

Heatley-Moist's
D-FW Land Advisory
Street Smarts For Cleaning Up In Real Estate *11th Year!*

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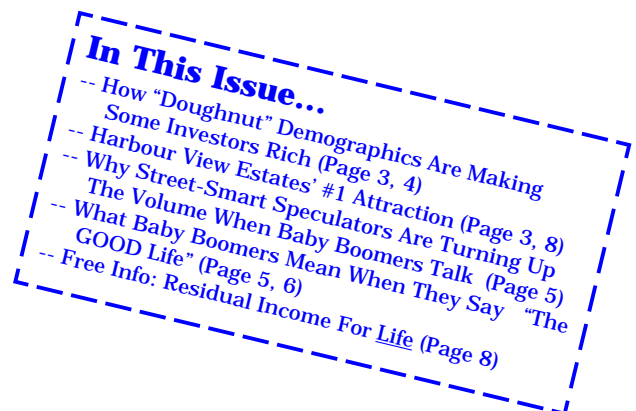
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"Get Out Of Town!"

**It's Unstoppable...
It's Spreading Like Wildfire ...
... And It Can Make You RICH**

"Glam" for millions of American homebuyers isn't suburbia anymore. They're headed for the country. Sure they want peace 'n quiet 'n elbow room. But more than that is hearing THESE words from friends and family who come to visit: "Hey!... Get a load of the view from here!" For speculators quick to lock in on this latest rage, a new round of real estate fortunes are begging to be made. Is this the place for your money in the years to come? Here's our take. You be the judge.



From:
Las Colinas, Texas
Wednesday, 3:42 pm
April 22, 1998

Dear Fellow Speculator and Subscriber:

One thing is certain: In a future that is getting more and more complex by the second, it is going to take more than just brains and connections to succeed. For one, it will take anticipation. And, with that "millenium bug" just around the corner, that is one skill you are not only going to want to have, you are going to want to have it ...

As Sharp As A Tack!

Let me begin, therefore, by laying a little sobriety on you. This spring, in a report describing the migration of millions of Americans to outlying areas, the U. S. Census Bureau pointed out that demographic maps of counties in many metro areas now look like doughnuts, thinner than before in the central core and denser in surrounding counties.

Metro areas... like ours.

D-FW, in fact, was cited as a prime example.

Actually, this exodus to the country isn't anything new. It's just history repeating itself once again. At the turn of the century, people escaped from crowded city tenements and factory whistles by moving to farmlands outside of the cities. In the '50s and '60s it happened all over again. Only this time it was the suburbs where big-city folks fled to escape pollution, high taxes, high crime and exorbitant rents.

But now, suburbs have fallen prey to those same afflictions. Just when people began to believe they'd escaped the city, they found that the city had...

Moved Into Their Back Yards!

Employment, shopping and public centers are sprawled throughout suburbia without any order or reason. Taxes are rising and rents are shooting through the roof. Piled atop that are post office shootings, schoolhouse shootings, daycare shootings, drive-by shootings, road rage, shopping cart rage and cars that pull up next to you with thunder-woofers loud enough to knock your wheels out of alignment.

And on and on.

So now suburbanites are selling out and moving to the country.

Is it any wonder?

And the sort of place where these refugees end up isn't some desert island or foreign country you can't begin to pronounce the name of, either. You remember the place. Not much more than a hole-in-the wall by anyone's standards. No high-paying jobs. No big employers. No fancy shops or gourmet restaurants to be found. But the kind of place where everybody knew their neighbors. Where fishin' holes and friendships were more important than the make of your car or the label on your clothes. Where old fashioned values and the joys of rural living reigned supreme.

If I lost you there, here's a dead giveaway: Sheriff Andy Taylor lived there. Barney, Opie, and Aunt Bea, too.

America Is Moving Back To Good Ol' Mayberry, RFD!

One word of warning here: Don't try to convince me that Mayberry never really existed. Because in the minds of folks who spent any time at all of their childhood days watching the "The Andy Griffith Show," Mayberry is alive and well and thriving like never before. And that homespun, aw-shucks, gosh-darn, knee-slapping appeal of Mayberry is getting harder and harder for city slickers and suburbanites to resist.

In fact, at this very moment, hundreds of folks are bidding adios to the

suburbs and the cities. They're packing moving crates and getting out of town. Destination: the Mayberry of their dreams.

These days, the people who grew up on weekly doses of Andy and Opie are sporting gray hairs. Now in the prime of life, they're wanting to recapture the idealistic charm of Mayberry. This dream is the driving force behind their migration to the country.

Dreams of a better quality of life for their families, the "good life." Where everybody knows your name. Where everybody waves "Hi." Where safety, clean air, the creak of porch swings and the glow of fireflies can be a part of everyday life.

And, they're willing to make trade-offs to have these dreams come true. Like freeways for two-lane roads. BMWs for Ford Explorers. And shopping convenience for lush green meadows and scenic views.

