

## Siesta Lago Development Parcel

Siesta Lago Drive, Kissimmee, Osceola County



### Background

The subject parcel is situated in Siesta Lago Drive in the 192 Central Development Area and is entitled for 120 Units. The road connects 192 with Poinciana Boulevard and has traffic-controlled access from both roads.

The projects will consist of 48 2-bedroom units of 1,101 square feet, 64 3-bedroom units of 1326 square feet and 8 4-bedroom units of 1639 square feet.

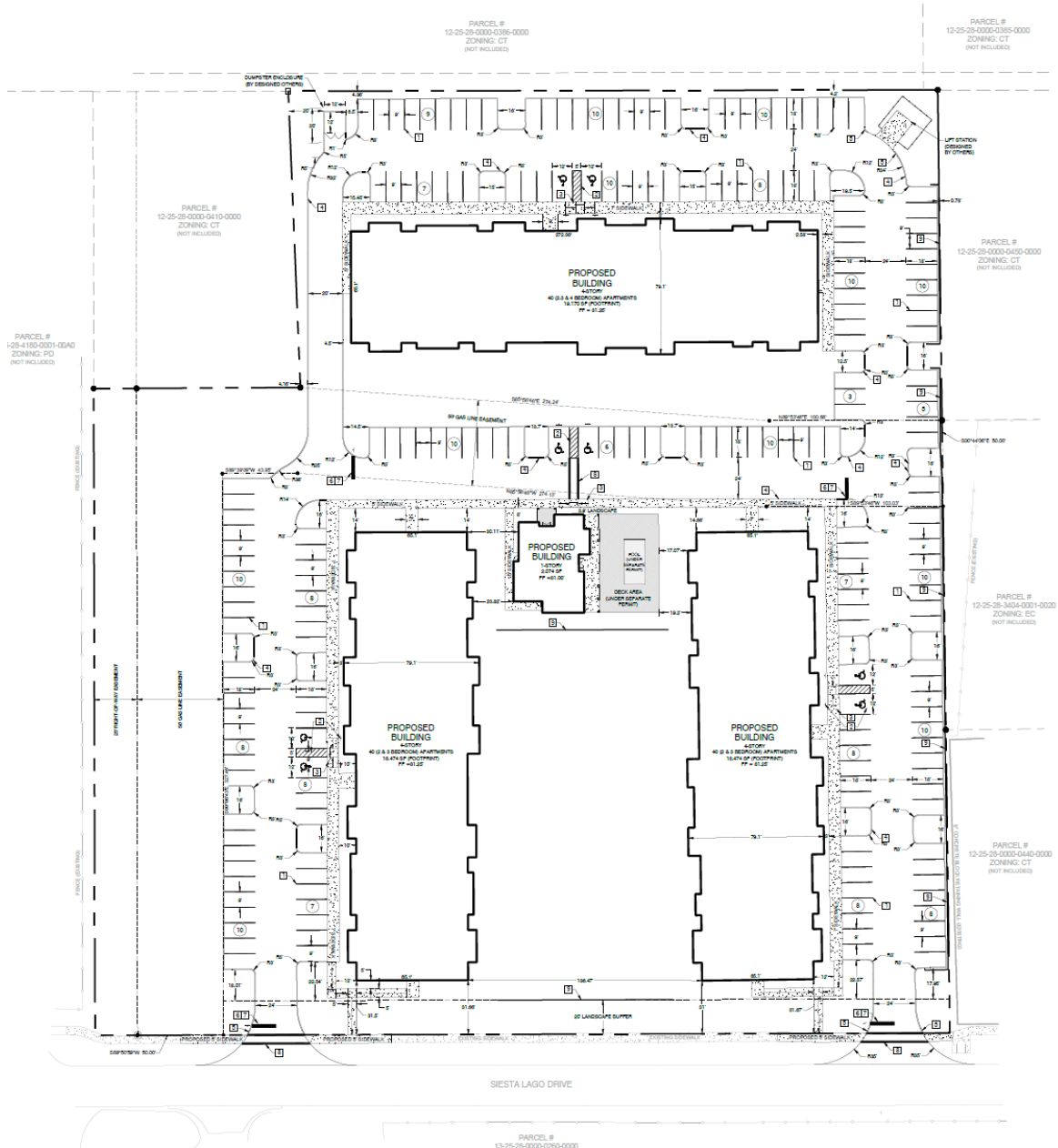
### Subject Parcel

The subject parcel is located immediately to the south of the ex Maingate Inn which is being transformed into apartments currently and consists of approximately 5.81 acres. The property has over 450' of direct frontage on the Siesta Lago Drive. The parcel is currently clean and just needs partial clearing. Full approvals are in place for 120 units and preliminary discussions with County indicated their willingness to proceed with the plans we provided and submitted.

