



P E O P L E



P R O P E R T I E S



O P P O R T U N I T I E S

CROSS
Development Corp.



IT ALL STARTS WITH THE LAND

*Maintaining the integrity
and beauty of the land is
foremost in a Cross
Development project.*

Bringing Together People, Properties and Opportunities

Cross Development is a real estate development company dedicated to serving people by creating profitable investment opportunities. Those we serve include:

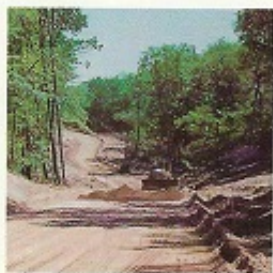
- investors
- families
- landowners
- contractors
- builders
- realtors
- and others

Whether you are an investor, landowner or support team member, you can feel confident being part of a Cross Development project.


From preliminary studies, to construction and sale or lease, we have the experience and resources to transform undeveloped land into valuable property. A history of successful developments proves it. These include:

- single family home sites
- condominium communities
- senior housing
- office buildings

Our projects help investors and team members realize financial goals, thereby enhancing their quality of life.



Our Serenity Ridge development features 50 home sites on 107 acres of rolling terrain, bountiful woods, deep ravines, and a meandering creek.



NEXT COMES THE VISION

Excellence comes

from thinking beyond

the ordinary.

Every Project Starts With An Idea

At Cross Development we're always looking for new real estate opportunities that serve a genuine need in their communities.

When studies showed more senior housing was needed in the Grandville area, we created Rose Garden Homes. When we saw a need for larger, upscale home sites close to downtown Grand Rapids, we developed Serenity Ridge. And when we saw the need for mid-size office suites, we created the Canal Business Center.

Putting Together a Team

While every project is unique, each depends on these key elements.

- *The property:* a parcel of land with marketable potential.
- *The investors:* people committing money to gain profit.
- *The development team:* individuals taking the steps necessary to refine a property into a completed development.



To assure the success of each project, we select only experienced, proven professionals to join our development teams. These include:

- accountants
- architects
- attorneys
- civil engineers
- environmental consultants
- general contractors
- residential and commercial real estate agents
- surveyors
- underground contractors
- wetland consultants
- and others



Key to the success of each Cross Development project is a team of experienced professionals.



THEN WE MAKE IT HAPPEN

Bringing an idea to life

involves many steps,

from planning to

construction to marketing.

Transforming Ideas Into Reality

The process of analysis, land planning, design, construction, approvals, marketing and sales can be complex. The Cross Development Management Team coordinates the many steps involved to make sure each project proceeds smoothly and profitably. Projects follows four basic steps.

Step 1: Determine project feasibility

Before the first shovel of dirt is moved, each project is carefully studied. Steps include creating a development schedule, making a schematic land use plan, analyzing project design criteria, preparing a budget and submitting preliminary site plans to appropriate government agencies such as utility companies, county plat board, drain commission, and township offices.

Step 2: Finalize engineering and approvals

Here, we complete the final documents encompassing all preliminary recommendations from regulatory agencies. The documents are then certified and final documentation is submitted to governing municipalities.

Step 3: Oversee construction

In this phase we develop construction plans, submit the plans for approvals, reconfirm the budget with contractors and oversee actual construction of the project.

Step 4: Market the property for sale or lease

This is the crucial final step in making the project profitable. We create a sales and marketing plan that targets potential buyers, implement an advertising schedule, and assign experienced sales agents or a management team to execute the plan.



Ribbon cutting at Rose Garden Homes, a 46-bed assisted living community, which provides convenient and attractive housing for seniors.

SUCCESS BRINGS REWARDS



Build Equity, Increase Net Worth

Land development opportunities are often limited to an inside circle of "people in the know." Cross Development makes it possible for a wide range of investors to profit from real estate. If your financial goals are to build equity, increase net worth and enhance cash flow, then you should consider investing in Cross developments.

While there are risks inherent in any investment, consumers will always be looking for attractive places to live and work, which makes real estate a commodity that will always be in demand.

Throughout a project you are kept informed of all steps so you always know where things stand. All studies, cost sheets, construction estimates, projections and site maps are always available for review.

Guidance for Landowners

At Cross Development our job is to guide you in the development and/or marketing of your land. We can help you:

- obtain a fair price for your property.
- understand the options available to you, prior to selling.
- become an investor in the project, with continuing profit potential.

Benefits for Team Members

By being a member of a Cross Development team, you benefit in many ways. First, we can bring a project to market faster than you could on your own, because of our many years of experience.

Second, we've developed a system that allows everyone to work at a higher level of performance, with each member of the team doing the job they do best.

Third, you save the expense of costly mistakes, because we know the many problems to avoid in developing projects.



A HISTORY OF SUCCESSFUL CROSS DEVELOPMENTS

Since 1992, Cross Development has created a variety of successful developments in Western Michigan.

- The first development sold out within 10 months of recording.
- The second development sold out within one month of recording, creating a waiting list of customers for phase two of the project.

Since that fast beginning, a variety of other properties have been developed. And more are always on the drawing board.

White Tail Ridge, Grandville

This development filled a need for exclusive home sites in the south part of Grandville. We created 16 home sites on 35 acres with lots from one to four acres. By the time the streets were paved, all the lots were sold.



Happy Hollow, Grandville

Developing is more than just putting in streets. It's creating an environment for families to live in that will go on forever. In Jamestown Township, just south of Grandville, we created 29 one-acre home sites with a neighborhood atmosphere.

Crystal Pines, Rockford

Fifteen one to two-acre home sites on 20 wooded acres in Rockford.



Wedgefield, Ada Township

Fifteen home sites on 50 acres overlooking Egypt Valley Country Club.

4301 Canal Business Center, Grandville

The marketplace needed medium-sized office spaces. We took a 16,000 square foot office and condominiumized it into seven smaller suites. In six months, the building boasted 90% occupancy.



Serenity Ridge, Grandville

The most exclusive lots we've developed. Fifty home sites on 107 acres of beautiful rolling terrain, bountiful woods, deep ravines, and a meandering creek, behind Johnson Park in Grandville.

Northern Reflections, Comstock Park

One hundred and four home sites on 57 acres. Affordably priced homes on fully improved lots.



Meadow Creek, Rockford

Beautiful woods on contouring land. Cross Development created 81 home sites served by a private water system.

Fieldstone Farms, Grand Rapids

Our largest development of homes: 158 home sites on 52 acres. Homes starting at \$109,900 in a desirable location.



Perry Ridge, Zeeland

Seventy seven home sites and 36 condominiums. Prices range from \$125,000 to \$175,000.

Rose Garden Homes, Grandville

Opened in July 1997, this 46-bed assisted living community was fully occupied by August 1998.

