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GROUNDBREAKING TO SOON BEGIN ON FIRST HOMES AT SERENO CANYON
Infrastructure Construction Underway with Milestones to be Met by Summer's End

Scottsdale, Ariz. (May 28, 2008) – Since the release of the first phase of homesites at Sereno Canyon, a private [custom home community](#) in North Scottsdale, Ariz., fourteen homesites have sold. Pending building permits, homeowners have been in the design and planning stages, awaiting the green light for construction. With a major infrastructure element near completion and others on the horizon, residents will soon be able to break ground and call Sereno Canyon home.

Bringing the community to life, various construction milestones at [Sereno Canyon](#) will be reached by August. By June, the water system for the community will be in place, enabling builders to begin vertical construction on homes. The main entrance for Sereno Canyon at 118th Street and Ranch Gate Road, an access point added to make traveling in and out of the community more convenient, will be paved by September, while the roads throughout the phase one neighborhood will also be paved by the end of the summer. Additionally, the gate house for Sereno Canyon's private entrance will begin construction in June with the structure to be complete by August.

Located at Happy Valley Road and the 122nd Street alignment, Sereno Canyon features 128 [custom homesites](#) that average 2.5 acres in size, with prices ranging from the low \$700,000s to \$2 million. More than 60 percent of the 350-acre community will be preserved for open space, protecting view corridors and maintaining spacious homesites.

Nestled at the base of the McDowell Mountains, Sereno Canyon offers [Arizona acreage](#) with dramatic 360 degree views of the native desert, surrounding mountains, Tonto National Forest and Four Peaks. Surrounding mountains and federally-protected areas ensure the community will be minimally affected by city encroachment, while hiking trails accessible from the community allow residents access to secluded outdoor recreation. Additionally, community amenities such as The Retreat will provide residents with resort-style luxuries, including workout facilities, an outdoor fire pit and barbeque area, view terraces and a negative edge regulation-sized lap pool and spa.

For more information on Sereno Canyon, visit www.serenocanyon.com or call (480) 348-1118.

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