



# Branding Guidelines

July 24, 2019

# Your Brand Guidelines

The purpose of this document is to clarify design standards for **Northwest Home Builder Group**. Refer to this document for promotional purposes and events. All of the documents identified are available for use and source files are available for modification. Please refer to this document when questions arise regarding colors, typeface, layout and design.

Brand consistency is something that many people don't consciously notice unless it's not there; in which case, they come away with the impression that you don't pay attention to the details or a feeling that you are unprofessional. We take our brand seriously and it must be memorable to our current and future customers.

## **Family & Community First**

NW Home Builder Group creates access to land for residential home development and construction by small construction companies with limited capital to purchase and acquire land. Unlike traditional land development companies who typically choose one builder to build an entire sub-division, NWHBG is creating opportunities for growth within the small residential construction company sector and creating design diversity within neighborhoods for much broader appeal to families of every size and age.

The builders who are qualified to participate in the group will align with the values of the NW Home Builder Group and have access to the builder, broker and developer relations, which is not currently available to new builders in Clark County. This approach significantly reduces the time to building completion which increases the overall cost efficiency.

Through extensive experience, transparency, and access to key resources, NWHBG members will have access to all the tools they need to grow their construction practice, reducing the normal barriers to success and ongoing growth.

## **Tagline**

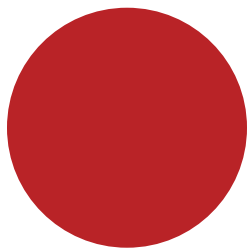
Transforming your custom home experience through  
land acquisition and builder selection.

# Color Palette

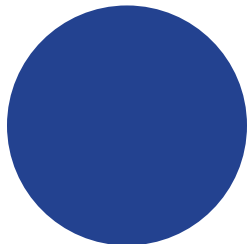
Remember, black and white are of course part of our color palette as well.

It is permissible to adjust the opacity of these colors when they are over white, to achieve a muted variant when the situation calls for it.

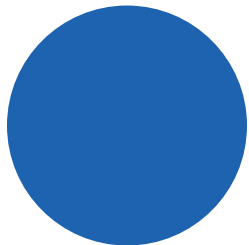
## Primary Colors



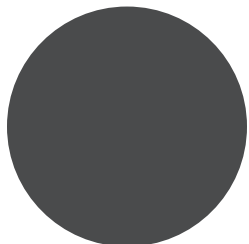
**Reliable Red**  
CMYK: 19 99 98 10  
HEX: b92226  
RGB: 185 34 38



**Commodore Blue**  
CMYK: 100 89 9 0  
HEX: 233f90  
RGB: 35 63 144

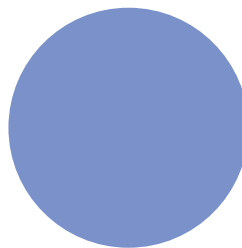


**Trusty Blue**  
CMYK: 90 64 0 0  
HEX: 1b62af  
RGB: 27 98 175

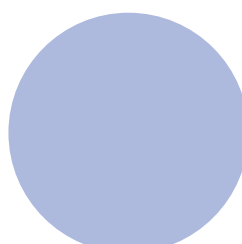


**Galvanized Gray**  
CMYK: 67 59 57 38  
HEX: 494a4b  
RGB: 73 74 75

## Accent Colors



**Skyline Blue**  
CMYK: 54 38 0 0  
HEX: 7b91ca  
RGB: 123 145 202



**Steely Silver**  
CMYK: 31 21 1 0  
HEX: aebade  
RGB: 174 186 222

# Logo Don'ts

Sometimes, it can be tempting to alter your logo to fit into a particular space, such as squeezing it into a small space or rearranging elements of the logo. Please refrain from altering the logo.

Here are some things we recommend you not do:

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*Do not stretch or squeeze your logo.*



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*Do not change the size or position of the elements in the logo design.*



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*Do not crowd your logo with text.  
Give the logo space to breathe.*



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*Don't attempt to recreate the logo or to alter it, such as by adding drop shadows, beveling or other effects to it. Use the logo files as provided to ensure consistency across all branded materials.*

# Logo File Types And Usage

## File Types

### **.eps**

This file extension indicates that the file contains a vector image. A vector image is one created through mathematical formulas rather than memorization of color placement. This means that no matter how big or small you need the image to be, a computer will be able to use the geometry formulas stored in the eps file to create a perfect copy at the perfect size, without the blurriness or distortion that accompanies increasing the size on other file types.

