

October 2007

Dear REALTOR®,

Greetings from Verrado®! In response to Senate Bill 1062, which was recently passed by the Arizona State Legislature, our community association has created **Addendum Three of the Residential Design Guidelines for Verrado** and corresponding Exhibit "A" and Exhibit "B". These documents are on the following pages and specifically address the For Sale/Lease and Open House signage guidelines. The purpose of this letter is to provide you an overview of the changes that have been instituted, as they directly affect your real estate business in our community.

These new signage specifications provide property owners and real estate agents a professional, aesthetically pleasing signage template by which to market their Verrado homes and custom homesites. Due to the breadth of product in the community, two signage formats are offered:

- Standard Sign (Exhibit "A")
- Enhanced Sign (Exhibit "B")

You may hire any sign company to fabricate such signage. For your convenience and not as an endorsement of any particular sign provider's services, a listing of available companies is available upon request from the Verrado Community Association.

In addition, a separate, downloadable .eps file has been made available on this website, [www.Verrado.com](http://www.Verrado.com), as well as on [www.Verrado.net](http://www.Verrado.net). Although this format is widely used in the graphic design industry, only a small segment of the general population currently has the software to view and manipulate these files. Therefore, we highly recommend that your signage professional download the file directly from the community website in order to ensure a high-quality image.

Both of the aforementioned sign formats are designed to be consistent with Verrado's architectural integrity and charm, as well as in accordance with the recent changes in the Arizona statutes. As the community continues to grow and the number of real estate transactions increase, this signage aims to assist in the protection of property values and streetscape aesthetics.

In addition to this signage program, Verrado offers a variety of ongoing events specifically designed to increase exposure of both the community and the available new and resale properties within the community. To learn more about either the Verrado Open House Tour (open to the public) or the Verrado Broker/Agent Tour (industry only), please feel free to contact me at 623.215.6026 or [tmarolf@dmbinc.com](mailto:tmarolf@dmbinc.com). Both of these tours are held on a monthly basis and all active listing agents are invited to participate.

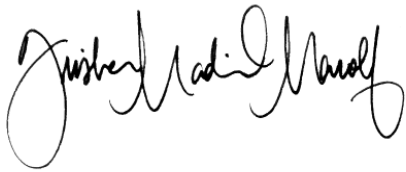
As the Verrado liaison to the broker/agent population, I serve as your primary point of contact for all issues related to your real estate interests in the community. However,

if I am not available to answer your signage questions, the following Verrado team members may assist you:

- General Inquiries- Vince Merenda or Sandee Bennett, Community Association, 623.466.7008, [vmerenda@dmbinc.com](mailto:vmerenda@dmbinc.com) or [sbennett@dmbinc.com](mailto:sbennett@dmbinc.com)
- Graphic Design Inquiries - Danielle Clymer, Brand Manager, 623.215.6000, [dcllymer@dmbinc.com](mailto:dcllymer@dmbinc.com)

Thank you for your cooperation and best of luck with the successful marketing and sale of the Verrado property which you represent.

Sincerely,

A handwritten signature in black ink that reads "Trisha Madrid Marolf". The signature is written in a cursive, flowing style.

Trisha Madrid Marolf  
Realtor® Relations Manager  
Verrado, a DMB Community  
623.215.6026 o  
602.619.7207 m  
[www.verrado.com](http://www.verrado.com)

**RESIDENTIAL DESIGN GUIDELINES  
FOR  
VERRADO**

**ADDENDUM #3**

**AUTHORITY:** Community Charter for Verrado, Chapter 5  
Residential Design Guidelines for Verrado, Section 1.2

Senate Bill 1062 amended A.R.S. 33-1808 for planned  
community associations with regard to For Sale signs

**EFFECTIVE DATE:** August 23, 2007

At the Design Review Committee meeting held August 23, 2007, the following change to the Residential Design Guidelines for Verrado dated June 1, 2004, was approved:

Section 4, Architectural Standards: Signs and Signage

**Delete:** (including, but not limited to, “for rent”, “for lease”, “for sale”, “open house”, and similar real estate signs)

**Add:** Verrado Community Association, Inc., For Sale/For Lease Signs and Open House Signage (attached)

1 Encl: Verrado Community Association, Inc., For Sale/For Lease Signs and Open House Signage

**RESIDENTIAL DESIGN GUIDELINES  
FOR  
VERRADO**

**ADDENDUM #3**

**For Sale/For Lease Signs and Open House Signage**

**August 23, 2007**

The following amends the Residential Design Guidelines, Section 4, Architectural Standards, Signs and Signage, as it relates to the use of For Sale/For Lease and Open House signs:

