



**INITIAL OFFERING / EXECUTIVE SUMMARY:  
Stafford Land Company - Richland Park project**

The company had procured a developable parcel in Clackamas County, just outside Oregon City. The intent was to pre-sell every lot.

Before permits were applied for or any equipment staged to begin development, my job was to gain interest in the project. A logo was created, along with 'coming soon' project signs at the job site.

A project plat was designed and an 'Executive Summary' authored. The summary offered demographic statistics and background information. As roads went in I designed a series of drive-by informational signs. Lot signs followed, along with a large 8'x4' on-site plat sign. Ground level photos and drone videos were posted to our social channels as the work progressed. Richland Park lots sold to custom home builders quickly as a result.

social media video updates



**PDF** BELOW: executive summary. Click to open PDF

The screenshot shows the PDF content with the following details:

- STAFFORD LAND COMPANY** logo
- Richland Park** Executive Summary and Pre-Sales Information
- 7 Luxury Estate-sized Lots
- Perfect for Custom Builders
- Engineered Landscape Plan
- Rare Large Lot opportunity
- Richland Park in Beaver Creek, Oregon
- www.staffordlandcompany.com
- Contact: gordon@staffordlandcompany.com | 503-720-0914 or nick@staffordlandcompany.com | 503-572-2683

project presale sign



plat with pricing PDF

The plat map displays the following lot information:

Lot Number	Price	Status
6	\$330,000	Available
5	\$325,000	RESERVED
4	\$320,000	Available
12	\$335,000	RESERVED
3	\$320,000	Available
1	\$310,000	RESERVED
2	\$310,000	RESERVED

Please note: Lot line adjustments, availability and pricing subject to change during construction until recorded. Graphic is for reference only.

STAFFORD DEVELOPMENT COMPANY | Richland Park - Lot Pricing 1/24/2019 V.4 | Richland Park BEAVERCREEK OREGON



NOTE: This project sample sheet is provided for reference only. Artwork, logo, theme of design and layouts are owned by Stafford Land Company Inc. Plummer Design + Illustration | 503-806-4505 | mail@plummerdesign.com