

NEWS

from

Home

company news from the
particular homebuilder

WINTER 2007

San Sebastian Wows

T.W. Lewis has set a new standard for luxury living with its neighborhood San Sebastian in the master-planned community of Valencia in southeast Chandler. San Sebastian is the crown jewel of Valencia, and visitors to the neighborhood have been enthralled by San Sebastian's three newly designed model homes ever since they opened this fall. Valencia is

located south of Chandler Heights Road between Gilbert and Lindsay Roads.

The San Sebastian models represent T.W. Lewis' largest homes at 3,544 to 4,383 square feet (base plan) and are the most impressive models the builder has built to date. With the San Sebastian models, T.W. Lewis has twelve gorgeous model homes at Valencia open daily.

continued on page 2

Upcoming Communities

CALDERRA AT PORTALES

Pre-sales Underway
Model Opening: January 2007
Information: 602-540-6559

T.W. LEWIS AT BLACKSTONE

Pre-sales Underway
Model Opening: February 2007
Information: 623-328-9553

LOS VIENTOS AT PORTALES

Pre-sales Underway
Model Opening: March 2007
Information: 602-540-6559

TORREMAR AT PORTALES

Pre-sales Begin March 2007
Model Opening: June 2007
Information: 602-540-6559

For more information on the locations of T.W. Lewis communities, see map on reverse or visit our Web site at www.twlewis.com.

Inside this Issue

- 2 • A Note From Tom
- 3 • NRS Award
 - Welcome New Homewoners
 - J.D Power Results
- 4 • Trade Partners Recognized
- 6 • Featured Associate
 - Homeowner Letters
- 7 • Featured Trade Partner



The first model at San Sebastian is the Parador, an elegant 3920 sq. ft. home offering formal living and dining rooms, four bedrooms and two-and-a-half baths.

T.W. LEWIS

Planning & Commitment

I recently gave a talk to a group of business people who wanted to hear how I started T.W. Lewis Company and turned it into a



successful enterprise. Because there are some principles in this story that go beyond homebuilding, I thought you might be interested in the condensed version of this talk.

First of all, I believe that to be successful at anything over a period of time, you need to have a plan, or a strategy. Most good strategies involve at least five components:

1. A Vision – What do you want to become?
2. A Market Position – How will you compete?
3. A Set of Values – What will guide your behavior?
4. Being Different – How will you stand out and be remembered?
5. Measurements – How will you measure your success?

Although having a clear strategy is necessary for achievement, it is not sufficient. Strategies alone don't make you successful. In my opinion, the surest way to accomplish anything is to:

1. Have a solid strategy.
 2. Execute that strategy with hard work and persistence (the hard part).
- and
3. Be committed.

I've always liked the saying by Woody Allen that goes something like this:
You can win 80% of the time if you just show up.
You can win 90% of the time if you show up and have a plan.
You can win 100% of the time if you show up, have a plan and you're committed.

I've also learned how important it is to be yourself. Find your natural talent (what you do well with little effort) and work hard to develop it! It's much easier to be successful if you don't envy or imitate anyone.

As we approach a new year, it's a good time to think about some of these strategic questions and how they apply to your business, your job and your life.

Here's to a healthy, happy and prosperous 2007!

Tom Lewis, Owner & CEO 🏠

San Sebastian

continued from page 1

Valencia's entry towers are also complete along with the community's lakes, fountains,

bridges, parks, walking trails and other landscape features. Upon completion, Valencia will consist of six gated T.W. Lewis neighborhoods with forty acres of open space adjacent to a planned 10-acre neighborhood park and a proposed elementary school site. For more information or detailed driving directions and maps, please visit www.twlewis.com/Valencia. 🏠

The impressive Almansa model is shown with the optional basement that provides a total of five bedrooms, three-and-a-half baths for 5,184 total square feet.



The East Valley Tribune writer said the Sevilla "can take one's breath away." The Sevilla features an entry rotunda and represents the largest base plan at 4,383 sq. ft.

