

# SMITH RANCH HOMES

## Sales & Marketing

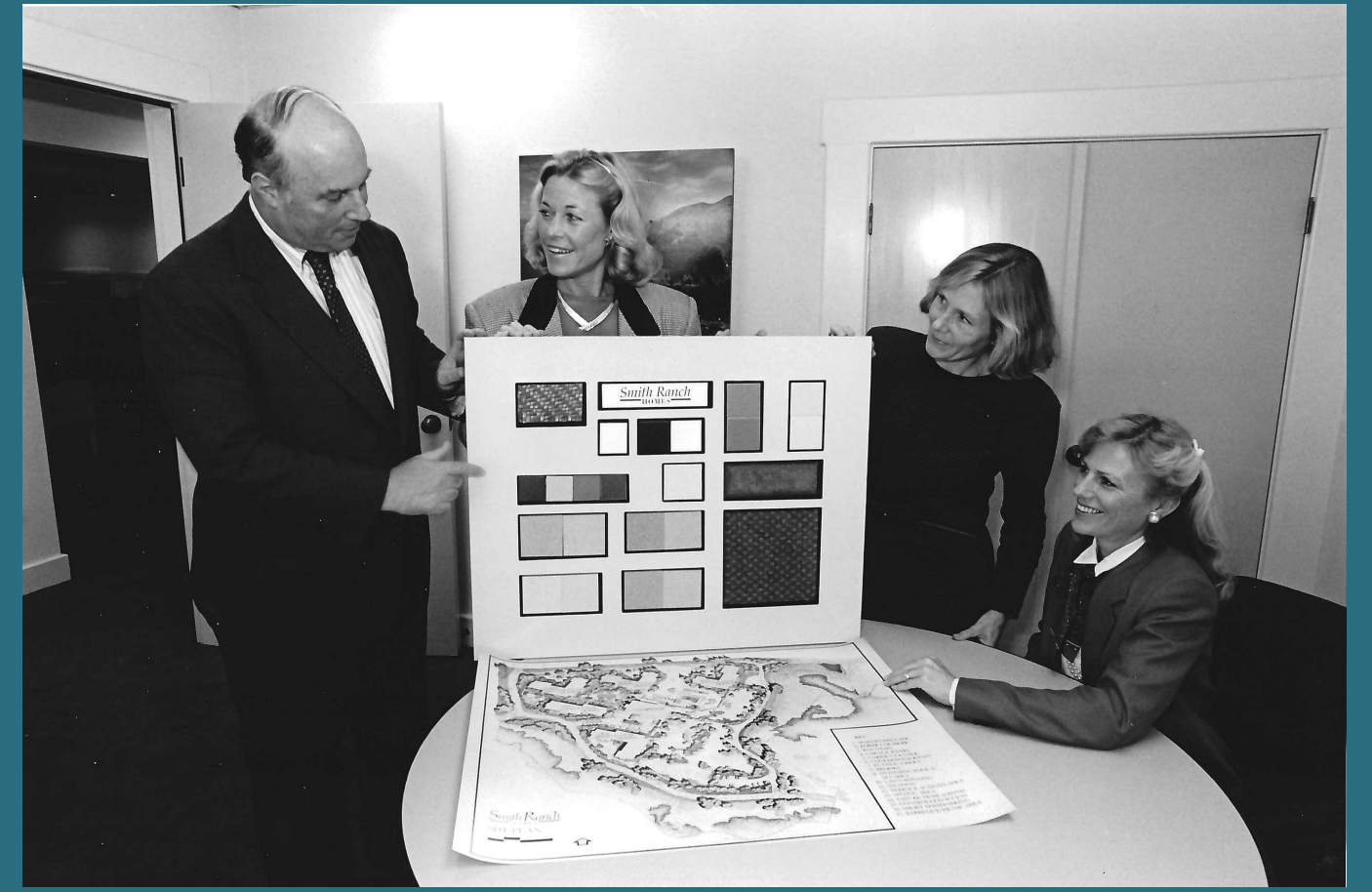
A sales office for Smith Ranch Homes opened in January 1989 at Larkspur Landing where a scale model, photographs, and renderings of interiors and finishings were displayed and lifestyle seminars were presented. In July, the dedicated sales team moved to the new sales pavilion in Building 100 where they could show prospective buyers the model units.



Two-hour complimentary lifestyle seminars were held in Spring 1989 at Larkspur Landing covering a range of topics.



Marketing Team with Tishman Speyer Project Manager Thomas Shapiro.



Marketing Team at Larkspur Landing. Left to right: Gary Scales, Marcy Taylor, Noni Shell, Connie Kirwin.

### Smith Ranch elegance for over-62

Smith Ranch Homes was marketed as an upscale retirement condominium community to well-to-do homeowners and "adults old enough to retire but young enough to have an active, busy life."

By May 1991, one year after the first residents moved in, only 34 units had been sold with 18 more in contract. Several factors were attributed to the slow sales including a slowdown in the real estate market making it difficult for prospective buyers to sell their own homes and competition from other Marin retirement communities that offered lifetime care.

In response, outreach was expanded with advertising appearing frequently in major Bay Area newspapers and beyond, and the skilled nursing facility on Silveira Parkway (also a Tishman project) and Marin General Hospital's wellness programs in the Clubhouse were promoted.

Smith Ranch Homes reached a milestone at the end of 1992 with 100 residents. The condominium units eventually sold out in 1996, and control of the Homeowners' Association was turned over to the homeowners.

Marin General Hospital announces  
**Wellness Programs**  
 at Smith Ranch Homes

You are invited to participate in a new program of wellness and fitness programs for the residents of North Marin.