This file type is your go-to when you need a large version of your logo. For example, if you wanted to print it on a billboard. .eps files cannot be used directly on the web, but they can be used to generate other file types for your logo in web-safe formats.

### **.png**

This is the preferred file type for images that will be used on the web. Unlike some other web-safe file types, .png files can handle transparency. .pngs can also be used for print work if they are large enough.

You can scale a .png down, but trying to make a .png bigger will result in fuzzy edges and distortion.

### **.jpg**

Another excellent file type for the web, especially when dealing with large images. .jpgs use a high rate of compression to make images download faster; however, this compression is applied each time the file is saved, so as you make changes the file will slowly degrade. Therefore, it is best to generate new .jpg sizes from a .eps file if available, rather than modifying an existing .jpg.

.jpgs cannot handle transparency, so if you need your logo to appear on something other than a white background, use a .png instead.

### **.pdf**

This is the file type most commonly used to deliver documents to a printer. It cannot be used on the web.

## Variants

### **Transparent**

This means the logo has been saved without a white background included in the file. Use this variant when placing the logo on top of a colorful background or photo to avoid having an ugly white box around the logo.

### **Reverse-out**

A version of the logo that has had the colors removed, and is pure white. Usually, it has a transparent background. If you wish to place the logo over a dark color, reverse-out is ideal.

# Logo Variations

Logo versatility is important because as your business grows, your logo will be in more places. Each of these places will have their own requirements for how they will accept your logo (like different color, dimensions and file sizes). Here are the logo variations which maybe used.



*NW Logo Horizontal*



*NW Logo Stacked*



*NW Logo HBG*



*NW Logo Horizontal  
Black*



*NW Logo Stacked  
Black*



*NW Logo HBG  
Black*



*NW Logo Horizontal  
White*



*NW Logo Stacked  
White*



*NW Logo HBG  
White*



*Icon Only Color*



*Icon Only Black*



*Icon Only White*



## Font Styles

### Headers and Subheaders:

**Lora Serif Bold** or **Wreath**

**Lora** is a well-balanced contemporary serif fonts with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text. A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story or art essay. Technically Lora is optimised for screen appearance, and works equally well in print.

**Lora Bold**

**Lora Bold Italic**

**Lora Regular**

**Lora Italic**

**Wreath** is a script font which was drawn with a pointed brush. Its unique forms were created to dress up your materials, like event invitations, to create style and flair. Used sparingly for headlines, it dresses up any document and creates more visual interest than fonts that conform to standard conventions. This font was used for the Save the Date Flyer, The Save the Date Email and signage.

**Wreath Bold**

You are free to use whatever size best suits your purpose, but the default for body copy is 12pt in print and 16px on the web.

### Body and Web Text:

**Noto Sans Regular**

**Noto** helps to make the web more beautiful across platforms for all languages. Currently, Noto covers over 30 scripts, and will cover all of Unicode in the future. This is the Sans Latin, Greek and Cyrillic family. It has Regular, Bold, Italic and Bold Italic styles. As a unicode font, it has been stretched to 16 bits to encompass the characters of all the world's living languages. In a properly engineered design, 16 bits per character are more than sufficient for this purpose. Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

**Noto Sans Bold**

**Noto Sans Bold Italic**

**Noto Sans Regular**

**Noto Sans Italic**

Typeface pairings are important. When writing copy for publication or promotion, be sure to stick with these typefaces for brand consistency.

# Text Treatment and Usage

NWHBG chose **Initial Caps Style** to create energy and excitement in our promotion materials.

## Project Header and Event Invitation

- Wreath Bold, First initial cap “Fall in love with”

## Project Name

- Lora Serif Bold, All Caps: “FOOTHILL ESTATES”



We must build the confidence and trust of the consumer so they are willing to take action. We have been in the market since 2009. Our brand look and feel needs to reflect our expertise, knowledge and experience.