T.W. Lewis awarded for customer experience

T.W. Lewis was recently honored with the 2006 NRS Award—Phoenix recognizing the company as one of the top five builders in Phoenix for what it bills as “customer experience.” Presented by *Professional Builder* magazine, the NRS Awards are the leading industry-sponsored awards honoring the best builders in North America for homeowner satisfaction excellence.

About NRS Corporation

NRS Corp. is the leading provider of customer satisfaction research to the homebuilding industry. NRS maintains the largest homebuyer satisfaction database, compiled from more than 300,000 homebuyer surveys annually. Using this information, NRS helps home builders understand their homebuyers' satisfaction experience.

“We are extremely honored,” said T.W. Lewis President Kevin Egan who accepted the award at a gala dinner held at Lake Las Vegas. “The Phoenix market is very competitive, and we take great strides to set ourselves apart by

providing a positive home buying experience every step of the way.”



The NRS Corporation surveyed homebuyers in the Phoenix area to determine the top five builders in the market. The surveys examined the number of home buyers who would recommend the company, the number of actual positive recommendations, the company's explanation of the construction process, the number of mortgage options and how knowledgeable the design center representative was. T.W. Lewis ranked third out of 41 builders in the Phoenix market.

“T.W. Lewis is an organization that goes to great lengths to make sure their buyers are not merely satisfied, but are thoroughly delighted with their home,” stated Paul Cardis, CEO of NRS. “An exceptional organization like T.W. Lewis understands that home buyers are looking for a quality home and a delightful experience.”



J.D. Power Study Results

T.W. Lewis ranked fourth highest in J.D. Power's study of customer satisfaction among Phoenix home builders. “To be ranked in the top five is an amazing achievement,” said Kevin Egan. “Our outstanding J.D. Power ranking is due to the efforts of our associates who are truly the best in the industry.”

The study, which measures customer satisfaction of 39 Phoenix-area new home builders, is based on 10 factors that drive overall satisfaction. T.W. Lewis performed well in all categories, especially home design and quality. The overall average customer satisfaction index score for Phoenix is 107. T.W. Lewis scored well above the average with a 123. 🏠

“Welcome Home” new homeowners

Alicante

Richard & Lisa Cvijanovich
Raymond & Cheryl Milot
David & Anna Gunn
Walter & Louise Miller
David & Tamera DeMenno
Othello & Dawn Rollon
Oanh Pham
Mark & Stacy Wheeler
Jason & Denise Liborio

Altamonte

Ryan & Julie Terry
Gerald & Lisa Garbarino
Kimberly Jones
Marc & Jana Armstrong
Leroy Baca & Frances Bommarito-Baca
Hai Vo & Ginger Ha
John Hill & William Wise
Jeffrey Hartman
Marc & Heather Shulga
Ralph & Diana Snyder
David & Donna Stone
Elaine Lauro

Andorra

Harry & Karin Campbell
Terry & Kathleen Williams
Spencer & Lilia Fallgatter
Mihail & Margaret Gilezan
Arnold & Lorena Manrubia
Ali & Jacqueline Shahdadi
Michael & Julia Hansen
Kevin & Christine Rebert
Woo & Byung Kim
Thomas & Jennifer O'Hara
Roger & Michele Smith

Desert Springs

Jacquelyn O'Laughlin
James Cummins
Steven & Dawn Kaufert
Javier Aguayo
Ronald & Joan Thompson
Arthur & Rose Berger
James & Laura Phillips

Desert Trails

Anthony DiGiuseppe II
Ricky Llave
Matt & Stephanie Koenig
James & Coleen Fiebiger
Ana Coto

continued on page 7

TRADE PARTNERS

T.W. LEWIS

RECOGNIZED

The Wall Company



Younger Brothers Construction



Shutterz, Inc.