**For Sale/For Lease Signage**

If erected in accordance with the following guidelines and the illustrations shown in Exhibits “A” and “B”, no prior approval is required to post a For Sale/For Lease sign:

1. One (1) Verrado specific approved For Sale/For Lease sign may be placed only in the front yard or in the window of owner’s property.
2. For Sale/For Lease sign shall not be permitted on fences, courtyard walls or any portion of any structure located on the property.
3. Sign Specifications: For Sale/For Lease sign must be in compliance with the specifications set forth in Exhibit “A” or “B” (*see attached signage specifications*).
4. No balloons, flags or other promotional material may be attached to the approved sign or any structure located on the property, except as shown in Exhibit A relating to contact information.
5. Only one flyer box (black in color only) may be attached to the approved sign post.
6. For Sale/For Lease sign must be removed from the property when the property is taken off the market or within seven (7) days after close of escrow. “Sold”, “Pending”, “In Escrow”, etc., riders are not permitted.
7. Directional signs are not permitted.

**Property owners may select from one of the following:**

Standard Sign (Exhibit “A”):

1. For Sale/For Lease sign shall be double-sided and a height of eighteen (18) inches and a width of twenty-four (24) inches.
2. For Sale/For Lease sign must be fabricated in accordance with specifications (*see attached Exhibit “A”*). A digital file of sign template shall be made available to property owners and related parties via [www.Verrado.com](http://www.Verrado.com) and [www.Verrado.net](http://www.Verrado.net).
3. For Sale/For Lease sign must be mounted on a black H-Stake metal frame post designed to hold an eighteen (18) inch by twenty-four (24) inch sign that will also accommodate a six (6) inch by twenty-four (24) inch hanging rider. The sign shall be installed so that the top of the sign is no more than forty (40) inches above ground level.
4. For Sale/For Lease sign must be placed perpendicular to the curb or sidewalk a minimum of thirty-six (36) inches from the curb or sidewalk on owner’s property.
5. One double-sided rider, a height of six (6) inches and a width of twenty-four (24) inches may be attached. Rider shall contain real estate broker/agent contact information and company logo. No other images are permitted.

Enhanced Sign (Exhibit “B”):

1. For Sale/For Lease sign shall be a height of forty-eight (48) inches and a width of sixty (60) inches.
2. For Sale/For Lease sign must be fabricated in accordance with specifications (*see attached Exhibit “B”*). A digital file of sign template shall be made available to property owners and related parties via [Verrado.com](http://Verrado.com) and [Verrado.net](http://Verrado.net).
3. For Sale/For Lease sign must be mounted on decorative H-Stake metal frame post (*see attached Exhibit “B”*). The sign shall be installed so that the top of the sign is no more than one hundred (100) inches above ground level.
4. For Sale/For Lease sign must be placed parallel to the curb or sidewalk a minimum of thirty-six (36) inches from the curb or sidewalk.
5. Sign rider is not permitted.

## **Open House Signage**

1. One (1) Open House sign may be placed in the front yard on owner's property.
2. Open House sign can only be displayed on the property between the hours of 10:00 a.m. and 5:00 p.m. on Saturday and/or Sunday only and must be removed each night, even if the Open House event is to reconvene the following day.
3. Open House sign is restricted to one per event; in front of the home where the event is being held. Whenever there is an Open House sign displayed, there shall be a representative of the owner present on the property at all times.
4. Advertising riders, balloons, flags or other promotional material may not be attached to the Open House sign or any structure located on the property.
5. Advertising riders, flyers, tubes or containers may not be attached to the sign or any structure located on the property.
6. Directional signs are not permitted.
7. Open House sign (limited to 24" x 36" and not to exceed 40" in height) must be in good repair and well maintained.

**Signs that do not comply with this Addendum of the Residential Design Guidelines for Verrado may be removed by the Association staff by way of a notice.**

The Verrado Community Association may also elect to:

1. Have the sign removed by a third party at the owner's expense.
2. Levy a monetary penalty for the infraction.
3. Exercise any other remedy available through the Governing Documents or law for failure to comply with the Verrado For Sale/For Lease and Open House signage.

**“Exhibit A” – Standard Sign**



August 2007. The Residential Design Guidelines for Verrado® Addendum #3, Exhibits, and downloadable .eps file (“The Guidelines”) are subject to change. Please contact the Verrado Community Association, Inc. to ensure that you have a current copy of the Guidelines and its related materials. The Verrado® name and logos are registered trademarks of DMB White Tank, LLC.

## “Exhibit B” - Enhanced Sign



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