



Red Ledges Keeps Breaking Sales Records

*More sales, more revenue, and more houses under construction;
dedicated homebuilding company makes it easy for buyers*

Heber Valley, UT (Sept. 9, 2019) – It’s shaping up to be another banner year at [Red Ledges](#), the four-season community in the spectacular Heber Valley of northern Utah’s Wasatch Mountains. For the fourth year in a row, Red Ledges will break its own records and is on track to reach a new milestone—\$100 million in sales in 2019.

“The year isn’t over and we’re looking at significant numbers,” says Joe Carter, VP of Sales, Red Ledges Real Estate. “We anticipate 150 transactions by year’s end, which is 10% better than last year, and more than \$100 million, a nearly 20% jump.”

There are also more homes being built than ever. “Right now, 80 homes are under construction with another 32 in the design review process, which means building will begin soon,” Carter reports. “It’s amazing! It took about nine years to get the first 100 homes at Red Ledges built. We completed the 200th home two-and-a-half years later, and the 300th home will be completed less than a year after that. We’re very happy and proud of what’s happening.”

To keep up with the demand, last year Red Ledges formed Red Ledges Homebuilding (RLHB), which offers a comprehensive building program exclusively within the community. Led by Rex McGuire—who has built more than 25,000 homes in the western United States over the past two decades—RLHB offers an on-site team of custom-home experts who make the process enjoyable and easy for buyers to build their ideal home.

“We created RLHB to provide a refined experience for our members,” McGuire explains. “We love what we do and we know that we’re not only building homes, we’re building relationships and a community.”

Working closely with Red Ledges Real Estate, RLHB offers all homebuilding services in house and “under one roof.” These services include a design studio that showcases materials, finishes, and hardware, with the goal of helping clients envision their new home during the design stages. Whether clients are nearby or hundreds of miles away, RLHB provides constant communication and personalized services.

“We’ve raised the level of the homebuilding experience,” says McGuire. “We have deep experience and exceptional knowledge of the luxury homebuilding process. We have the resources available to successfully complete a residence from planning stages to completion. We have an amazing team of local architects, interior designers, suppliers, and trade partners who do amazing work and are proud of the area. That’s important to us.”

“We love being local, we live here and it’s a family-run property. We interact with our clients on the golf course, with their kids at the pool, and see them dining in the clubhouse. That’s why I say I’m not selling a home or a build, I’m selling trust.”

“Red Ledges Homebuilding gives us a go-to source for property owners to more easily negotiate the demands and time-consuming process of creating a custom luxury home,” said Mitchel Burns, Chief Operating Officer for Red Ledges. “The quality of Red Ledges as a community is reflected in the land planning, amenities, club services, and home styles. Our homebuilding division makes it easy for families looking to efficiently build a home that fulfills the community quality and design standards to build a home that generations will enjoy for years to come.”

Learn more about homebuilding by visiting RedLedges.com/Homebuilding For details about the community, call (877) 733-5334, email info@redledges.com or visit www.redledges.com

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About Red Ledges

Red Ledges is a 2,000-acre, four-season community located less than an hour from Salt Lake City and minutes from Park City in the beautiful Wasatch Mountains. Carefully designed neighborhoods offer a selection of estate homesites, luxury cottages, mountain villas, and club cabins, designed to complement the rugged beauty of the surrounding high-country terrain. A collection of premier private-club amenities may be found on property, most notably an award-winning Jack Nicklaus Signature golf course; a family-friendly Jack Nicklaus Signature 12-hole Golf Park; the Clubhouse with fine dining, Swim and Fitness Club, and sports shop; the Village Center pool complex; Jim McLean Golf School; year-round Cliff Drysdale tennis club; and equestrian center.

Media Contact

Karen Moraghan
Hunter Public Relations
908/963-6013
kmoraghan@hunter-pr.com