

**From Seed to 55+ Sensation.
Chickahominy Falls, A Growing Agri-Community**

“A garden requires patient labor and attention. Plants do not grow merely to satisfy ambitions or to fulfill good intentions. They thrive because someone expended effort on them.” – Liberty Hyde Baily, American Horticulturist

In the garden of ideas, this one in particular, had the markings of something special right from the beginning. For Cornerstone Homes in Virginia, what started as a seed, grew into a bounty of promise and possibility at Chickahominy Falls, greater Richmond’s first 55+ agri-community. This farm-centric, active adult community now brings people together through common ground and a shared appreciation for nature, healthy living and sustainability right at home.

But like all ideas, it took the right place, the time and care and the mindfulness for this concept to take root. Situated on 180-acres of Hanover County farmland, wood preserves and following the bend of the Chickahominy River, the agri-community is the culmination of a totally reimagined 55+ community. One where play and purpose are never at odds. Instead, they became the building blocks for creating this happy, healthy, thriving community.

And it’s all of this and more why our little neck of the woods is catching national attention. We won Best of the Best Eco-Friendly Community by the national publication, Ideal Living Magazine, Best Over 55+ Community by Richmond Magazine, Best Marketed Community by the Homebuilders Association of Richmond and 2020 Virginia Community of the Year by the Homebuilders Association of Virginia.

Farm Sweet Farm.

“As we work to enrich the soil, it does the same thing for our soul. I love my job because I get to see those relationships with the earth and with humanity all come together here.” – Kara Siewers, Woodside Farms Field Manager at Chickahominy Falls

Every Saturday morning, homeowners are early to rise to enjoy the fruits of this built in benefit. Woodside Farms, the four season, professionally managed, 10-acre heart and soul of the community, brings a healthy dose of farm freshness to the table. Growing fruits, vegetables, flowers and herbs available for sale at the weekly Farm Stand and through the Community Shared Agriculture program. Here, the beans are snappier. The lettuce is crunchier. The heirloom tomatoes even juicier.

Our new homeowners are always welcomed to get in the dirt. When growing the very produce that will sustain the residents, the relationships made on the farm become so much more meaningful. Digging in the dirt brings people together around here. And it’s that fresh perspective that is our secret ingredient.

Looking over the fields stands our friendly red barn with its oversized front porch and rocking chairs, handcrafted barn doors and tin roof. Inside, residents gather in the demonstration

kitchen for chef led cooking classes. Our welcome center and event space is the social center for harvest festivals, clubs and parties. It is upscale, yet down to earth. These are the amenities designed to repurpose the past in a new and better way. Encouraging relationships, both with people and with nature, too.

Bountiful Benefits.

Nationally there are a number of wonderful and unique 55+ communities, but we knew even from the very beginning that this community was going to be truly different. Of course there was our usual attention to detail in the home design, building and buying process specifically tailored to the 55+ homebuyer. But the real magic happens in the creation of enriching experiences that have become the lifeblood of the unique community and spirit at Chickahominy Falls.

Where once rolling pastures dating back to the American Revolution stretched across our view, it is now dotted with front porches and warm welcomes from a variety of main-level living homes. When finished, the community will grow to 400 families with 8 distinct neighborhoods, each with their own personality. We made sure the home facades complement the farmhouse style of Chickahominy Falls, dressed up with large plank siding, gables, dormers and porches. The community also offers permaculture lots adjacent to the farm, for those who want to grow their own harvest. And the best part is, our professional farmer Kara is just steps away.

Nestled between an old country road and the Chickahominy River, everything in between looks as if Norman Rockwell himself painted the new landscape for the Saturday Evening Post. The Southern border of the community follows the natural fall line, giving back beautiful views and some shallow river fishing. Mature trees and plantings of pine groves crop up all around. And the central focal point is a two-acre pond with native plantings within and around to ensure future sustainability.

Happiness is measured in experiences here at Chickahominy Falls. And the future opens up even more possibilities with The Farmhouse, our community's 16,000+ sq. ft. clubhouse, providing both indoor and outdoor recreation and social possibilities. With construction set to begin in early 2021, residents will enjoy a large club room, entertaining kitchen, billiards and meeting rooms, a fitness center with cardio and weight equipment and a classroom and yoga studio. Outdoors, an extensive network of outdoor patios and terraces overlook the pond and pool and will include a firepit, grill station and silo-styled bar.

The Fieldhouse, nestled separate from the Clubhouse on the western side of the community, will be an open-air lodge for gatherings overlooking multi-purpose sports courts that will soon host pickle ball and other outdoor activities. Giving our residents the opportunity to press play or pause. What you do with your day is all by choice. And the choices are there for the taking.

Plant, Water, Grow, Repeat.
Marketing For A Niche Market

The marketing programing and activities have not only been unbelievably successful but also invigorating and just down right fun. As our Marketing Director at Cornerstone Homes, Kirsten Nease said: *“When you have something so unique, the marketing plan becomes even more inspired. And because the marketing was inspired, we were able to build a dream and a community personality before it became real. And by the time Chickahominy Falls welcomed its first family home, that spirit was already here-how fun and exciting is that...”*

How do you sell 21 homes in a single day to 55+ homebuyers? It starts with a compelling brand that’s totally grounded in the community concept. A list building advertising and social media campaign that helps generate 5,200 interested prospects. And a VIP eBlast program that compels 600 prospects to attend an onsite informational event. The result? 21 sales on “Founders Day” and huge momentum for Greater Richmond’s first 55+ agri-community.

