



LEGACY INTERNATIONAL®

RESORT PROPERTIES

*Developing Foundations. Building Success.*



## *Mission*

---

*Legacy provides world-class consulting, sales knowledge and marketing expertise for resort-style, master planned communities around the world.*

*Our single objective is to maximize the return on investment to the developer through strategic management of the sales and marketing process, including bulk parcel sales, inventory unit management and memberships.*

As a real estate sales and marketing firm, our true strength lies in the foundational relationships we strive to achieve with each of our client partners. We desire to partner with domestic and international developers, providing strategic marketing expertise alongside a team of dedicated sales associates. Currently, we have partners in the Continental United States, Mexico, Bahamas, Costa Rica and the Dominican Republic, generating annual sales revenues totaling in excess of \$1B. By leveraging the combined experience of not only our team members, but our extensive network of industry partners, we are able to build client success at every level of development – from the initial marketing, including PR, advertising and media all the way to the end sale. We invite you to contact us before your next project and let us help develop a solid foundation to build success.

---



# Properties

## *Turks & Caicos*

- Veranda, Providenciales

## *Bahamas*

- Resorts of South Abaco, Great Abaco
- Leeward Harbour Spa & Marina Resort, Great Abaco
- Crab Cay, Great Exuma

## *Mexico*

- Porto Hussong, Ensenada
- Diamond Beach, Mazatlan
- Brisamar, Ensenada

## *Dominican Republic*

- Punta Alma, Puerto Luperon

## *Costa Rica*

- Orquidea del Mar, San Juanillo

## *United States*

- Rough Hollow, Texas
- Tuscan Village, Texas
- The Waters, Texas
- Pointe West, Texas
- The Hollows, Texas



# Team

## *Dedication. Determination. Discipline.*

*These are the three pillars that support Legacy International and the core strengths and virtues that each one of our team members brings to every project we work on.*



***Philip Jalufka, President***

Philip Jalufka serves as President of Legacy International, a residential sales and marketing operation that has partnered with the Cushman & Wakefield team.

For nearly a decade, Mr. Jalufka has worked to build an impressive list of accomplishments in the areas of real estate development, implementation, and overall execution of sales and marketing strategies. His company, Legacy International, currently services master-planned resorts in the Continental United States, Mexico, Costa Rica, Dominican Republic, and the Bahamas.

Previously, while serving for more than four years as Vice President, Sales & Marketing with the Central Division of Centex Destination Properties, Jalufka successfully exceeded the annual operating requirements for two master-planned resort communities and one luxury condominium tower project and was awarded 2005 and 2006 Division Sales Manager of the Year for his national business unit. In addition, he recruited and motivated three award-winning project sales organizations, authorized 56 team members, including 22 sales executives.

Other impressive facets to Jalufka's real estate background include having designed a comprehensive sales training and coaching program for all sales and sales management personnel of which one of his three resort sales managers was named 2006 Sales Manager of the Year. He developed pricing and release strategies, proformas, absorption rates and cooperating brokerage programs for land, condominium and single-family home sales, totaling almost 500 units per year; exceeding annual revenue and earnings targets while directing an unprecedented sales volume in excess of \$405 million. Jalufka's team held the number one position at Centex Destination Properties for customer satisfaction and a top ten position in the entire company for earnings.

From 2001-2003, Jalufka was Director of Sales and Marketing for Playground Destination Properties with the Southeast Region, where he directed strategy planning and implementation to achieve proforma requirements for a specific community. He was responsible for client relationships, sales team training, information technology, developer and public relations, and overall sales efforts associated with a 2,800-acre master-planned golf course development.

He recruited and motivated a team of ten, including six sales specialists. He exceeded annual revenue and sales targets, directing an unprecedented land sales volume of \$11,116,598, and achieved a 44% increase in the average sales price per unit in the first year of sales operations. Other responsibilities included the coordination of the sales and marketing efforts associated with a \$56 million land acquisition and project joint venture, and business development with several Caribbean and Mexico sites.

Prior to his work in real estate, Jalufka proudly served his country as a commissioned, special operations aviation officer in the US Army. He holds Bachelor degrees in Economics and Political Science from the United States Military Academy at West Point and received his MBA from Embry Riddle University. Currently, he resides in Austin, Texas, and is married with two children.



