



SunCal Companies Fact Sheet

Overview:

SunCal Companies is the largest privately held community developer in the western United States. For more than 70 years, this family-owned company has continuously built upon its wealth of experience in acquiring, entitling and developing properties that range from mixed-use developments to masterplanned residential communities. SunCal partners with the finest architects and master plan developers, and works closely with local residents, businesses and public agencies to create distinctive communities that emphasize quality of life, environmental sensitivity and recreational opportunities. The company recently enhanced its business to include urban, multi-family and commercial divisions.

Development Locations:

SunCal currently has more than 250,000 units in various stages of development throughout California, Arizona, Nevada and New Mexico, and also recently expanded into Florida, Texas and Washington, DC.

Successful and award-winning communities include **Amerige Heights** in Fullerton, CA; **Marblehead Coastal** in San Clemente, CA; **Lincoln Crossing** near Sacramento, CA; and **Terra Lago** and **Fairway Canyon** near Palm Springs, CA.

SunCal is currently proposing to build a luxury living, condominium residence in Century City, adjacent to Beverly Hills, at **10000 Santa Monica Blvd.** The stellar residential project is designed by Jean Nouvel, one of the world's pre-eminent architects.

History:

Boris Elieff founded SunCal in Los Angeles 70 years ago with the goal of creating a different kind of real estate company. Elieff, a European immigrant, had a strong sense of family and community growing up. He longed for close-knit neighborhoods where kids play, neighbors talk and everything you need is a short walk away. He knew these important values would set his company apart and eventually lead to communities that families absolutely love to call home. More than seven decades later, SunCal still holds true to these core values. Three generations of leadership have grown this small family-owned business into the leading privately held developer in the West.

Environmental Commitment: SunCal respects the local surroundings of the areas where it intends to build. It carefully examines the existing landscape and integrates plants and materials in harmony with the setting. SunCal also works to preserve natural features and open space for public enjoyment. This commitment has already resulted in the preservation of thousands of acres of ridgelines, wetlands, oak woodlands and natural habitats. SunCal is also a major support of Million Trees LA, a cooperative effort between the City of Los Angeles, community groups, businesses, and individuals working together to plant and provide long-term stewardship of one million trees planted where they're needed most.

Community Involvement: SunCal is committed to creating quality developments by listening to the local community and understanding their needs and concerns. The public planning process allows the company to create communities that are assets to an area, providing far more than new homes. Corporate philanthropy on both a local and national scale is an important aspect of the company's operations. It regularly contributes to organizations large and small, including the American Red Cross, City of Hope, AYSO and Boy Scouts of America.

Awards: SunCal developments have been awarded numerous prestigious awards including:

- American Institute of Architects, San Fernando Valley Chapter: *Best Community Development Award for a Community Master Plan* for Ritter Ranch in Palmdale, CA
- American Society of Civil Engineers, Orange County: *Project of the Year* for Amerige Heights in Fullerton, CA
- Laurel Awards: *Grand Award for a Masterplan Community* and *Best Community Landscape Design for a Masterplan*.for Terra Lago in Indio, CA

Web site: www.SunCal.com

###

For more information:
Roberta Silverman
310-552-4133
rsilverman@rogerspr.com