## Current Entitlements

The property has current entitlements in place for the construction of 120 units. We have submitted for Site plan approval for the project. The plan consists of 3 buildings of 40 units each and a clubhouse. The project is a gated community.

The PUD also allows for alternative uses such as timeshare, traditional hotel, and potentially residential multifamily development.



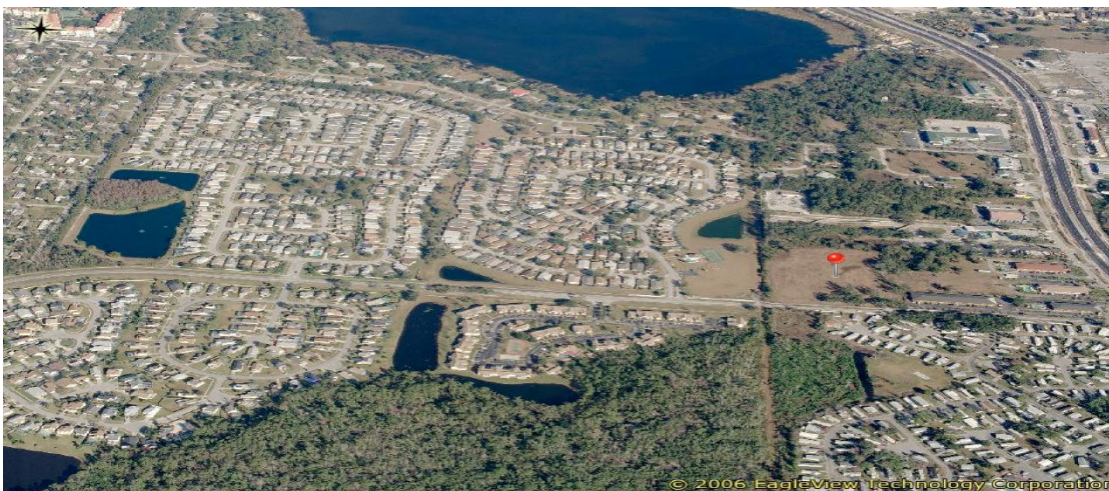
## Management Team

Our development team encompasses all aspects of the business from construction to marketing to sales and we feel we have collectively substantial talents and insights into this market, as well as each individually has extensive experience in our respective fields. We have also worked diligently over the last 8 months with our vacation management, architects, engineers, and realtors to design and develop the best use of our property and bring the best possible product to the market. Our Vacation home sales experience is crucial to the success of this project.

## Sales and Marketing Mix

### Target buyers' market

Siesta Lago being located close to the Disney World corridor and all the other attractions will attract the main revenue stream based on the existing market trend of buying property for vacation and investment purposes. Our intended customer base will primarily be most probably a vacation home buyer. We must not underestimate the buying power of the local US middle-class market, but however our main buyer target will be Canadians and South American investors.



## Parameters and Guidelines

Sales will begin with site development construction and building construction will align with sales. Presales will and reservations will be taken. Once construction is started, we expect to increase pricing by 5%-10%. We already have huge interest from investors and vacation home buyers.

## Marketing Strategy

- Sales office with experienced marketing and sales force.
- Website and internet advertising.
- Contact Agents with ability to sell vacation units.
- Fencing the project with Signs of photos internal and external.
- Attracting agents to the project with various incentives.