Even at the very start, the seed was planted. The marketing ideas and energy was abundant. And the marketing plan had to vividly bring to life the personality and uniqueness that was envisioned for this new community and for this special slice of Virginia countryside at Chickahominy Falls. The differentiator was the focus on 55+ health and wellness and the wholesome lifestyle that was to come. And the storytellers, artists and craftsmen in us got to work. Using handmade, woodcut illustrations and some farm inspired prose, the Chickahominy Falls brand started to come to life.

Then our media planners and strategists got to work, developing a disciplined execution plan to both build a VIP list of prospects while introducing a totally new concept of the 55+ agri-community to Central Virginia. Through a thoughtful mix of social media, print and digital advertising, we cast the net to reach the right prospects. And they started coming and coming with a steady cadence of leads.

Once we had our potential buyers on the line, we cultivated and maintained their interest using an eBlast drip campaign. Using storytelling and the gradual release of information to help maintain interest, build excitement and educate the community as the first release of the homesites drew closer. With each eBlast, Chickahominy Falls added another layer to the overall story. In just a few short months, our list grew from 500 to over 2,700 leading right up to the first release.

The site development was moving full speed ahead. The fields at Woodside Farms were being set. And our very first Seed & Social VIP Event was a success, with over 600 prospective homebuyers and guests there to get their first taste of healthier, happier living. The result from this informational event was the completion of 185 pre-purchase appointments with our Sales Teams.

With interest at a record-breaking, all-time high, we had to conduct a drawing to impartially select those prospects who could purchase the first homes. However at this Founder’s Day drawing, it wasn’t slips of paper that created the list, but rather potatoes drawn right out of a burlap sack. Each one pinned with an eager homeowner’s name. We will always remember July

12, 2018 as the day that validated many years of hard work and long days. 21 homes were sold in one historic Founders' Day on the Farm.

As trucks rolled through the fields, dirt was being moved, and foundations were being plotted, a series of mini events kept prospect and homeowners engaged and looking forward to what was to come. Where piece-by-piece, each step along the way, adding to the unique lifestyle that was growing up here. And with each day, life was getting more playful and even more purposeful. We had a good old-fashioned barn raising without all the dust and heavy lifting, celebrated the topping out of The Barn, the social and educational hub of the community.

By the time Chickahominy Falls celebrated its Grand Opening, nearly 1,000 people were in attendance and sales took off with a 24% increase. The word was out. People were ready to come grow with a lifestyle-first plan with Chickahominy Falls. Maximizing the potential of each and every day by heaps and mounds.

Happier & Healthier Homeowners.

"We were drawn to Chickahominy Falls because of the active and healthy lifestyle this agri-community promotes, as well as its great location, but the best part was moving into a truly wonderful neighborhood that is turning into a supportive group of friends we can share this. Next chapter of our lives with," – Lynn & Kent, one our first Chickahominy Falls Homeowners.

They say you grow where you're planted. That is especially true when you live here. From the soil, grows the rich foundation of Woodside Farms, the Chickahominy Falls amenities and the homes, too. Complemented by the bounty of things to do and unique experiences to enjoy. It's where not only the spaces, but the relationships matter. When you put down roots for your golden years at Chickahominy Falls, life shines with the very best advantages, with health and wellness at the heart and soul of everything we do. Fresh produce, 10-minutes off the vine. Classes to stimulate the lifelong learners. And outdoor amenities to help awaken your connection to nature. You will never have the same experience twice.

Our guaranteed low-maintenance way of life allows our residents to lock and leave their worries behind. Gone are the days of carving out time to maintain their yards. Which only means even more time for them to focus on exactly what they'd rather be doing. Here, one can travel at a moment's notice. Sip morning coffee or cocktails with friends at The Barn. Savor gourmet farm-to-table Dinners In The Field at Woodside Farms. Happiness at Chickahominy Falls is measured in moments, memories and the people you share them with.

The fine art of soul to soil is happening all around. Just like a patchwork quilt, when it all comes together, it will be even more beautiful, more fulfilling and ready for tomorrow.

For more information on the unique lifestyle that balances play with purpose, visit ChickahominyFalls.com

Roger Glover, Owner and Principal of Cornerstone Homes.

Roger brings 25+ years of experience developing and building for active adults to 55+ communities in Virginia. Having started as one of the original Epcon Communities franchisees, developing and building throughout much of the southeast, he found his niche and expanded on the early years to create his own award winning communities and homes for those 55 and better in Virginia. As a leader in 55+ housing, Glover has led his team at Cornerstone Homes, LLC to continue to find innovative ways to create more engaged lives for the 55+ buyer.

Roger has earned numerous awards during his career from the local and national level for his work as an active adult developer and builder. He is active in numerous industry organizations locally and nationally. He is a trustee for the 55+ Housing Resource Council of NAHB.