

Chuck Fisher

From: Jason Coffee [JCoffee@epconcommunities.com]
Sent: Wednesday, January 04, 2012 9:48 AM
To: chuck@furrow.com
Cc: Tim Rini
Subject: Fort Wayne, Indiana Villas @ Summit Reserve

Chuck

Thanks for the additional information this morning. Below is a brief summary of options for the successful bidder (new owner).

Options for the new owner:

1. Become a new Franchisee (Builder Partner). This option allows the new owner to build all of the visionary Epcon product and receive corporate support and training in sales, marketing, construction, legal, and finance, as well as participation in our national accounts program. They also get the benefit of being an Epcon Community a known national brand. This is a great value!!
2. Become a licensee. Epcon in a few instances has licensed communities that are building our older attached product. This allows the new owner to build product consistent with the existing community. However as a licensee they will not be recognized as an Epcon community or receive any of the support and training or value mentioned above.
3. Build their own product. This would not involve Epcon Communities except for our monitoring to be sure the new owner's product does not break any trademark or copyright laws. Our visionary designs are protected.

This is a brief summary of potential options for your new owner. The value and scope of becoming a franchisee is tough to summarize in an email, but I would be happy to discuss the benefits with you or prospective bidders.

If you need additional information contact me at your earliest convenience.

Thanks

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