T.W. Lewis views its trade contractors as 'partners in quality' and shows its appreciation every year at its annual Trade Appreciation Dinner, held last fall at Rustler's Rooste. For outstanding performance in 2006, T.W. Lewis recognized ten trade contractors. "We depend on our trade contractors to achieve success," said Kevin Egan. "This event is a chance to have some fun and also to show how much we appreciate their hard work."

The Wall Company took home the highest honor as Trade Contractor of the Year. "Over the past year The Wall Co. has exemplified the qualities we value in our trade partners—high standards, reliability and outstanding customer service.

We are pleased to recognize The Wall Co. for their continued commitment to building the best quality basements."

Egan also presented the coveted Excellence in Quality award to **Younger Brothers Construction** for their high monthly survey scores and excellent supervision in the field. In the area of warranty service, **Specialty Roofing** received the Customer Care Trade of the Year award for their quick response time and accuracy.

Also recognized were **Circle B Grading & Hauling** who received the award for Excellence in Scheduling; **Gilbert Plumbing** for Excellence in Service; and **Desert Springs Outdoor Environments** for Excellence in

R.H. Dupper Landscaping, Inc.





LVA Urban Design Studio, LLC



Cleanliness. Design Center Manager Dwight Giese presented **Shutterz, Inc.** with the award for Preferred Partner of the Year.

Pat Adler, vice president of land acquisition and development gave out three awards to recognize outstanding efforts by T.W. Lewis' land development partners. **LVA Urban Design Studio, LLC** was recognized as Land Development Consultant of the

Year for their land planning and landscape architecture on Valencia and Portales. **R.H. Dupper Landscaping Inc.** received the award for Land Development Trade Partner of the Year for their work at Valencia, which included the planting of more than 23,000 plants. **Pacific Aquascapes, Inc.** was recognized as Land Development Specialty Trade of the Year for their installation of the lakes and fountains at Valencia. 🏠

Specialty Roofing



Gilbert Plumbing



Pacific Aquascapes, Inc.



Circle B Grading & Hauling



Carol Abrams, Land Development Administrator

*A*s administrator for T.W. Lewis' Land Development department, Carol Abrams has a

crucial role in coordinating many behind-the-scenes tasks that keep the department running smoothly and efficiently. Many of Carol's responsibilities have to do with the organization and dissemination of documentation



Carol Abrams

regarding T.W. Lewis' many land activities, including final plat maps, neighborhood address lists and updates, CC&Rs, civil plans, contracts, purchase orders and maps.

With this amount of varied activity, there is no 'daily routine' for Carol. Luckily, Carol thrives on variety and approaches each day with enthusiasm. "I love that there are many facets to the land department," says Carol, who has been with T.W. Lewis since 2003.

One of her most visible roles is producing each subdivision's

public report in accordance with Arizona Department of Real Estate laws and regulations.

Before joining T.W. Lewis, Carol worked at America West Airlines for 15 years in inflight catering administration, and she still enjoys generous flight benefits much to the chagrin of her fellow T.W. Lewis associates. Born and raised in Kansas, Carol moved to Tempe in 1985 and now lives in Gilbert with her husband Dave and beloved Jack Russell Terrier Mason. 🏠

The homeowners always 'write'

"Every service person that came to our house was very polite and careful. We really enjoyed the responsiveness of Mike Ensminger. Our calls for help and suggestions are always answered in a timely fashion. He has represented T.W. Lewis with the highest of standards.

"There are not enough words to express how nice it is to have him in our home while coordinating work that needs to be done. I never worry about status on a job as Mike's follow-through is tremendous. It's also nice to see Mike driving in our neighborhood going from job to job. He always waves or stops for a quick hello.

"I will miss him when he has to move on, but still know I can count on Mike to answer future questions or concerns

that may arise. Mike is a natural customer service representative. T.W. Lewis is lucky to have him represent them. Mike has made us feel that T.W. Lewis truly cares about us and our home!"