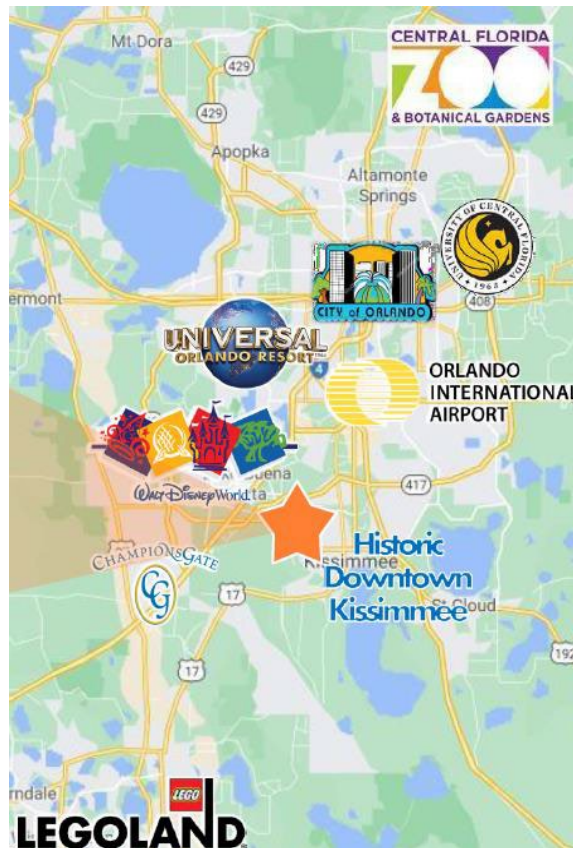
## Marketing Materials

You can also see the website

[www.optimusalliance.com](http://www.optimusalliance.com)

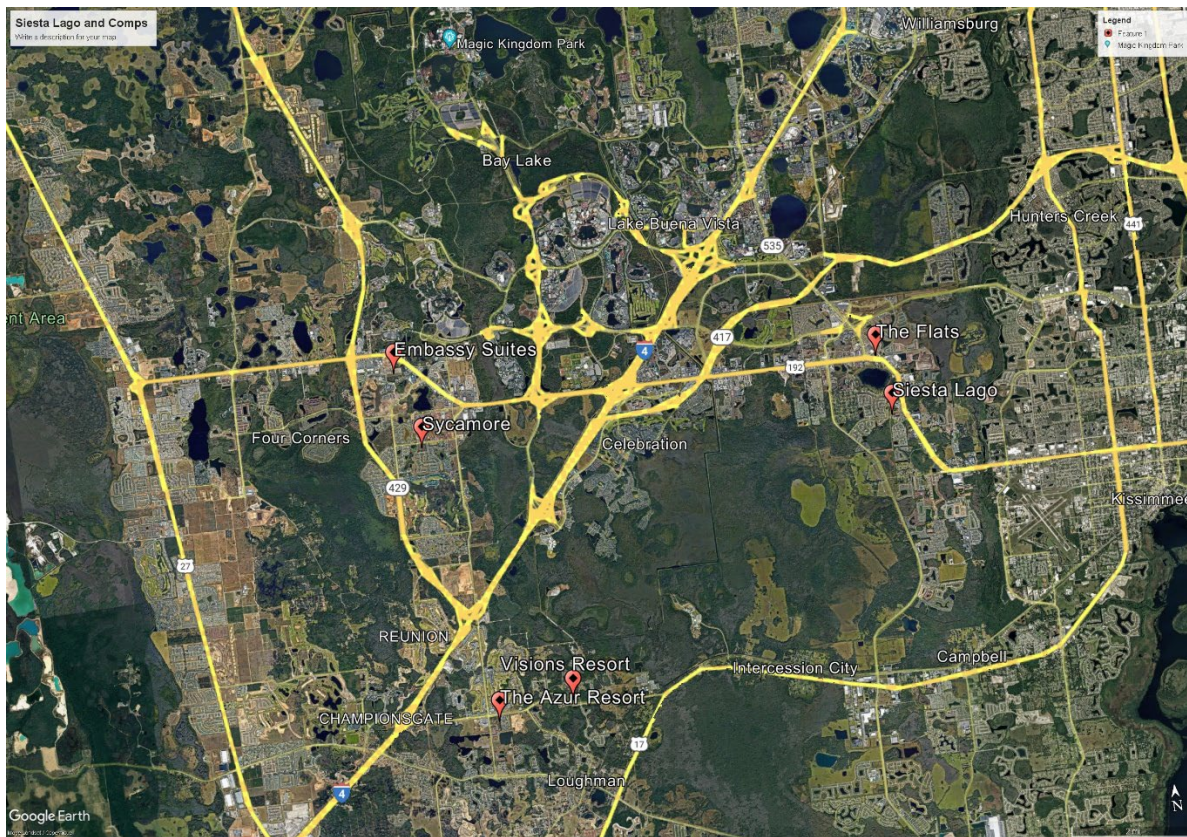
[www.theazurresort.com](http://www.theazurresort.com)

[www.cazestates.com](http://www.cazestates.com)



