

September 12, 2019

RE: Heron Lake Update - New Marketing & Construction Management Team!



HERON
DEVELOPMENT

Hello Everyone:

How are we coming to the end of yet another ridiculously busy summer?! I've had a number of people contact me for a project update and remind me that my mailing list and web updates have not been the most regular, putting it mildly. And reflecting on our prior updates, it is apparent that my timing has always been based on the hectic periods or when we reach milestones. Point in case, this is almost exactly the two year anniversary of our development work starting on site. I remember thinking at that time that the prior three years of site preparation, clean up and planning would soon fade into memory. But if anything, those milestones are quite vivid in my mind and remind me that as the project grows, Heron too must also adapt and grow.

Between juggling tours, site improvements, community planning, permitting, and other concerns it is obvious that Heron has been demanding more time than our current team can give. But this is a good thing, it shows the progression of our planning and regional impact of this new community. Heron has grown in leaps and bounds and now it is time for our team to do the same. So it is with great excitement that I am sending out this latest update concerning the Heron Lake project.

New Project Partnerships

Heron has secured partnerships with key local businesses to ensure that our project meets our goals and is completed in a timely manner. Our primary focus for these new relationships was in the area of marketing, sales, and construction management.

Mike Thomas Associates

Mike Thomas Associates (MTA) is our new residential marketing team. Their collective experience and structure will provide the backbone to meet our unique needs. MTA will be overseeing and providing marketing, sales support, and perhaps the most encouraging for me is site tours! I have truly enjoyed all of the tours that I have given, meeting everyone, and discussing the details of the community planning. But it is time for me to focus on the final lake improvements, community planning, commercial start-up, and sitewide amenities. I asked the two team leads for MTA to provide a little information about themselves. That is included below. If needed, I am still only a call or email away for project details but Andrea & Jay will be able to meet your needs in much more timely fashion.

MIKE THOMAS
ASSOCIATES

REALTORS®



Xplor Commercial Real Estate

Xplor Commercial Real Estate (Xplor) is our new commercial marketing team. Xplor's broad experience level with mixed use style offerings will be a welcome addition to the final details and outfitting of our commercial regions. We are looking forward to their assistance in blending our residential and commercial spaces for this one of kind community.

Andrea Zehr Introduction

Born and raised in northern Allen County, I lived through many life experiences here, shaping who I am today. I've traveled the world, meeting some of the most interesting people and have seen some of the most amazing places. I came to realize how incredible NE Indiana truly is. I believe that we never stop completely growing. Just as Fort Wayne, Auburn, and its surrounding areas are ever-changing and adaptation is always at its doorstep, we have the ability to choose how and where we want to live and grow in this wonderful place. Our environment around us is one of the most influential aspects of our everyday lives.

Heron Lake is truly a treasure with the best of both worlds. I am so excited to be a part of the development of this beautiful place & an integral part of so many lives that will call this one-of-a-kind community home.

In the past 5 years, I have helped over 170 families sell & buy homes, as well as, worked within multiple new developments, growing these communities from the ground up. I have had the opportunity to work with many of NE Indiana's finest builders. We are so blessed to have this caliber of quality and talent.

It starts with a vision of how & where you dream of living this next season of your life & then, step by step we make it come to life. I am the professional guide, resource, support & much more. I love what I do every day & that is the key to my success and #1 Focus: achieving your goals. For many of you, Heron Lake is it!

MIKE THOMAS
ASSOCIATES
REALTORS®



Andrea Zehr



Contact Andrea:

260.494.2852 - azehr@mikethomasrealtor.com

- 5491 CR 427 - Auburn, Indiana 46706 -

- T: 260.920.8121 - info@HeronDev.com - www.HeronDev.com -

Jay Price Introduction

Living in NE Indiana my whole life, I've been raised hearing about people going "up to the lake" on the weekends, for an extended stay during the summer, or to retire to a great view year-round. It was always a sign of summer finally being here when you could make the first trip "up" & get the boats in the water. When I heard about Heron Lake, I admit, I was skeptical. Would it be big enough? Would it be designed/planned well enough to

be a serious alternative to the lakes I have grown up enjoying? I am a REALTOR and it's my job to buy and sell real estate, but I am a firm believer in matching people with the property or home that best suits them. Getting my clients to buy quickly so I can get paid ASAP is far less important than earning their lifelong loyalty (and referrals as well)! Even though I can sell any property that my sellers need sold, some properties are certainly easier and more enjoyable to sell than others!

That being said, I'm very excited to be on this project and am convinced myself the Heron Lake community will be the envy of many area lakes upon completion. What I love most about my job, is that I get to help my clients through the extremely stressful processes of buying, building, and/or moving and instead make them much less stressful, more smooth and maybe even fun!! I look forward to meeting and helping the people that will make up this great community!



Jay Price



Skiing in south basin

Contact Jay:

260.438.8640 - jprice@mikethomasrealtor.com

Oakmont Development

Heron is partnering with Oakmont Development (Mike & Jeff Thomas) for construction management and site improvement assistance. You need to only visit their website to see the communities that they have developed. This continued effort has had a positive and far reaching impact to Northeast Indiana. Their support and assistance will ensure that this project meets the high standards and comprehensive planning approach that has been our goal from day one.



Site Updates

A number of homes started this year and there are a number more on the way. Nearly 50% of our lakefront lots have houses or will have houses by this upcoming spring. We will be developing our next sections before the end of this construction season to meet the demand.

If you have gone on a tour or spent any length of time at Heron Lake you have probably seen the bald eagles flying around. There are a couple young eagles now to add to the activity. Seeing them soaring over the lake or swooping down out of the trees is truly breath taking.



The beaches in Springs Sec 1 will be placed soon. The picture shows preparatory work performed. All of the lakefront lots will have sand above and below water. This continued maintenance will be


the responsibility of Heron Property Management. The lake itself has been lowered to allow for this restoration work. If you are on site, you can see the stakes for final lake elevation, it is eye opening. The lake will be brought to its final level next year.

Final Thoughts

Our team is being expanded and our project is continuing to grow and develop. The caliber of people who are stepping into these project roles is quite encouraging to me. I see the vision of the project being improved into something even more spectacular. The site is being continually transformed, and I see a community being formed that is definitely worth the blood, sweat, and tears. Even in the midst of uncontrollable delays and the inevitable gossip chains, we have felt supported and encouraged to forge ahead. We know that this project will provide a unique lifestyle opportunity for the region and look forward to making it a success!



My best regards,


Stephen Brown
C: +1.260.920.4561
Managing Partner