Year Award.

Congratulations to Lauren Copley, wife of Cimarron Building Superintendent Chad Copley, on her recent recognition as Teacher of the Year at Southern Middle School in Roxboro! In her fourth year of teaching at the school, Lauren is an eighth grade Science teacher and also serves as Southern Middle's Cheerleading Coach. Please join Cimarron in applauding Lauren for this admirable accomplishment!

And by the way... Not to toot Cimarron's horn, but you must admit this is evidence that Cimarron folks surround themselves with quality individuals!

Kudos to Carol Cheek & Justin Morrison!



As Cimarron does indeed carry on its tradition of garnering industry awards, the company is elated that employees were recognized recently at the 2014 MAME (Major Achievements in Marketing Excellence) Event. Presented by the Triangle Sales & Marketing Council of the Home Builders Associations (HBA) of Durham, Orange, Chatham (DOC) and Raleigh-Wake Counties, the MAME Awards mirror the National Sales & Marketing Council's Nationals, which have established themselves as the Academy Awards of new homes sales and marketing. Entries are judged by sales and marketing leaders from across the country.

Carol Cheek of Cimarron was presented with the Shining Star Gold Award, recognizing the "back office" employee displaying exemplary service to his/her organization. Just one aspect of many in Carol's profile for award submission is her willingness and drive to go above and beyond expectations, dating back to the early days of her employment at Cimarron through present day. She has become, among other things, a licensed NC Real Estate Broker as she worked her way up to management at Cimarron. Carol is actively involved in the HBA DOC, where she has served on and chaired the HBA DOC Parade of Homes Committee, the Scholarship Committee, and the Professional Women in Building (PWB) Council. Today Carol seamlessly handles IT, personnel, and finance, as well as the acceptance of sales contracts as needed. She is Cimarron's "Jane of all trades," and the company thrives as they work alongside her.

Justin Morrison of Cimarron was presented with a Million Dollar Circle Award for his outstanding new homes sales performance throughout 2013. He is the right-hand man to Cimarron President Craig Morrison as well as the sales, administrative, and construction team, while also serving as the face of Cimarron Homes to prospective home buyers.

"We are delighted these two individuals were recognized for their exceptional performance," says Cimarron President Craig Morrison. "They are each very deserving recipients of these awards."

Cimarron Shuffle

Test your knowledge on Cimarron Homes!
Answers appear at the bottom of the following page... But don't cheat!! See how well you know Cimarron Homes!

1. Where is Cimarron Homes based?

- (A) Charlotte, NC;
- (B) Durham, NC;
- (C) Atlanta, GA

2. How long has Cimarron been building homes?

- (A) 32 years;
- (B) 26 years;
- (C) 19 years

3. Who is the President of Cimarron Homes?

- (A) Craig Morrison;
- (B) Greg Cimarron;
- (C) Justin Morrison

4. How many times has Cimarron Homes been named Builder of the Year?

- (A) Two times;
- (B) Three times;
- (C) Four times

5. What are the two certifications, confirmed by 3rd party verifiers that go into every Cimarron home?

- (A) NAHB Green Certification & Energy Star Certification;
- (B) NHBA Home Builder Certification & NHBA Power Tool Certification;
- (C) All of the above

6. Which Cimarron employees have worked to obtain the NAHB Master Certified Green Professional™ designation, the highest level of certification within the NAHB Research Center National Green Building Program?

- (A) Greg Cimarron & Danny Summers;
- (B) Justin Morrison & Walter David;
- (C) Craig Morrison & Danny Winters

7. How many Cimarron field supervisors have attained the Certified Green Professional™ designation?

- (A) 35%;
- (B) 85%;
- (C) 100%

8. What Cimarron employee has previously served on and chaired the HBA DOC Parade of Homes Committee and the Professional Women in Building Council, and received the MAME Shining Star Award in 2014?

- (A) Cindy Cimarron;
- (B) Carol Cheek;
- (C) Susan Cimarron

9. How many NAHB Green Certified and Energy Star Certified homes has Cimarron built?

- (A) 200 – 300 homes;
- (B) 300 – 400 homes;
- (C) 400 – 500+ homes

10. Which of the following is the fastest growing segment of homes built by Cimarron?

- (A) Custom Buyer;
- (B) Move Up Buyer;
- (C) First Time Buyer

11. What are the names of the two Chatham County neighborhoods Cimarron is building in?

- (A) Stagville at Treyburn & The Highlands at Mill Creek;
- (B) Mann's Crossing & Valley View;
- (C) Ashbury Crossing & Ashbury Green

12. Which of the following is the average square footage of a Chatham County Cimarron home under construction today?

- (A) 1501 – 2000 sf;
- (B) 2001 – 2500 sf;
- (C) 2501 – 3000+ sf

13. What is the average price range of a Cimarron home under construction today in Chatham County?

- (A) The low \$300s;
- (B) The high \$300s;
- (C) The low \$400s

14. What is the name of the Durham community in which Cimarron builds with a Fazio championship golf course, an outstanding clubhouse, and state-of-the-art swimming pool and tennis courts?