Case in point: the overwhelming success of our very own Harbour View Estates at Eagle Mountain Lake. One glimpse of the views from the hills in Harbour View Estates, and you'll instantly see why all 75 lots in Phase I sold out...

**Even Before Construction
Had Started On The Roads!**

Despite the lack of city water and sewer, I should add. But who cares about those when you've got million-dollar views? Drop-dead gorgeous vistas can't be found just anywhere. Look: everyone knows that in a dog-eat-dog market like D/FW, now more than ever it takes five-star carrot-dangling to stay ahead of the competition. And for Harbour View Estates, that carrot is...

**Free Scenery
For The Price Of A Lot!**

Pretty scenery. The kind you'd find under Cosmo Body in Cosmopolitan magazine if it were a woman.

That pretty.

Life at its best, surrounded by natural beauty. And for Harbour View residents, natural beauty isn't just a stand of nice hardwoods, either. It's a 5,000-acre (working) ranch on one side, and a 10,000-acre lake on the other.

That natural.

And, a quite existence beyond the hustle of the city and the sprawl of suburbia. But not so far that you can't get to where you want to be within

an hour or two. Harbour View Estates is another example of a growing movement that started in the '80s when non-metropolitan counties began growing substantially faster than the average of all counties in the nation. *

And, a classic example of doughnut demographics making investors rich.

Faith Popcorn, the reigning Nostradamus of trend predictors, labels this trend as "cashing out." Here's what she makes of this movement to the country in her book The Popcorn Report:

"We are trading in the rewards of traditional success in favor of slower pace and quality of life....In the last decade, money was the only factor that counted. Now these other life-value issues are weighing more heavily on the scale....In the eighties, we lived to work. Now we simply want to live-long and well. Cashing Out has become the way to do it."

Sound familiar? From our viewpoint, it seems like a revival of the American dream—the yen for that house with the white picket fence, the longing for that Mayberry-style environment for raising families. But this new migration to the country has a '90s-style twist: technology. Instead of traveling to work on the freeway, workers are staying at home and jumping on the highway.

The *information* highway.

* Most Harbour View buyers are not RELOs. They're coming from D/FW and its suburbs.

**People Are Moving To The Country
Because Technology Is Allowing It!**

Today, about 30 million Americans—the self-employed, after-hours workers, and telecommuters—work at home some of the time, says American Demographics magazine. Home office spending on computers, telephone equipment and services is expected to rise from \$14 billion in 1995 to \$30 billion by the end of the decade. And the American Home Business Association claims these ranks of workers who both work and sleep at home are being joined by as many as...

8,000 Per Day!

And why not? With fax machines, the Internet and e-mail, all you need for instant communication is a phone line and an electrical outlet. Zip codes and dress codes don't matter anymore; cell phones and laptops do.

Jack Lessinger, Ph.D. and author of Penturbia: Where Real Estate Will Boom AFTER the Crash of Suburbia, puts it this way:

"Why should Americans keep crowding into our already congested, outrageously priced, and crime-ridden cities and suburbs now that new technology liberates us from the necessity of living in metropolitan areas?"

Couldn't have said it better myself.

And, considering this step back in time to Mayberry values, the growing phenomena of hoffices (another trendy term for offices in the home) shouldn't surprise anyone. People like the idea of having control over their work hours while keeping an eye on the kids. They enjoy working in sweats instead of suits. They prefer walking down the hall to work in place of a half-hour commute.

No doubt, working from home isn't for everyone. And, neither is living in the boonies. But for those 77 million babies born from 1946 through 1964, country-style living is all the rage. Baby boomers—the same folks who were enthralled by Mayberryland as children—are leading the pack down those country lanes. And you can't ignore the boomers' influence on the economy. As the largest generation in American history, they control the majority of consumer spending. Moreover, baby boomers are..

**THE Defining Element
For The Housing Industry!**

Researchers have been tracking the momentum of boomers since their diaper days, and noting the differences between boomers and other age groups. By tracking their preferences and habits, experts can predict the economic effect of boomers' likes and dislikes on the marketplace.

Right now, boomers have reached the ages of 35-52, accounting for four out of 10 adults in the U.S. They're at their peak of raising children, conducting careers and making big purchases. And this is what they're saying about their preferences and lifestyles:

**#1. "I Want Quality Products
And A Better Quality Of Life."**

Boomers are better educated, healthier, and more prosperous than their parents or grandparents. They demand a better standard of living, expect higher quality in products and services, and want something more than material satisfaction from their purchases. Boomers want their lives to be meaningful. They believe the "good life" is waiting for them in the country, where the only congestion lies in pastures of grazing cows. But as sophisticated consumers, they won't settle for second-rate standards. In terms of housing, "Today's new home buyers are savvy consumers who demand a quality product with lots of amenities," according to the vice president of the National Association of Home Builders.

