

Sun City becoming a residential growth engine

By **BRUCE RICKS**

For the Desert Valley Times

Real estate articles in the Desert Valley Times indicate a slow Mesquite market for home transactions. The data are taken from the local Mesquite Multiple Listing Service, but home transactions in Mesquite are much more active and encouraging than reported because Sun City Mesquite new homes are not listed in MLS.

Sun City Mesquite had its grand opening in mid June, 2007. The Del Webb age-qualified division of Pulte Homes, one of the nation's largest homebuilders, began construction of some homes before the opening.

Their completion enabled the first buyers to take title about Aug. 1, 2007. I was one of them.

As of mid-April, 229 homes have closed and an additional 193 homes have been sold (entered into contract) with closings to be as soon as the homes are finished. The 422 transactions in eight and one-half months is at the rate of 50 per month. Move-in dates are not reported, but my guess is that about 150 households have occupied their homes already.

Pulte releases lots for sale as the infrastructure (roads and utilities) are in within a group of lots and also as demand for the lots proceeds. The initial 12 models are divided into series by size and cost. The three models in Series 1 range from 1,241 sq. ft. to 1,449 sq. ft. and from \$191,400 to \$212,490. The four models in Series 2 are from 1,569 sq. ft. to 1,863 sq. ft. and from \$223,490 to \$254,490. The three models in Series 3 are from 2,092 sq. ft. to 2,409 sq. ft. and from \$270,490 to \$316,490. The initial two models in Series 4 range from 2,657 sq. ft. to 3,116 sq. ft. and from \$341,490 to \$396,490.

Pulte has recently added the Juniper at 2,645 sq. ft. and \$366,490 price and the Joshua at 3,075 sq. ft. and \$391,490.

These prices are for the base model on the base lot. If one takes the most popular Series 2 model times 422 homes, that totals more than \$100 million. That does not include lot premiums and optional upgrades. Still, \$100 million in Mesquite in 8½ months is truly impressive and exciting.

Sun City Mesquite is divided into villages. The first released for sales were Split Rail, nearest to the sales center and the rec center, and Wagon Trail, across Falcon Ridge Parkway from Split Rail.

Split Rail accommodates only Series 2 and 3 homes while Wagon Trail is for only Series 1 and 2 homes. Both Split Rail and Wagon Trail villages are already essentially sold out — testimony to strong demand.

Buyers must agree to use the homes as primary or vacation residence and not for speculation and quick resale.



Some buyers are retaining a summer vacation residence elsewhere. Others are buying what will be temporarily a winter vacation home with plans to make it a primary residence later. Given those intentions and the desire to downsize as so-called empty nesters, most purchases are in the first three models. Of the 422 closed or sold under contract, 106 are Series 1, 203 are Series 2, 72 are Series 3 and 39 are Series 4.

Whereas the Del Webb communities in Las Vegas experience a preponderance of buyers from California, Sun City Mesquite buyers are mostly from the Mountain West and the upper Mid-West. The Mountain West buyers include those from Utah, Wyoming, Montana, Idaho, Western Canada, Alaska, Washington and Oregon. Another wave comes from the warm winter states of Arizona and Florida.

Buyers are showing a strong preference to shop local merchants and service providers first before they spend gas money on shopping trips to Las Vegas and St. George. A good representation of locals took advantage of the Expo the Sun City Mesquite Homeowners Association put on recently specifically to introduce local merchants to residents.

While the Buxton study's "Business Package" study makes no specific mention of Sun City Mesquite and its rapidly growing population in a community presently scheduled for about 3,750



Submitted photos

TOP ABOVE: Construction continues daily in Sun City.

“On behalf of the city of Mesquite, Buxton conducted a study to determine the viability of the intersection of Pioneer Blvd. and Falcon Ridge in Mesquite, NV, as a location for selected retailers.”

—“Business Package” study
First paragraph

homes, it seems significant that Buxton's first paragraph says, “On behalf of the city

of Mesquite, Buxton conducted a study to determine the viability of the intersec-

tion of Pioneer Blvd. and Falcon Ridge in Mesquite, NV, as a location for selected retailers.”

Falcon Ridge Parkway becomes the entrance to Sun City Mesquite. Sun City Mesquite becomes the primary residential growth engine for Mesquite business.

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