



NEWS RELEASE

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THE TRUE LIFE COMPANIES PARTNERS WITH HARVARD INVESTMENTS INC.

AS DEVELOPERS OF TALKING ROCK IN PRESCOTT, ARIZONA

PRESCOTT, AZ –[The True Life Companies \(TTLIC\)](#) has joined with [Harvard Investments Inc.](#) to announce their new partnership as developers of Talking Rock, a 3,400-acre private golf course community located 14 miles outside of the high country city of Prescott, Arizona.

[Talking Rock](#) has been honored with the building industry's Gold Nugget award for excellence and with approximately 652 homesites sold, 178 completed homes and 10 under construction, it is experiencing a high level of continuing success. Both primary and second home buyers have been attracted by this community's four season lifestyle with its stunning collection of completed amenities, including an 18-hole Jay Morrish-designed golf course, extensive hiking and biking trails, community garden, swimming complex, tennis courts, clubhouse, restaurant, fitness center, general store, dog park and gate house.

"With the improving real estate market and the support of TTLIC, we are ready to take Talking Rock to the next level," stated Craig Krumwiede, president of Harvard Investments, the community's original developer. "We believe TTLIC is the perfect partner and well-positioned to

support the continuing growth of the Talking Rock community. Talking Rock is one of the most successful communities in northern Arizona, and we welcome the opportunity to work together with TTLC to continue to provide the Northern Arizona region with a premier resort lifestyle destination.”

“Talking Rock provides TTLC with a unique opportunity to capitalize on a proven and growing market,” stated [Taber Anderson](#), principal of TTLC. “The recovery we’re experiencing in the luxury residential market has brought both primary and second home buyers and luxury builders back to the table in search of land and homesite opportunities in proven developments and markets at a time when the supply is severely constrained. With Talking Rock’s already completed resort lifestyle amenities and expertly laid out master plan we have the ability to provide the opportunities to allow consumers and builders to capitalize upon the housing recovery and to fulfill immediate demand. We are also eagerly anticipating the long awaited introduction of new phases of golf course and panoramic view homesites.”

Talking Rock encompasses over 1,000 finished and planned homesites and an extensive array of completed amenities. The partnership plans to offer homes and homesites that appeal to a broad range of prospective homebuyers, including those seeking a permanent residence or vacation home as well as retirees. TTLC and Harvard Investments envision a variety of new-home products, and exciting new themed neighborhoods consistent with the already famous Talking Rock lifestyle.

Ranked #4 on *Money* magazine’s “Best Places to Retire” list, Prescott is expected to experience strong growth over the next 10 years as retiring baby boomers from Phoenix, Southern California and around the country discover its small-town charm and its prime location close to many of Arizona’s most popular outdoor attractions. The partnership of TTLC and Harvard Investments is well-positioned to capitalize on that growth at Talking Rock.

With several projects in various stages of [development](#) throughout California, Colorado and Arizona, TTLC is based in San Ramon, Calif. with a regional office in Phoenix, Arizona managed by Taber Anderson. TTLC plans to continue acquiring land and communities throughout the western United States as a major provider of entitled land and lots to the homebuilding industry in addition to its resort lifestyle community business.

TTLC is a strategic real estate investment and management firm composed of top-tier professionals with over 150 years of combined industry experience in acquisitions, development, management and homebuilding. Their cohesive team of experts focuses on optimizing value, employing replicable, scalable models through innovative acquisition and management strategies. For more information regarding TTLC's land acquisition or recreational master-plan portfolio visit www.TheTrueLifeCompanies.com or visit www.facebook.com/thetruelifecompanies.

[Harvard Investments, Inc.](http://www.HarvardInvestments.com) is a real estate investment and development company with holdings throughout the southwest including Arizona and Texas. Headquartered in Scottsdale, Arizona, Harvard specializes in master planned residential development including exclusive golf course communities on thousands of acres, custom home developments and large master planned communities. Harvard is the United States investment and development arm of The Hill Companies- the oldest land development company in Canada, which has operated as a privately held company since its inception in 1903. This year marks The Hill Companies 110th year of continuous ownership. For more information about Harvard Investments visit www.HarvardInvestments.com.

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