~ Marcia Drobnik, Arroyo Vista at Estrella Mtn. Ranch

"This is a letter of appreciation for the excellent customer service we received from Becky Garcia on our 30-day Customer Orientation. This is our 3rd T.W. Lewis home we have had built in 4 years and have been through all the T.W. Lewis customer service processes. We have therefore seen quite a few Customer Service representatives during this timeframe. Although all of the Customer Service Representatives we

have worked with were excellent, Becky Garcia stood out by far for her attention to every detail of work that was to be completed, including closure of all items. She remained on-site to fruition and checked back with us should there be any questions.

"We appreciate her willingness to have even the smallest flaw taken care of and she noticed things that we didn't catch. Working with Becky was a wonderful experience and should we choose to have another T.W. Lewis home built, would look forward to having her as our Customer Service Representative."

~ Derwin and Kris Yee, San Vicente at The Fairways at Estrella Mtn. Ranch

Walker Painting Specialists

Walker Painting Specialists are one of the paint and stain experts who T.W. Lewis relies on to put the finishing touches on homes as they near completion and are readied for

move-in. But in the words of company President Dan Walker, the finished product only tells half the story. "While striving

to be the best at all phases of painting & staining, we also strive to provide outstanding customer service to T.W. Lewis and its home buyers."

Anyone who has toured a T.W. Lewis home clearly knows the result of this focused effort—a quality paint job that offers beauty and reliability for many years to come.

Walker Painting is a locally-owned and operated family business that was started by Dan's parents, Dick and Judy Walker, in 1993 with approximately 20 employees.

Fast-forward to the present, and this Chandler-based business is still going strong with a workforce of approximately 175 associates.

Dan credits his parents with "building a company with a good reputation of being fair and doing things the right way." After Dick and Judy retired in 2001, Dan took over the business. Today, Dan is "keeping it in the family" with the help of his wife Angie who manages the company headquarters and their son Nick who is "learning the ropes."

"Quality is our number one goal," explains Dan. "In 2002 Walker Painting Specialists implemented a documented quality assurance program (QAP) for our field and customer service departments. We have seen a notable difference in our company's quality along with a commitment from the builders to improve their field operations."

The reward for this commitment to quality can be seen in the long-standing relationship enjoyed

between T.W. Lewis and Walker Painting, who share the same values. According to Dan, "We enjoy working with T. W. Lewis' experienced staff and being a part of turning out a quality home." 🏠



Pictured Left to right is: Dan Walker, Angie Walker, Stephanie Simmons, Scott Simmons and Dana Draus of Walker Painting.

"Welcome"

continued from page 3

Finesterra

Chad & Dorian Falkenberg
James Gentile & Debra Starkey
Piotr & Maria Palacz
Frank Che & Jian Su
Stephen Trejo
Robert & Elizabeth Zink

Meadowview

Rita Hall
Mark Gonzalez

MiraVista

Linda Grable

Montecina

Hwasook Kim
Richard & Kristy Predmore
Jared & Melody Flores
Chul & Seung Kim

San Sebastian

Xuwen Jiang & Jiangbi Liu
John & Donna Fowler
James & Jennifer Engel
Brett Tanner
Alan Levanson
Mark & Karen Halpert
Richard Diaz & Joanne Vanore
Justin & Tammy McHood
James & Pamela Todd

San Vicente

William & Kimberly Sambito
Samuel & Dawn Sacco
Fernando & Aurora Burgos
Paul & Patricia Cramer
Claude & Patsy Potts
Robert & Sharon Page
Abe & Fataneh Bastani
Patricia Daniels
Steven & Terri Peschka
Donald & Pamela Dunn