***Haythem Dawlett, General Partner***

Haythem Dawlett is the Founder and Principal of Austin, Texas-based development companies, Legend Communities, the Dawlett Group and CH Marina & Drystack, LP.

Dawlett's experience in the industry spans over two decades, specializing in the development, construction and sales of single family residential, multi-family and associated commercial, self storage and marina projects in Texas, California and Colorado.

Whether for entry-level, move-up or high-end custom homes, as well as small to mid-size commercial projects, Dawlett has built a reputation for quality construction, unmatched service and critical attention to detail throughout the development process. He is personally invested in all elements of the project, from planning and development through the construction and marketing phases, resulting in over \$1.8 billion in sales.

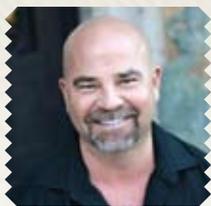
Dawlett is currently a development partner for several developments in Lakeway, Texas, including Rough Hollow, a high-end master-planned community totaling 2,000 acres and offering lakefront and Hill Country views. Projects include The Villas at Rough Hollow, Water's Edge at Rough Hollow, the Rough Hollow Yacht Club & Marina, and Tuscan Village, an age-restricted community with upscale cottages, town homes and apartments.

Dawlett's development companies and projects have earned recognition from a number of well-regarded local and national industry associations including the U.S. Department of Housing and Urban Development (HUD), Urban Land Institute (ULI), National Association of Home Builders and the City of Austin Green Builder Program.

Dawlett is highly active in the Central Texas community, with an emphasis on supporting Lake Travis civic, business, education and sports initiatives. His activities have contributed to the growth and enhancement of facilities and programs involving the Lake Travis Education Foundation, Lake Travis Elementary, Lake Travis High School, Lakeway Heritage Center and Lake Travis Library. Dawlett currently serves on the board of TexArts, and is involved with other non-profit organizations including Any Baby Can, A World for Children and Green Santa, among others.

He resides in Austin with his wife, Melissa, and two sons, Grant and Pierce.

# Team



## *Tim Hendon, General Partner*

Tim Hendon is a Principal of Austin, Texas-based, The Dawlett Group, Vice President of SDC Austin Communities and founder of HKD Investments.

Hendon brings more than 25 years of experience to his development work in Southeast and Central Texas, where he manages operations for full-service car washes, self-storage facilities, commercial office buildings, marinas and retail developments.

Hendon's current development projects include three Class-A climate controlled self-storage facilities totaling over 250,000 square feet, as well as three full-service marinas in Central Texas and coastal Texas with more than 1,000 boat slips. In addition to Sandy Creek Yacht Club in Volente and Cove Harbor Marina & Drystack in Rockport, he recently introduced his newest marina at the exclusive Rough Hollow Yacht Club in Lakeway.

During his career, Hendon has built, operated and sold companies spanning numerous sectors and employing hundreds of individuals. His businesses have received recognition from industry and consumer peers regarding quality management and exceptional customer service.

He is involved in several city and industry organizations, including the Municipal Utility District for the Rough Hollow master-planned community and the Architectural Review Committee for the Vineyard Bay community, and is a member of the Texas Self Storage Association and the Marina Association of Texas. In 1997, Hendon was awarded the U.S. Small Business Entrepreneurial Success Award, Houston District.

Hendon resides in Lake Travis with his wife, Amy, and their two daughters, Mia and Madelyn.



## *Clay Knight, Strategic Marketing Partner*

Clay attended Texas Tech where he was a Design Communications major. During this time, he studied fine arts in Florence and design in London. Clay's inherent entrepreneurial abilities were first put to use at a software start-up in Austin, Texas, beginning in 2001, when Clay and five others built Whole Security, a company that developed the Internet security industry's first behavioral-based detection module for malicious threats. Whole Security eventually employed more than 85 people before being acquired by Symantec in 2005.

Clay wore a variety of hats during this experience, and was extremely instrumental in developing the Whole Security product brand, which ultimately legitimized their ground-breaking tool that companies such as Ebay and Bank of America soon put to use.

Clay believes technology, industry knowledge and good design can all peacefully co-exist, and that these are the key elements that afford opportunities for creative breakthroughs in communication today. His business philosophy is in sync with his approach to design – both are refreshingly simple yet always innovative.

