

# The Real Scoop

What's Happening at Hallsley

Fall 2017



Join Us For A



Street of Hope

October 21 - November 5 | Open Daily

## 8 Homes | 1 Street | Hope For The Future

The first-ever **2017 Southern Living Inspired Community Street of Hope** will be held in Hallsley October 21 through November 5. The Street of Hope is a 16-day luxury new home show featuring eight fully furnished Southern Living home plans all on one street. It showcases the latest in interior decorating ideas, trends, and innovations and this year will

benefit both **VCU Massey Cancer Center** and the **VCU School of Business**. Tickets will be sold for \$10 each and special events will include a preview grand opening gala, a Taste of Southern Living evening, Thursday Concerts for Hope, themed weekends, and more! A cafe will be open daily for lunch. For details, visit [StreetofHope.com](http://StreetofHope.com).

## Introducing The Hallsley Model Court Open Daily

Chosen  
The Best  
Community  
In America

Stop by our NEW Model Court to tour eight stunning custom homes designed by our signature builders. See what's trending in new home selections while you walk down this extraordinary street. These furnished models are open daily to tour for FREE. Preview the homes online at [Hallsley.com](http://Hallsley.com)



3 miles west of Rt. 288 & 60, off Old Hundred Road | Open Daily | 3900 Brightwalton Road, Midlothian, VA 23112 | 804.794.9119





# Happenings



*Dive-in movie night at Hallsley!*

## Residents *Love* Life In Hallsley

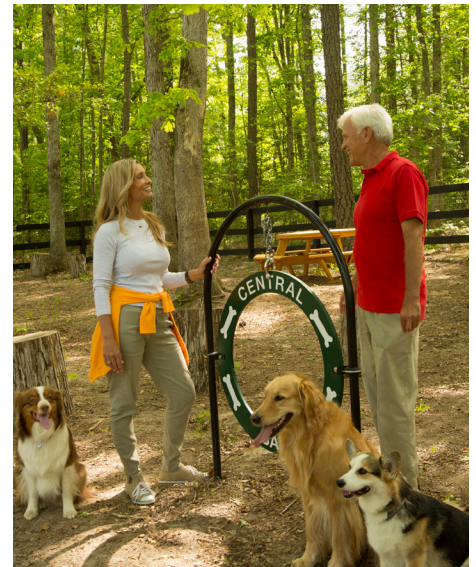
A recent survey of Hallsley residents asked, “How satisfied are you with living in Hallsley?” 98% answered there were extremely satisfied, very satisfied, or satisfied with living in Hallsley. Some of their favorite reasons why include their neighbors, great schools, the architecture, the miles of nature trails, the Hallsley Residents Club amenities, and the Director of Fun who plans year-round activities.



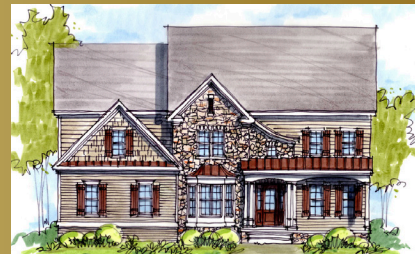
*The treehouse playground is a favorite at Hallsley.*



*The New Year's Day Polar Bear Plunge.*



*Two- and four-legged friends enjoy the dog park.*



## *Ascot* Offers A Wide Range Of Home Sizes In Hallsley

Twenty-six unique homesites are now available in Hallsley's newest neighborhood – Ascot. Homesites range from 1/3 of acre to over 1/2 an acre and offer some of the flattest topography in the entire community! Looking for a basement? There are eight basement lots available, too. Home

styles ranging from Farmhouses to European Chateaus to Arts & Crafts styles. Homes will range from 2,100 square feet to well over 5,000 square feet. Homes in Ascot will be exclusively built by **Bel Arbor Builders** and start at \$499,950.



@ Hallsley



## Distinctive Homes With Spacious Yards *Rosemary Creek*

**R**osemary Creek introduces a selection of signature home designs on generous homesites about a half-acre. These new homes are exclusively designed by **Biringer Builders** and **Perkinson Homes**. Ranging in size from 3,200 square feet, these unique home designs start in the \$700,000s.



## *Willow Creek* Featuring 27 Wooded Homesites

**A** new collection of homes – exclusively designed by **Homesmith Construction** – are showcased in the new Willow Creek neighborhood in Hallsley. Ranging in size from 3,200 square feet and in price from the \$500,000s, these unique homes feature classic style and a diversity of floorplans.

## Hallsley's Last Neighborhood Is Now Open *The Oaks*

**E**ast West Communities, the developers of Hallsley, has just released the last new neighborhood in this nationally award winning community. **The Oaks** features handcrafted homes by many of Hallsley's custom builders on wooded, spacious lots from the \$500,000s. The Oaks features a partnership with Southern Living, where a 12 lot cul-de-sac showcases home plans from the popular magazine. This special section of The Oaks will be called a **Southern Living Inspired Community** and features Coastal Cottage and Lowcountry architecture.







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## Hallsley *Outsells* All Others

According to Integra Real Estate, Hallsley was *the best* *selling new home community in central VA* in 2016 – with 138 new homes sales. During this same period, Hallsley also had the most building permits issued and sold 50% of all of the new homes over \$1 million in the Richmond area.



## Hallsley Chosen *America's* Best Community!

Hallsley continues to lay a foundation of success receiving the top national Best In American Living Award (BALA) – the Platinum award – from the National Association of Home Builders for the *Best Master Planned Community of the Year (over 100 homes)* for 2017.

Hallsley was in competition with communities from across North America. Hallsley also received silver awards from the National Association of Home Builders Sales and Marketing Council for the 2017 Master Planned Community of the Year and 2017 Best Landscape Design.