Comparable

Description	Siesta Lago	The Flats	Visions	Sycamore	Embassy Stes Marg.
1 Bedroom		\$408,000.00	\$334,000.00	\$370,000.00	\$430,000.00
Price Sq.Ft.		599	610	684	514
Price Per Sq.Ft.		\$681.14	\$547.54	\$540.94	\$836.58
2 Bedroom	<b>\$435,000.00</b>	\$496,000.00	\$525,000.00	\$570,639.10	\$610,000.00
Sq.Ft.	<b>1101</b>	890	896	1237	1048
Price Per Sq.Ft.	<b>\$395.10</b>	\$557.30	\$585.94	\$461.31	\$582.06
3 Bedroom	<b>\$524,000.00</b>			\$614,945.10	
Price per Sq.Ft.	<b>1326</b>			1481	
Price Per Sq.Ft.	<b>\$395.17</b>			\$415.22	
4 Bedroom	<b>\$643,000.00</b>				
Sq.Ft.	<b>1629</b>				
Price Per Sq.Ft.	<b>\$394.72</b>				



## Property Offering

The property is currently owned with a land loan of \$1,500,000.  
The offering includes the property and assignment of all entitlements, permits, plans, transportation capacity reservations, easements.









23395 SIESTA LAGO BUILDING 1-2-3 UNIT MIX-TOTALS

1ST BUILDING

<u>SIZE</u>	<u># of Units</u>	<u>SF PER UNIT</u>	<u>TOTAL SF PER UNIT TYPE</u>
2 BEDROOM	16	1,101.00	17,616.00
3 BEDROOM	24	1,326.00	31,824.00
TOTAL	40	2,427.00	49,440.00

2ND BUILDING

<u>SIZE</u>	<u># of Units</u>	<u>SF PER UNIT</u>	<u>TOTAL SF PER UNIT TYPE</u>
2 BEDROOM	16	1,101.00	17,616.00
3 BEDROOM	24	1,326.00	31,824.00
TOTAL	40	2,427.00	49,440.00

3RD BUILDING

<u>SIZE</u>	<u># of Units</u>	<u>SF PER UNIT</u>	<u>TOTAL SF PER UNIT TYPE</u>
2 BEDROOM	16	1,101.00	17,616.00
3 BEDROOM	16	1,326.00	21,216.00
4 BEDROOM	8	1,639.00	13,112.00
TOTAL	40		51,944.00

UNIT MIX-TOTALS

<u>SIZE</u>	<u># of Units</u>	<u>TOTAL SF PER UNIT TYPE</u>
2 BEDROOMS	48	52,848.00
3 BEDROOMS	64	84,864.00
4 BEDROOMS	8	13,112.00
TOTAL	120	150,824.00

