

Referral Program Contest Opens For Mission Viejo Residents

Mission Viejo's Blue Chip Stamp referral program, one of the most unique testimonial concepts of sales promotion, will be gaining new impetus, according to Don Schulz, general sales manager, Mission Viejo Company.

When a Mission Viejo resident refers a new homebuyer through this referral program, the resident is given 30,000 Blue Chip Stamps for his assistance.

Record Year for MV (Continued from page 1)

scope of our present market." This month, Unit 9 of New Madrid Homes also will be opening offering view sites looking westward toward Oso Creek.

More than 438 homes in New Madrid have been sold in the 10-month period since this neighborhood opened in February, 1971. These three to five-bedroom homes feature exquisite styling in master suite sitting rooms with fireplaces; private library-dens with optional bar; outdoor deck areas; formal dining room; dramatic curving staircases and dining rooms accented by distinctive archway ceilings.

New Madrid Homes are priced from \$32,995 to \$43,995; with FHA, VA and conventional financing available.

In addition, the eighth and final unit of New Seville Homes will also open this month. Panoramic view of the hills to the west will be highlighted in the current unit of 46 homes.

Seville Homes were introduced in May, 1970, and were the first homes in the community to feature the private garden-concept with walled patio areas.

Located in the northern portion of the community, New Seville Homes are adjacent to Wilderness Glen, a 26-acre regional park second nature retreat for family enjoyment. Giant sycamore and oak trees enhance the hiking paths, equestrian and bike trails, picnic and camping areas of the preserve.

More than 395 homes in the Seville neighborhood are now occupied of the 430-home neighborhood.

"We find each year that Mission Viejo is more than just a community of homes and immediate amenities. It is its way of life that attracts new homeowners," said Reilly. "We feel that America's most successful new town fulfills the all-encompassing needs of families today — and for the future."

Starting this month and through July 31, 1972, the homeowner who refers the greatest number of purchasers will receive an additional 60,000, or triple the number of stamps.

"A referral will qualify as such upon acceptance of the purchase agreement by Mission Viejo Company," said Schulz.

A letter explaining Mission Viejo's current referral program is being included in this month's *Mission Viejo Reporter* with referral cards, to all residents in the community.

"Our referrals last year accounted for nearly half our sales. Several of our homeowners have been able to add to their homes and furnishings. One family selected a color television set while another is working toward a trip to Hawaii," added Schulz.

"What better way to sell Mission Viejo than through the people who live here?"

Veteran Financing Available at Villas

The availability of VA financing for Aliso Villas Country Home Condominiums was recently announced by Roger Clark, president of MVC Financial Corporation.

"We're happy to be able to offer returning veterans this type of financing," Clark said, "because they can move in with no down payment and minimal closing costs."

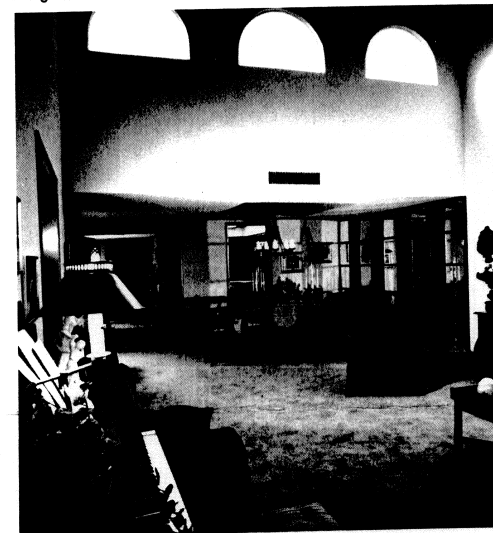
"Not all condominium programs have VA financing. With our prices starting as low as \$17,700 and the new financing arrangements, many additional veterans can now qualify for home ownership at Mission Viejo," he added.

FHA and conventional financing are also available, Clark said.

THE LAKES' LOG



LAKE SHORE VILLAS MODELS — The new luxury condominium apartments at The Lakes were recently opened to complete the fourth phase of development by Mission Viejo Company in the Tempe, Arizona, community. Photo below shows the arched clerestory windows in the living room of these waterfront homes.



Lakes' Recreation, Shopping Areas to Begin Construction

Lakeshore Village Shopping complex, planned for a more than 3½-acre site adjacent to The Lakes waterways, will include a number of boutique and specialty shops within the central core of the community.

According to Dick Enroth, director of leasing for The Lakes, a drug store, market, beauty and barber shops as well as other service shops will also be offered in the complex.

A marina restaurant, planned for completion in mid-summer, will also be a feature of the area.

The Lakes Beach and Tennis Club, offering family recreation for homeowners in the community, is also planned for construction within the next few months.

Included in the plans for the \$½-million club are a swimming pool, lighted tennis courts; basketball, volleyball and handball facilities; arts and crafts center, and health spa sauna and jacuzzi. Billiard and pool tables will also be offered in the main building facility.

In keeping with the design of Mission Viejo's Marguerite Center, The Lakes family club will also offer outdoor playground areas for children, picnic tables and croquet.

MV Company Announces New Loan Facility

Mission Viejo Company recently announced the formation of Mission Viejo Loan Administration, which will be a department of the MVC Financial Corporation.

As part of Mission Viejo Company's Administrative Services Division, this new service department will facilitate all loan processing on new home purchases within the community.

Offices will be located in the Taj Majal Building in the Leisure World neighborhood, where Mission Viejo Company's Administrative Services Division staff members are located.

La Paz Plaza is now a brighter and cleaner place to stroll and shop, thanks to the efforts of six volunteer students of Mission Viejo High School.

All members of the school's Kiwanis-sponsored Key Club, a campus service organization, the boys "washed, cleaned, scrubbed and scraped the plaza patio one recent Sunday morning," according to a spokesman for Mission Viejo Company.

In appreciation for the services of these six youths, Mission Viejo Company has donated \$100 to their organization.

The boys who volunteered were Clay Sisman, Jim Griffin, Doug Wyest, Frank Beghuis, Jerry Walton and Mark Hitchner.

Benton is First For Fifth Time

Repetition may seem tiresome to most people, but for John Benton, it means being Mission Viejo Company's top salesman at The Lakes. Benton has now been the community's "number one" salesman five times since the opening of Lake Village Garden Homes in March, 1971.

His six net sales totalled \$216,348 for the month. Benton has now surpassed \$2 million for the eight-month period.

Benton and his wife, Janice, are also homeowners at The Lakes, having recently purchased a Lake Village Garden Home.



Benton



DIABLOS GIVE VICTORY SIGN — Mission Viejo's Junior All-American pee wee division football team, the Diablos, was sponsored by Mission Viejo Company for a recent exhibition game in Phoenix' "Cactus Bowl." In their game against the Phoenix Gremlins, the Diablos won their tenth game of the year, 48-6.