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GRAYSON HILL WINS FOUR AWARDS IN NATIONAL HOUSING CONTEST

Henrico Community Takes Three First-Place Honors For Superior Accomplishments

HENRICO COUNTY, VA. – Gumenick Properties’ Grayson Hill, a luxury townhome community here, has won four honors in the Best of 50+ Housing Awards contest. Of those, three were for first place (Gold) in their respective categories. The remaining award was for second place (Silver). The Best of 50+ Housing Awards contest is a national competition recognizing excellence in production and marketing of communities aimed at active adults over age 50.

Best of 50+ Housing Awards received by Grayson Hill were for:

- Best Overall Mid-Size Community -- Gold
- Best Interior Design Clubhouse -- Gold
- Best Model Merchandising – Farrington model -- Gold
- Best Overall Direct Mail Campaign – Grayson Hill Moment Campaign – Silver.

The awards were announced during the “Building for Boomers and Beyond: 50+ Housing Symposium” in Denver, Colorado at the end of May.

“The 50+ housing arena is constantly evolving and changing for the better. The Best of 50+ Housing Awards is an opportunity to recognize builders and other professionals who contribute their most inspired efforts to meet the growing needs of this unique

market,” said Doug Van Lerberghe, a Denver-based architect with KEPHART community planning and chairman of the 2007 Best of 50+ Housing Awards committee.

The National Association of Home Builders 50+ Council sponsors the contest and the symposium. The council is the leading voice for the housing industry serving adults over the age of 50. It also is a major source of information and research on this market. The council is an arm of the National Association of Home Builders (NAHB), a 235,000-member trade organization involved in housing and building industry issues.

Members of Gumenick Properties’ interior design and marketing teams are: Sherrie Becker and Justin Calliott of Becker Calliott Marketing; Ollin Toler and Laura Chapman of Gumenick Properties; Ed Crews of Crews Communications; Mary Garner-Mitchell of Garner-Mitchell Illustration/Design; and Phyllis Ryan and Ann McGown of Interior Concepts.

Based in Henrico, Gumenick Properties is an award-winning real estate development and management company with operations throughout the Southeast. Founded in the late 1940s, the company now engages in two primary lines of business – apartment community operations and homebuilding.

The company currently owns and operates apartment communities in Florida, North Carolina and Virginia. Gumenick Properties also is engaged in homebuilding activities, primarily in Central Virginia. Over the years, it has acquired extensive experience in neighborhood revitalization. These projects meet many needs, including curbing suburban sprawl, enhancing local tax bases and meeting long-term community goals set by elected leaders and professional planners. The company’s revitalization work always has been undertaken with respect for local sensitivities and needs. As a result, Gumenick

Properties' revitalization projects have garnered praise and ready acceptance from customers, civil leaders and neighbors.

Since 1989, The 50+ Housing Council has served the special needs and interests of NAHB members and others in the housing industry who build for the growing 50+ market. The 50+ Housing Council provides information, education and research to its members. It also offers advocacy support to NAHB members on key 50+ housing issues. The council supports 14 local councils around the United States and serves more than 1,200 NAHB members involved in 50+ housing.