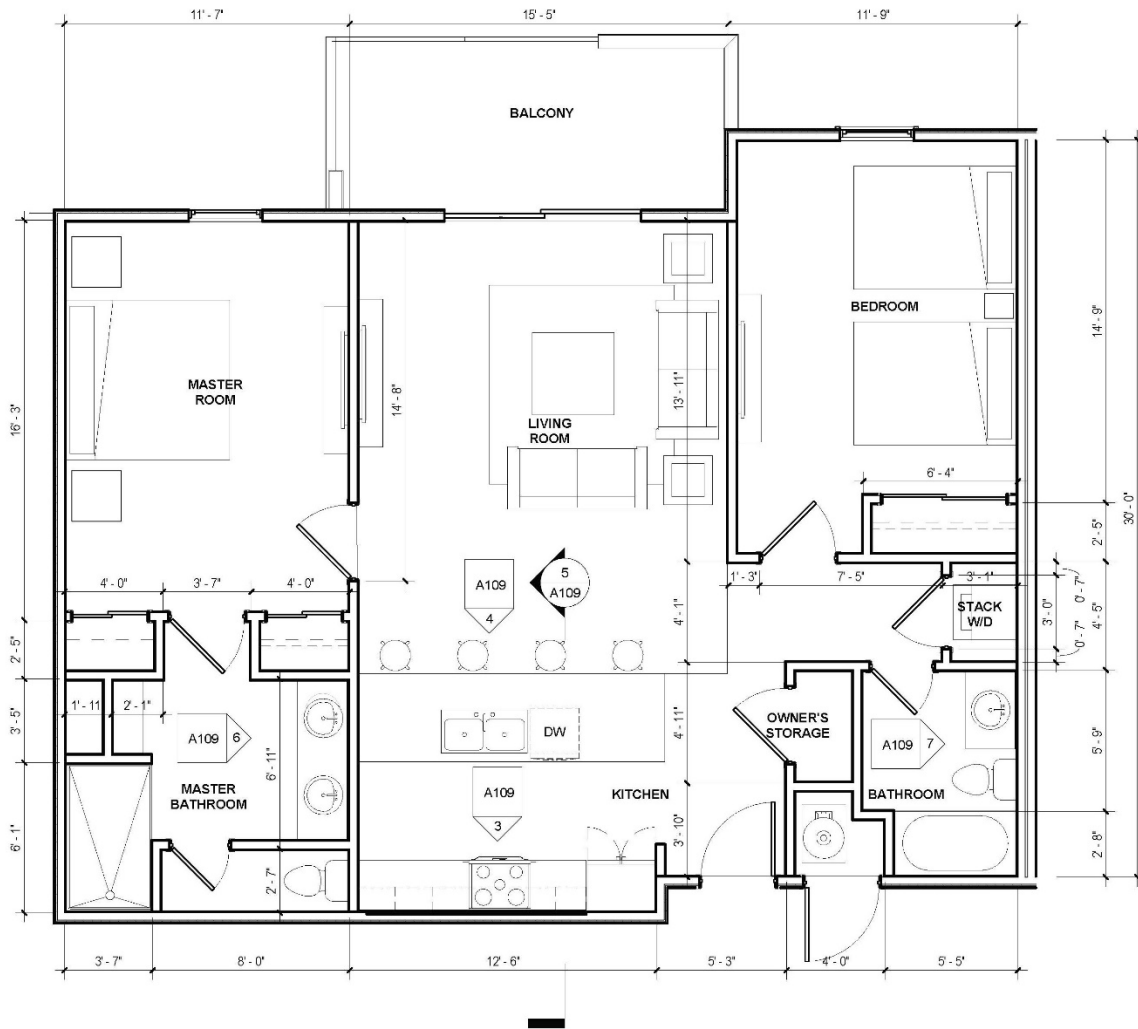
BATHROOM PER UNIT

<u>SIZE</u>	<u># of Units</u>	<u>BATHROOM PER UNIT</u>
2 BEDROOM	48	2
3 BEDROOM	64	2
4 BEDROOM	8	3
TOTAL	120	