# Grammatical Conventions And Neologisms

When two spellings, punctuations or grammatical conventions are correct in the English language, it's important for a company to make a clear decision about which choice they have made, and then use it consistently across all their pieces. Even if both ways are technically correct, using two different versions together makes it look like one is wrong and mistakes are being made. This is that extra professional polish that helps to set you apart as a pro!

- “Username” will be spelled as one word, rather than “user name”.
- “Login” will be spelled as one word, rather than “log in”.

# Aesthetic Spectrum Placement

It's impossible to be everything to every one; any choice made means other paths not taken. That's no problem, so long as we have a clear understanding of how we want to present the brand and why. Here's where NWHBG falls on several important spectrums:



This is what people expect when building and the value of building. They expect professional service. The end user is seeking that professional touches and that construction is done with a high level of integrity.



Because people in real estate want something that is high tech from a management standpoint, but they want to use traditional tools to touch, feel, evaluate, feel the presence and authenticity of the build. That's where the congruence and momentum takes place.



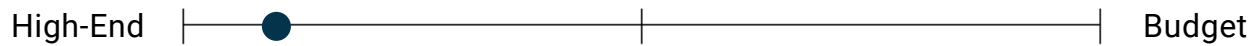
Because it's a financial decision. To finance a building project there's a high level of emotion attached to it. That is has to have a higher level of responsibility.



Construction happens everywhere, both in city and country. Home is a place where people spend a lot of time.



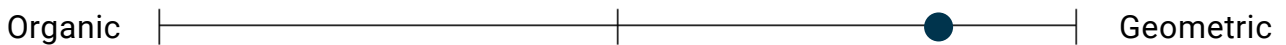
Buying a home creates a high level of emotion and happiness inside a person.



80% of the buyers in real estate are retail buyers seeking good quality homes, versus just a good deal. Good deals are mostly sought after by contractors or investors.



End user can be both family oriented people or private party seeking just retirement homes. Our market is everybody. We are not honing in no seniors or first time homebuyers. It will attract both sides of the spectrum, possibly family-oriented or the senior looking to retire.



There has to be a high level of order if we really want to reach our destination. You can't have an organic "flowing", more rigidity and structure.



Housing has been around forever. People have built for thousands of years. Principles of structure have always been congruent. Edgy is trendy.



Loud and daring factors have already been decided prior to execution. Subtle and gentle - people are thoughtful in their decision. A person coming to that point - it's more gentle and subtle, nudging , guiding and helping them complete the process.

# Pillar Words

1. FAMILY & COMMUNITY FIRST	11. Guiding	21. Exciting
2. PROFESSIONAL	12. Diversified	22. Congruent principles
3. TRUTHFUL	13. Organized	23. Thoughtful
4. Diversified	14. Solid	24. Guiding
5. Personalized	15. Accurate	25. Gentle
6. Organized	16. Simple	26. Urgency
7. Responsible	17. Experiential	27. Stylish
8. Experienced	18. Unique	28. Mature
9. Energetic	19. Authentic	29. Binding
10. Transparent	20. Confident	30. Management

# Large Event Promotional Materials

- Event Times Friday Noon-6pm, Saturday Noon-6, Sunday Noon - 3pm
- Large Fence Banner - Grand Opening horizontal 8'W x 4'H Mesh signage with grommets
- Lot Signage - 4' W x 8' H Phase 2 Lot signage and 4' W x 3' H Horizontal sign
- Save the Date Flyer. Should be sent out 1 month prior to the event
- Save the Date Email. Should be emailed 1 month prior to the event, then one week later to unopened emails. Repeat at 2 weeks and 1 week for unopened emails
- Enter to Win Forms. Based on five properties for tour and Steakburger as the featured food vendor. Print 2-up on a page at a quick print
- Lot/Property Flyers - Features individual properties, home features, pricing, location and contact information
- Listings Overview - Featuring all projects in all neighborhoods

Find examples of all artwork below.

## Signage

Grand Opening horizontal 8'W x 4'H  
Mesh signage with grommets



4' W x 8' H Phase 2 Lot signage



4' W x 3' H Horizontal sign



# Save The Date Materials

8.5" x 11" Flyer and a promotional email image

Fall in Love with...

