



WINCHESTER

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BRAND BOOK

# ROOM TO BREATHE, SPACE TO PLAY

## WHAT IS WINCHESTER?

Our home address is a direct extension of who we are. It not only dictates where we live, but also, more importantly, how. And while geography alone can't create happiness, the entire Winchester community—from its investors and developers to its staff and residents—understands how being in the right place helps inspire us, connect us and make us feel alive.

At Winchester, backyards double as playgrounds. And neighbors quickly become family. Quietly tucked into the Sierra Nevada foothills, Winchester sits at the perfect intersection of tranquility, beauty and play. Living at Winchester means year-round golf, enjoying miles of nearby hiking and biking trails, quick access to the charms of Auburn and the convenience of the Roseville Galleria Mall, and instant entree into

a fun, welcoming and like-minded community. San Francisco is the perfect destination for a weekend road trip, while an hour's drive lands residents in the wilds of Tahoe—all this without ever needing to pick up a snow shovel or battle commuter traffic.

Being a Winchester resident is more than having a beautiful house in a beautiful place—it's a beautiful way of life. With its world-class Robert Trent Jones golf course, endless outdoor activities, sweeping vistas, gorgeous homes on spacious lots, vibrant community and updated clubhouse, Winchester has everything it needs to attract new residents. They must simply walk the grounds and meet their future neighbors to discover that they have finally arrived home.



## BRAND POSITIONING

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*Winchester is the lifestyle mecca for year-round golf and outdoor enthusiasts who seek natural beauty, a like-minded community and a slower pace of life without ever having to sacrifice convenience or connection. Its unique foothill location—above the fog and below the snow—with spacious lots, a world-class Robert Trent Jones course, miles of hiking and biking trails, and a welcoming community make it the ideal place for active, social, successful, down-to-earth homebuyers to live their best life yet.*

## WHAT SETS WINCHESTER APART?

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Winchester juxtaposes seeming opposites to strike the perfect balance:

**Private but social:** Tight-knit community meets “modern mountain” homes built on spacious lots set back from the road and golf course.

**Rural but accessible:** Plenty of “room to breathe and space to play,” but close to shopping, Sacramento, Tahoe, San Francisco and wine country.

**Sophisticated but down-to-earth:** Personalized, friendly service, top-notch amenities and attention to detail and quality without pretense or airs.

*Fresh*  
*Spacious*  
*Sophisticated*  
*Welcoming*  
*Connected*  
*Naturally Beautiful*  
*Accessible*  
*Active*  
*Fun*  
*Modern*  
*High-quality*  
*Detail-oriented*

**BRAND  
ATTRIBUTES**

**BRAND TONE**

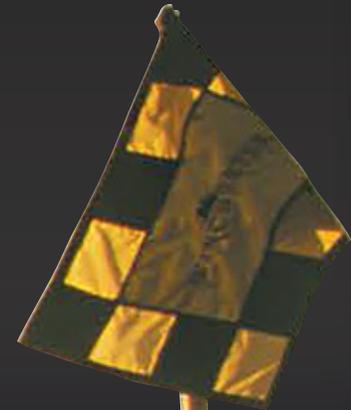
*Friendly*  
*Gracious*  
*Helpful*  
*Attentive*  
*Knowledgeable*



## MISSION STATEMENT

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*Winchester isn't just selling houses.  
It's selling a rare and coveted way of living that can only  
happen right here. Winchester is the ideal home  
for golf and outdoor enthusiasts of all ages  
who seek space and privacy amidst a vibrant,  
social community of like-minded people.*





NEW HOMEBUYERS

*40-55 year-old couples with kids*

*Empty-nesters who are retired  
or close to retirement*

PLUS

*Current Winchester residents  
and ambassadors*

*Golf enthusiasts*

*Winchester staff*

*Builders*

*Realtors*

*Surrounding communities*

*Media*

AUDIENCE

PROSPECTIVE

HOMEBUYER TRAITS

*Attracted to an active, outdoor lifestyle*

*Successful but down-to-earth*

*Golf enthusiasts*

*Don't want to be sold or pandered to*

*Love a good story (both listening  
and telling)*

*Genuine, warm and welcoming*

*Looking to live their best life*

*Favor the simple, casual and authentic*

*Builders of community and lasting  
connections*

*Intelligent, witty and well-informed*

*Appreciate high-quality and smart design*

*Health-conscious and young at heart*

*Value nature, wildness and natural beauty*

*Desire more space and a slower  
pace of life*

*Social entertainers (love dinner  
parties and events)*

*Avid travelers and explores*

*Family-oriented*

# NEW HOME BUYERS MESSAGING



At Winchester, residents live and play outdoors year-round. Perfectly positioned above the fog and below the snow, residents can easily enjoy the slopes of Tahoe and weekend trips to San Francisco without ever having to own a snow shovel or worry about commute traffic.

Winchester offers “modern mountain,” single-story homes on spacious lots, set back from the road, surrounding homes and golf course. The homes range from 3,940 square feet to 4,960 square feet.

Winchester gives homebuyers the choice of buying a new, existing home or building their own perfectly sized dream home from the ground up.

With only a total of 409 home sites on 1,100 acres, Winchester has been planned for the ultimate living experience in preservation, prestige and privacy.

Winchester is a smart investment today and tomorrow. New management, developers and staff are dedicated to making Winchester the premier golf community in Northern California.

Only 40 minutes from Sacramento, Winchester is an easy commute by car or train from the Auburn station. Just an hour from Tahoe and two and a half hours from San Francisco, Winchester offers residents a spacious, active and beautiful way of life without ever having to sacrifice convenience or connection.

Winchester is ageless; it appeals to anyone with an active, healthy lifestyle who values space, clean air, beautiful views and having a world-class golf course in their backyard.

In addition to golf, Winchester residents can enjoy 10 miles of hiking and biking trails, eight miles of equestrian trails, tennis and swimming, just steps from their door.

The Winchester community is bar none. Welcoming, gracious and social, neighbors quickly become extended family. With regular club and golf events several times a week, there are always plenty of ways to meet members of the community and make new friends.

# CLUB AND MEMBERSHIP MESSAGING



With its new makeover, the 35,000 square foot clubhouse serves as the heart of Winchester. We've moved our state-of-the-art fitness facility to the third floor and have hired a full-time lifestyle coordinator charged with introducing new fitness programs and classes.

We have created a new menu for Winchester members featuring farm-to-table cuisine. Lunch is served five days a week and we host a cocktail hour every Friday evening followed by dinner.

Winchester has launched new family programming, including several children's camps, outdoor movie nights, and other fun-for-the-whole family events.

# GOLF COURSE MESSAGING



Robert Trent Jones Sr. and Jr. together designed Winchester as a rare combination of sport and beauty, challenge and nature. It is one of only seven courses designed by the father and son team and was Sr.'s last. With fairways that reward creativity and risk, classic greens that test execution, five sets of tees on each hole to accommodate every skill level, and breathtaking panoramic vistas, the game of golf has never been so sweetly satisfying.

The course blends seamlessly with the land's native Ponderosa Pines, Black Oaks, wetlands and meandering Orr Creek.

Winchester's new fleet of 54 golf carts and increased maintenance, including drainage, irrigation and equipment

improvements, are all part of a comprehensive plan to restore Winchester's golf industry ratings as one of the premier courses in California.

Winchester has revamped the driving range to include a place for short-game improvement and a general practice area.

A beautiful, new golf cottage on the driving range provides a warm and welcoming environment for social gatherings for members and their guests.



WINCHESTER

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