**#2. "I'm Concerned About Health
And Environmental Issues."**

Boomers prefer living and working in environments that are aestheti-

cally pleasing—not just functional. They like “countryopolitan” houses that combine country charm with cosmopolitan flair. They want safety, clean air and privacy for their families. Popcorn insists “the environmental surround” is the key to boomers’ housing preferences. “People will ask: ‘Is the air clean? Is there place space, walking around space, getting your head together space? People want to believe the community is positive and secure for them.’”

#3. “I Expect Customized Products To Meet My Individual Needs.”

Boomers want houses that reflect their personalities and fit their lifestyles, homes that are different from their neighbors’ abodes. As one pro in the building industry remarked, “Instead of ROI, people are looking for ROE (Return On Enjoyment).” Boomers prefer to choose their own amenities—like carpet, paint, and lighting—because the personal touch offsets the intrusion of technology into their lives. They insist on customized features like home offices and work-out space. And they can afford bigger houses than previous generations—which is why the average new single-family home grew from 1,645 square feet in 1975 to 2,120 in 1996.

So what does all this mean to you and me?

Money. BIG money. Opportunities that could lead to 90%... 300%... even 600% returns on the dollar... IF we make street-smart investments.

Here is why:

Precisely Because The Market I Am Describing Is An Itch That MUST Be Scratched.

Remember my first parable for success: Find the market first, then the product. With the largest generation in American history just itching to find rural settings for the homes of their dreams, we already have a sizzling, ready-made market for country property. Why is this? Because this product satisfies an emotional need of baby boomers. Listen: Emotional needs, my fellow speculators, are THE most powerful, influential factors in buying decisions. And real estate purchases—especially home buying ones—are emotional decisions. And it’s the rural property that fills that emotional “cup” of baby boomers.

And Precisely Because Supply Hasn’t Even Begun To Catch Up With Demand.

In our last issue, we noted a major problem for home builders: lot shortages. In this issue, we pointed out that buyers are snapping up lots in Harbour View Estates as fast as we can develop them. And the thing of it is, these buyers don’t even bother haggling over prices. Combine these

facts and you've got more than enough proof that the available supply of country properties is falling short of demand. Woefully short.

So what should you do to cash in on this boom?

Set your sights on the country. Head for the hills... NOW.

Twiddle your thumbs, and you miss out on the makings of the strongest rural real estate market this side of heaven's gate. DON'T stay cooped up in the city mindset, ignoring the indisputable facts about the boom in country living. More money machines like Harbour View Estates are waiting to be found along those winding country roads, but only for those who appreciate the true value of anticipation.

Who get in ahead of learning curves.

Not after.

*Like the partners who
put up the \$1.2 Million
for Harbour View Estates!*

Here's how to get your name in the hat for a free-and-without-obligation preview package of our next offering: Call the voice-mail number below and be sure to spell out your last name so we can get it right. It's also a good idea to leave a phone number in case you are not at that address on the date these are sent out. It's that simple. Requires no more effort than raising a hand to say "Hi" to a passing motorist. Here's that number:

(Metro) 214-220-9616

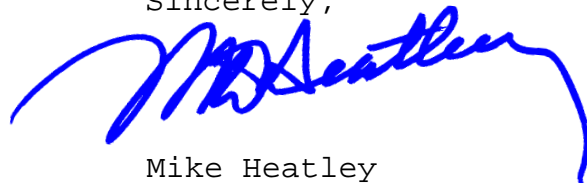
Meanwhile, I'm headed for the hardwoods and hilltops.

Is that you I see in my rearview mirror?

I'll declare. I do believe it is.

C'mon around.

Sincerely,



Mike Heatley
(A.K.A. Sheriff Heatley,
Countrypolitan, RFD)

P.S. The days of easy money are over. So for some time now I have been looking for an investment that would satisfy the following criteria: #1-Capable of high returns you normally associate with high-risk investments, or more precisely: returns of two, three and five-to-one on the dollar; #2-Will be paying you and me long after the "Pollyanna Portfolios" of today's Goldilocks Market go up in flames; #3-Is recession proof, meaning it has built-in market permanence designed to survive even the grimmest of economic times; #5-Takes a minimum of development expertise to be

successful; #6-Takes a minimum of management expertise to be successful; #7-Is affordable to the budget conscious investor with limited funds to invest.

I believe I have found such an investment.

Further, I'm convinced it will be THE most profitable and recession proof real estate investment for the next decade. The next several decades actually. It's structured especially for speculators who seek residual income, can't stand to lose, yet still want the rewards of "big hitter" plays. And for those who may have missed out on our last few offerings because they were "too rich for their blood." If you are interested in joining me in this and would like more info sent to you on how you can have a worry-free stream of come that could last a lifetime, call (Metro) 214-220-9616. Just leave your name, and be sure to ask for...

"The Bomb Shelter"

P.S. #2 Now THIS...
is GLAMOUR!



This Almost-Completed Model by Montclair Homes Sits Atop A Bluff Overlooking Harbour One Marina (Pictured Below) On Eagle Mountain Lake. (Photos by Jim Winn Photography)



Wouldn't it be Nice if Views Like This Came With Your Front Porch?