Clay wanted to start a different kind of ad agency – one that incorporated technology seamlessly into a brand. Not something that was outsourced somewhere, never quite clicking with other communications. He co-founded dib creative in March of 2007 to build such an agency; one that had web and technology in its DNA combined with strong traditional advertising capabilities to create a new breed of agency.



# Services

## *Legacy views every project as a partnership.*

*Our desire is to become an extension of your company. By offering years of expertise in both real estate sales and marketing, we are able to deliver maximum ROI on every development project you undertake. Listed below are just some of the many services we offer:*

### Stage 1 | 8 months out

- Site inspection, qualifications and approvals
- Project team selection
- Project brand positioning and strategic planning
  - Proprietary branding workshop
  - Market research
  - Competitive analysis
  - Focus studies
- Design and hospitality
  - Plats and architectural
  - Master site plan
  - Activity centers
  - Club(s) and Association development

### Stage 2 | 6 months out

- Award director of sales
- Develop sales & marketing processes
- Conduct sales & marketing summit
  - Determine pricing model(s)/matrix
  - Define legal requirements
  - Discuss digital opportunities/solutions
  - Outline collateral program
  - Public Relations
  - Execute proprietary Sourcing Exercise
  - Test sales platform & pathing
  - Review/approve budgets

### Stage 3 | 5 months out

- Personnel growth/expansion
  - Recruit & hire
  - Train & motivate
- Lead generation tactics
- Fulfillment process
- Beta testing

### Stage 4 | 3 months out to conversion

- Determine release method of launch
- Build in dynamic capabilities for tempo control
- Conversion
- ROI objectives
- Implement ROI measurement systems
- Weekly reporting and collaboration methods



# Strategic Partners

## *Partnering with others to capitalize on success.*

*With a full network of strategic partners in place, from advertising and PR firms to property and recreational development specialists, Legacy International is able to provide an entire spectrum of services to each of our clients.*

### *Direct Affiliates*

#### *dib Creative | dibcreative.com*

A full-service advertising and digital marketing agency, dib creative has extensive experience in developing solid real estate brands and executing marketing tactics that deliver results. Their services run the gamut of branding, marketing development, media placement, advertising, Web site development, customer relationship marketing and sales support.

Their specialty lies in connecting marketing efforts to generate leads and the sales process developed with Legacy International. Each project is different and approached with different strategies, but the process is streamlined for efficiency.

Real estate clients include Centex Destination Properties, The Ritz-Carlton, Grand Cayman, Guadalupe River Club (Texas), and dozens of other real estate developments in the southwest and internationally.

#### *Cushman Wakefield | cushwake.com*

The Cushman & Wakefield team brings almost a century of combined real estate brokerage and appraisal experience with its 227 offices in 59 countries and more than 15,000 employees; knowledge and skill that is backed by Cushman & Wakefield's award-winning research services, as well as marketing and financial analysis services designed to add value to every stage of a real estate transaction.

#### *Legend Communities & Western Pacific Land Group | legendcommunitiesinc.com*

Headquartered in Austin, Texas, Legend Communities is a full service developer of single-family residential, multi-family and associated commercial projects in Central Texas, California and Colorado.

Legend Communities and its affiliate company, Western Pacific Land Group in California, have earned recognition for their projects from a number of highly-regarded local and national industry associations including the US Department of Housing and Urban Development (HUD), Urban Land Institute (ULI), National Association of Home Builders and the City of Austin Green Builder Program.

### *Legal & Land Planners*

- BSB Design*
- Roy Bechtol Land Planning*
- Kohl & Associates, PLC*

### *Partnership Network*

- Al Sommers, PR*
- JetSmart*
- Allied Marine*
- Brandy Marine International*
- Sedona Resorts*
- Sea Ray*



# Contact

*We would love the opportunity to discuss partnering  
with you for your next property development.*



LEGACY INTERNATIONAL®  
RESORT PROPERTIES

2101 Lakeway Boulevard, Suite 205 | Austin, Texas 78734

512-266-9311

[info@legacyirp.com](mailto:info@legacyirp.com) | [www.legacyirp.com](http://www.legacyirp.com)