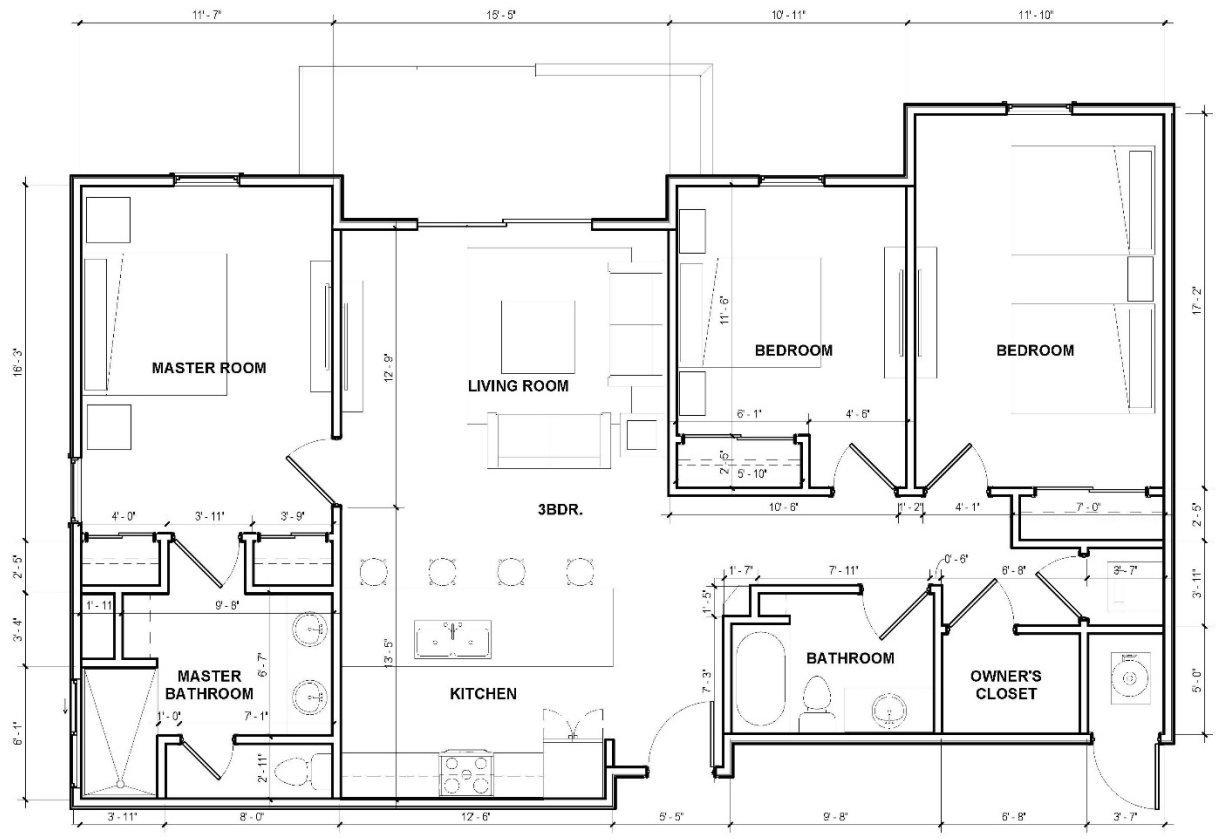
Building Plans



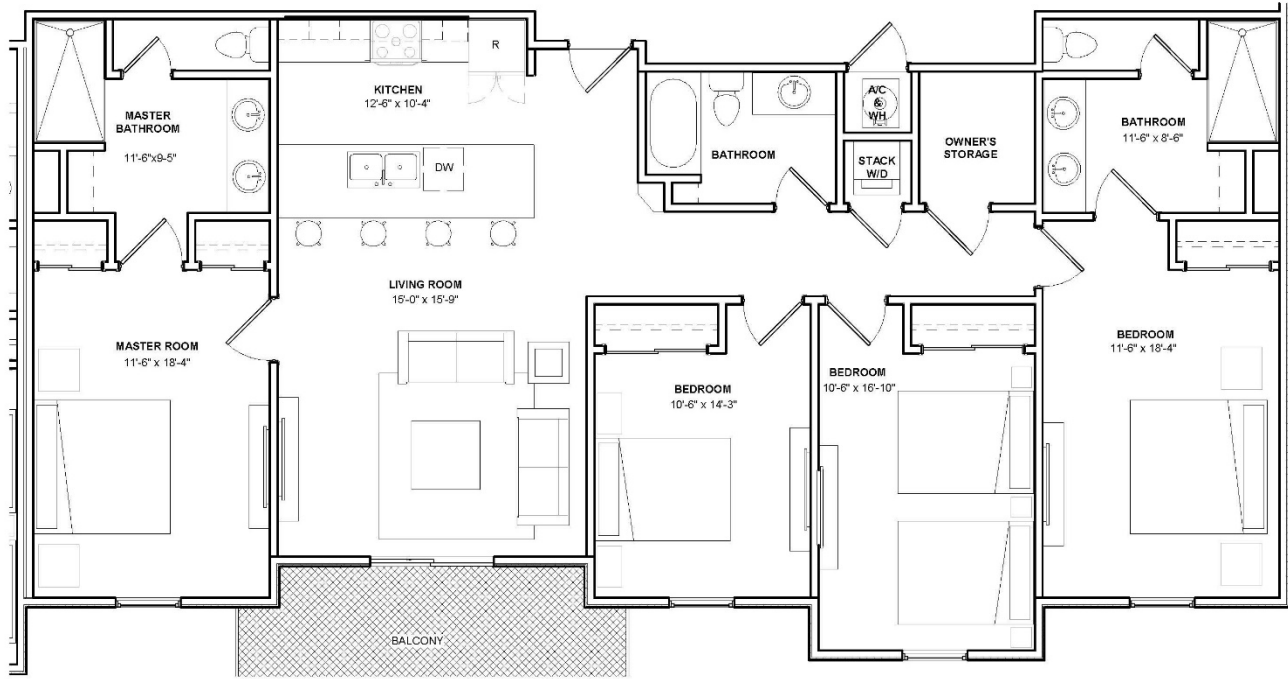
Unit Plans



① ENLARGED FLOOR PLAN - 2BDR. UNIT  
1/4" = 1'-0"



① ENLARGED FLOOR PLAN - 3BDR. UNIT  
1/4" = 1'-0"



4 BDR. CORNER UNIT



Thank you Constantinos Zavos  
Chairman  
Optimus Alliance Ltd.