- (A) Treyburn;
- (B) The Highlands at Mill Creek;
- (C) Valley View

15. Which of the following is the average square footage of a Treyburn Cimarron home under construction today?

- (A) 1501 – 2000 sf;
- (B) 2001 – 2500 sf;
- (C) 2501 – 3000+ sf

16. What is the average price range of a Cimarron home under construction today in Treyburn?

- (A) The high \$200s;
- (B) The low \$300s;
- (C) The mid \$300s

17. What is the name of the Mebane community in which Cimarron builds with an 18-hole golf course, tennis courts, a junior Olympic sized pool, sports fields, & a community clubhouse?

- (A) Mann's Crossing;
- (B) Mill Creek;
- (C) Treyburn

18. Which of the following is the average square footage of a Mill Creek Cimarron home under construction today?

- (A) 1000 – 1500 sf;
- (B) 1501 – 2000 sf;
- (C) 2001 – 2500 sf

19. What is the average price range of a Cimarron home under construction today in Mill Creek?

- (A) The high \$200s;
- (B) The low \$300s;
- (C) The mid \$300s

20. Does Cimarron Homes work in the remodeling industry:

- (A) Yes;
- (B) Sometimes;
- (C) No



Award Winning Cimarron Homes ... An Apt Description!

A recent audit of awards received by Cimarron for extraordinary industry performance over the past 30 years revealed a whopping 66 honors! From Housing North Carolina and Parade of Homes Awards to Builder of the Year and MAME (Major Achievements in Marketing Excellence) Awards, Cimarron has accumulated an abundance of decorated achievements. For a full list of awards, visit cimarronhomes.com. Carry on, Cimarron!

ANSWERS

1. (B) Durham, NC; 2. (A) 32 years; 3. (A) Craig Morrison; 4. (C) Four times – two HBA Builder of the Year Awards & two MAME Builder of the Year Awards; 5. (A) NAHB Green Certification & Energy Star Certification; 6. (C) Craig Morrison & Danny Winters; 7. (C) 100%; 8. (B) Carol Cheek; 9. (C) 400 – 500+ homes; 10. (A) Custom Buyer; 11. (B) Mann's Crossing & Valley View; 12. (C) 2501 – 3000+ sf – 2503 to be exact; 13. (C) The low \$400s – \$418,953 to be exact; 14. (A) Treyburn; 15. (C) 2501 – 3000+ sf – 2606 to be exact; 16. (C) The mid \$300s – \$340,530 to be exact; 17. (B) Mill Creek; 18. (C) 2001 – 2500 sf – 2248 to be exact; 19. (C) The mid \$300s – \$352,690 to be exact; 20. (B) Sometimes, depending on the extent of the remodel. 115 Battle Lane Court in Chapel Hill is an example of an extensive historic remodel currently underway by Cimarron.

How did you score?

17 – 20 Correct: You're Cimarron Savvy!

13 – 16 Correct: You're Semi – Cimarron Smart!

12 – 15 Correct: You're Somewhat Cimarron Seasoned!

Under 12: Come See Cimarron to be Cimarron Schooled!



2330 Operations Drive
Durham, NC 27705

PRSRT STD
US POSTAGE
PAID
RALEIGH, NC
PERMIT NO. 1



Fabulous Cimarron Remodel in Chapel Hill!

A fact you may not know about Cimarron... The company not only builds exceptional new homes, but also undertakes remodeling/renovation projects based on the size and scope of the job! Cimarron's most recent remodeling project is the dazzling, extensive renovation of 115 Battle Lane in Chapel Hill. This address is the former home of Edward Kidder Graham, an 1898 graduate of the University of North Carolina at Chapel Hill (UNC – CH) who returned to the school to teach English before serving as UNC – CH President from 1913 – 1918. Graham nicknamed the home “The Bulrushes,” referring to the forest of bamboo in the backyard of the property. He enjoyed living in the home until his death in 1918 from the influenza epidemic that swept the country after World War I. His cousin, Frank Porter Graham, also a past UNC – CH president (1930 – 1949) and United States Senator (1949 – 1950), lived in the house for a time as well.

Built in 1908, 115 Battle Lane is a home of Colonial Revival architecture in the Franklin – Rosemary Historic District of Chapel Hill. After a number of years in which the home stood in a state of disrepair, UNC Graduates Marty and Aralu Lindsey purchased the home in 2013 and contracted with Cimarron to perform a complete green and energy efficient renovation. The foundation, framing, and exterior walls of the home are the originals, with new shakes that look



very similar to those used when the house was initially built. Likewise, the window locations, size, and trim are also an update of the originals. The interior of the home was structurally re-built by Cimarron, with the Cimarron team carefully preserving elements such as the original stairwell banister/railings and select brickwork, fireplaces, and doors for the current-day home. The hardwood floors in the master bedroom and bath are original; the other hardwood floors throughout the house is reclaimed flooring taken from aged structures to harmonize with the preserved flooring.



The result? An amazing modern home of tremendous historical character! View this stunning home via its upcoming virtual tour at cimarronhomes.com!