Terracina

David & Tamera DeMenno

Verrado

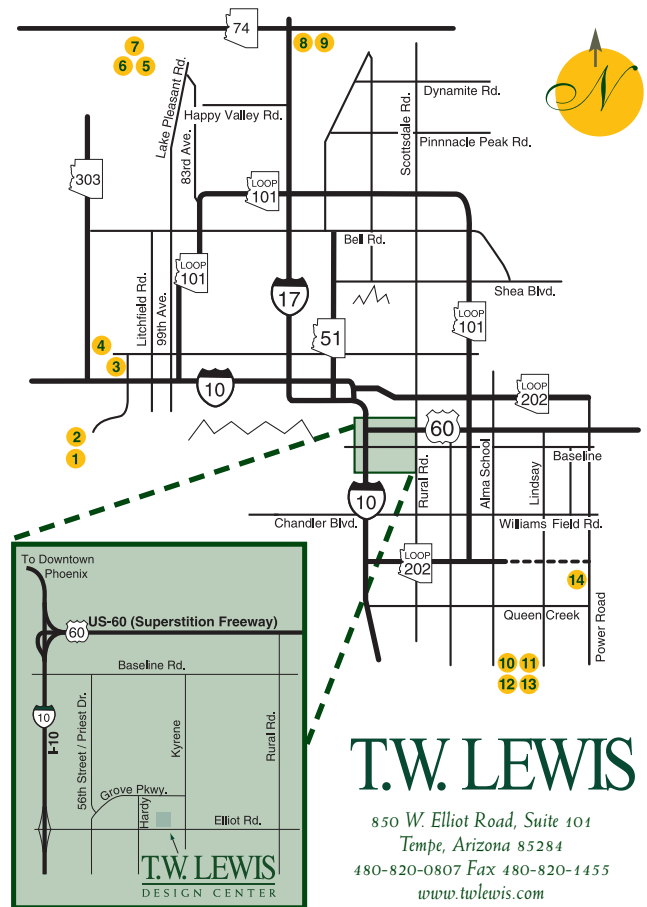
Claudia Ruvalcaba
Myeong & Eun Choo
Ellen Croke
Youngbin Kim
Omar Zavaleta
Rod & Lori Parker
Daniel & Kristine Wood
Jury & Barbara Joves
Mark Bank & Cassandra Villatoro-Bank
Keith Cutler

T.W. Lewis
 850 W. Elliot Road
 Suite 101
 Tempe, Arizona 85284

- 1 **San Vicente at The Fairways at Estrella Mountain Ranch**
in the Golf Village
 I-10 & Estrella Mountain Pkwy.
 Goodyear – 623-535-6667
- 2 **Altamonte at The Fairways at Estrella Mountain Ranch**
in the Golf Village
 I-10 & Estrella Mountain Pkwy.
 Goodyear – 623-386-1860
- 3 **Calderra at Portales**
 I-10 & Pebble Creek Pkwy.
 Peoria – 602-540-6559
- 4 **Los Vientos at Portales**
 I-10 & Pebble Creek Pkwy.
 Peoria – 602-540-6559
- 5 **Montecina at Vistancia**
 Happy Valley west of Lake Pleasant
 Peoria – 623-328-9553
- 6 **AltaVista at Vistancia**
 Happy Valley west of Lake Pleasant
 Peoria – 623-328-9259
- 7 **Blackstone at Vistancia**
 Happy Valley west of Lake Pleasant
 Peoria – 623-328-9553

- 8 **Desert Springs at Sonoran Foothills**
 I-17 & Carefree Hwy.
 Phoenix – 623-466-8462
- 9 **Desert Trails at Sonoran Foothills**
 I-17 & Carefree Hwy.
 Phoenix – 623-466-8462
- 10 **Andorra at Valencia**
 Lindsay & Chandler Heights
 Chandler – 602-689-7284
- 11 **Finesterra at Valencia**
 Lindsay & Chandler Heights
 Chandler – 602-689-7284
- 12 **Alicante at Valencia**
 Lindsay & Chandler Heights
 Chandler – 480-659-1495
- 13 **San Sebastian at Valencia**
 Lindsay & Chandler Heights
 Chandler – 480-659-1611
- 14 **The Willows at Power Ranch**
 Power & Germann Roads
 Gilbert – 480-963-3791

The T.W. Lewis Design Center is located adjacent to our corporate headquarters.



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Homes for Particular People