**Coming soon:**

- Feeling Fit** - A program designed to reclaim strength and flexibility with gentle exercises
- Durable Power of Attorney for Health Care** - Free workshops explain the DPAHC documents

These programs and more are being held at Smith Ranch Homes, available to both the community and Smith Ranch residents.

**MGH** Marin General Hospital  
 For information about the dates of classes at this new convenient location at Smith Ranch call the Health Services Coordinator at 472-5226.

In December 1991, Marin General Hospital opened a branch office on the lower level of the Clubhouse where home health care, wellness programs and other services were offered to residents and others in Northern Marin. For a brief period, there was also a 10-bed assisted living facility in Building 100.

## THE TIME OF YOUR LIFE

It's 6:00am as the morning sunrise breaks through the clouds of last night's rainstorm. You smile. Finishing a leisurely breakfast, you decide to take a brisk walk (your daily constitutional). You'll never again have to worry about a leaky roof. You are free to enjoy the coming day at Smith Ranch.

If you're over 62 years of age, you have a unique opportunity to live a lifestyle enriched by the activities you choose and inspired by a commitment to wellness. Your home is an exquisitely appointed condominium - crafted of rich California materials and custom-designed for your enhanced comfort.

Your own 40,000-square-foot private club features an elegant restaurant serving gourmet, yet healthful cuisine, and a fully equipped gym (along with a library, post office, general store, beauty salon, and other resort-style amenities). Immediately adjacent is a heated pool.

Your future is protected by comprehensive, flexible health-care options for both short- and long-term needs.

Your beautifully landscaped, 37-acre community features picturesque Marin County walking trails, putting greens, a lawn bowling court, waist-high gardens, and picnic areas.

Your one phone call connects you to an unsurpassed scope of services, including concierge, housekeeping, and valet parking.

Call us for information on life at Smith Ranch. Or call for an appointment to visit our sales office, 415-492-4924.

Take Highway 101 to Lucas Valley/Smith Ranch Rd. Exit. Go East on Smith Ranch Rd. to N. Redwood Dr. and turn left at the light. Follow N. Redwood Dr. to the site.

**Smith Ranch**  
 A Lifetime of Style

Frequent newspaper advertisements and public events promoted Smith Ranch Homes.

**IF YOU'D LIKE TO LIVE WHERE THE WEATHER IS JUST ABOUT PERFECT, YOU CAN MOVE TO UZBEKISTAN, CHILE, NORTH AFRICA, PORTUGAL, SOUTH AFRICA OR SMITH RANCH.**

**An Afternoon That Could Lead To Years Of Enjoyment.**



You are cordially invited to share in a unique personal glimpse of the Smith Ranch Homes Lifestyle. This is your special opportunity to tour a selection of resident homes, as well as several models.

You'll also be able to tour the expansive Clubhouse, relax on the terrace overlooking the pool, and enjoy selections by members of the Marin Symphony. Please join us for a delightful introduction to the premier retirement community in Northern California - where quality service and attention to detail continually exceed your expectations.

Sunday, April 26  
 12:00 noon - 4:00 p.m.

**Smith Ranch**  
 MARIN COUNTY

100 Deer Valley Road, San Rafael, CA 94903  
 For further information, please call (415) 491-4918.

## Declaration of Independence

Your Move to Smith Ranch...  
 Imagine the freedom of enjoying your own exquisitely appointed home...and never worrying about a leaky roof.  
 Envision taking special care through lush Marin County gardens...without worrying the security of your own property.  
 Picture making your phone call to arrange concierge service...from an evening at the opera to a luxury cruise.  
 Consider gourmet dining prepared by world-class chefs...in your own, private restaurant.  
 Remember your housekeeper...that insulating water, a working garage, a relaxing spa...and all in a home.  
 The condition is made at Smith Ranch.

**The Life of Choice For Adults Over 62.**  
 Life at Smith Ranch brings you freedom of choice to live the way you want to live...

Call us for information on life at Smith Ranch, including our choice of long-term care options. 415-492-4924. Or simply stop by our sales office.

**Smith Ranch**  
 A Lifetime of Style

### Uncompromising Quality. Uncommon Value.

Look what's up at the Ranch.

There's a place in the hills just north of San Rafael that's so secluded many of its neighbors don't know much about it. It's called Smith Ranch, and it offers a surprising variety of interesting things to see and do.

If you're looking for a special place to live, this 37-acre community for seniors with its spacious condominiums and varied activities, services and amenities may be the one.

You can walk along trails that wind through the hills and grounds. Scenic views of the North Bay.

It's called Smith Ranch Homes, and the fortunate people who live there enjoy an exceptional way of life.

Marin General has set up shop in the Clubhouse at Smith Ranch. Smith Ranch Homes is serving residents in the North Marin / Sonoma County area.

Willie's Book Smith Ranch Health Care Center

Marin General has set up shop in the Clubhouse at Smith Ranch. Smith Ranch Homes is serving residents in the North Marin / Sonoma County area.

The Ranch's 37-acre park provides tennis, basketball, soccer and indoor football, and a peaceful setting.

Today you'll find a golf driving range, a putting green, and a nine-hole golf course.

Marin Park also features a tennis court, a stream, and a stream that flows year-round.

The Holiday Group plans to open its Holiday Inn and assisted living center this winter.

You have 616 to choose from at the Center's Regency Cinema.

**THE WAY TO THE RANCH**  
 Take Highway 101 to Smith Ranch Road, 12 miles north of the Golden Gate Bridge. Turn right to Smith Ranch.

You have 616 to choose from at the Center's Regency Cinema.

They are sponsored by Smith Ranch Homes. For an information packet about this senior community, call (415) 491-4918 or (800) 772-8248.

**How many one-bedroom condominiums come with a 37-acre yard?**