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YELLOW BLUFF LANDING HOSTS REALTOR BRUNCH

JACKSONVILLE, FLA.—March 29, 2011

Yellow Bluff Landing hosted a St. Patrick's themed brunch for Northeast Florida's top realtors to visit the highly successful residential development located off of Main Street in North Jacksonville on March 15.

Guests were greeted by a selection of Jacksonville's most experienced and trusted builders, including D.R. Horton, Richmond American Homes and Lennar. After enjoying eats from Panera Bread Company, the attendees toured a selection of model and inventory homes as well as the lavish community amenities.

Fifteen lucky winners won \$50 American Express gift cards and one winner, Becky Hardy of Heritage Realty took home an iPad.

"Our goal for this event was to showcase our community to first-time visiting realtors," said Doug Maier, Development Manager. "The majority of our visitors were visiting Yellow Bluff for the first time. We were excited for the opportunity to establish quality relationships in our efforts to build a truly successful and premiere development. Our whole team is excited about the immediate results we have seen!"

Yellow Bluff Landing, along with their sales teams, were able to provide 70 new homebuyers with their dream homes in 2010.

The development encompasses 200 acres of spectacular real estate in Northeast Jacksonville. The community, located off North Main Street, offers a wide selection of single-family homes ranging from the \$100s to the low \$300s in the community settled just minutes from downtown Jacksonville, the beaches, the airport, and I-95.

Every family at Yellow Bluff will enjoy membership to The Club; the \$3.5 million luxury amenity center featuring a resort-style pool and children's play pool, state-of-the-art fitness facility, tow lighted tennis courts, soccer field and basketball courts, sand volleyball courts, large community fireplace, playground and outdoor play area as well as the community dog run. The complex is on par with the most exclusive communities in Jacksonville, so homeowners can enjoy upscale living without the upscale price.

The community's prime location provides easy access for families to enjoy the Timucuan Ecological and Historic Preserve, Little Talbot Island State Park, Huguenot Park or any



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of the other 111,600 acres of natural parks and preserves throughout the Jacksonville area.

Just five minutes up the road, homebuyers can find the convenience of River City Marketplace, the one-stop, outdoor shopping plaza featuring over 100 major retail stores and restaurants. For more information about Yellow Bluff Landing, please visit www.yellowblufflanding.com.

About IF marketing & advertising: IF marketing & advertising is a rapidly growing full-service marketing company, based out of Austin, Texas. With an office recently opened in Jacksonville, FL, the company combines innovative designs, strategic leadership, and up front accountability to deliver traditional and Internet marketing solutions. Leveraging marketing expertise and trendsetting creativity, IF helps clients build brand strategy and market presence that generates qualified demand and quantifiable results. Ranked 5th largest web design ad agency and named #4 in the 50 fastest-growing private companies in Central Texas by the Austin Business Journal in 2007, IF provides innovative marketing solutions to business from start-up to Fortune 500, www.YourIFTeam.com.

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