## FOOTHILL ESTATES



PLEASE JOIN US FOR THE

### GRAND OPENING Celebration

featuring **new home construction** and available lots for **custom home building in La Center WA.**

**May 17-19, 2019** Friday 11:00 - 3:30pm | Saturday - Sunday 12 - 5pm

Address: **137 W. 13th Way, La Center, WA 98629**

**Top FOUR reasons** to pop in, take a tour, have a burger and plan your future:

- 1. Make the most of your money**  
You will get a **much larger lot size** for the investment compared to other growing cities surrounding Vancouver. La Center is a thriving community undergoing huge growth and investment, with properties in HUGE demand with limited availability.
- 2. You want a home tailored to your needs**  
We are a group of **committed and experienced builders** each with our own style and customization options. We work with you to give you a home **unique to your sense of style and needs**. All our builders will be there on the day to answer your questions.
- 3. See new homes completed for this event. Meet the builders, see the lots!**  
NW Home Builder's Group, is transforming the way you can buy a custom house. Members of the group have diverse building styles so buyers can get EXACTLY the house and lot they desire.
- 4. Reserve your place!**  
**Homes and plots are limited**, whilst new plots will become available in 2020 please be sure to confirm your place in this initial phase.




**DON'T WAIT! BOOK A TOUR TODAY!**

Donna Schorr (Broker) **tel: (360) 601-8145** | Cathy Bergen (Broker) **tel: (360) 607-8980**

## More home for your money



**A growing community**  
La Center is 20 minutes north of Vancouver, easily accessible from Interstate 5. 2010 Census data shows the population over 4,000. Estimated median household income in 2016: \$91k, up from \$55k in 2000. In comparison, Washington average HHI is \$67k. In the 1870s, La Center was a business center and head of navigation on the east fork of the Lewis River, officially incorporated August 27, 1909.  
Today, it's a growing community with lush nature spaces and attractive property taxes for Clark County home buyers. This is the place to grow your community and perfect for young and mature families. A new middle school will be built in 2020.

### EVENT & PROPERTY REPRESENTATIVES

<p><b>Donna Schorr, Broker</b> WA License: Amazing Properties LLC OR License: The Broker Network donna.schorr@gmail.com DonnaSchorr.com tel: (360) 601-8145</p>	<p><b>Cathy Bergen, Realtor</b> WA License: Broker 114386 Amazing Properties LLC cathy.bergen.realtor@gmail.com GreaterVancouverWaHomes.com tel: (360) 607-8980</p>	<p><b>Timmy Ostrom, Manager</b> NMLS# 498756 Fairway Independent Mortgage Corporation tel: (503) 545-6446   (503) 545-1502 OR License Number 698756 WA License Number MLO-498756</p>
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**Receive \$7,000** in incentives

For home purchases during the event, \$7,000 applied to builder concessions and closing costs!

\*Available only during the event days and hours. See Builder, David Kornyenko and Fairway Branch Manager, Timmy Ostrom for details at the dates and times of the events. Broker Lindsey Maze

**Get your FREE Grill on!**

We'll supercharge your tour with a FREE 1/2 pounder classic Steakburger, Grilled Cheese Sandwich or Ultimate Hot Dog Meal with drink and chips from Vancouver's Steakburger Food Cart - tasty treats since 1952!\*\*

**Speaking of grilling, feeling a little lucky?**

Enter to win for a **FREE BBQ Grill**  
**The Weber Genesis II E-410, Crimson, 4-Burner Liquid Propane Gas Grill. \*\*\***



**\$1,100 Value!**

\*Available only during the event days and hours. See Builder, David Kornyenko and Fairway Branch Manager, Timmy Ostrom for details at the published dates and times of the event. \*\*One meal per person only. Must complete a builder tour on site during the date and time of the published event. Meal value \$10. Additional items are available for purchase. Free food is on a first come, first serve basis. Compliments of NW Home Builder Group. \*\*\*Some conditions apply. See our complete event flyer for details. If the winner does not respond within 15 days of notification, a new winner will be selected. One entry per person.

**FOOTHILL ESTATES La Center**



137 W. 13th Way, La Center, WA 98629

**Save the Date!**  
**May 17-19, 2019**  
Friday 11:00 - 3:30pm | Saturday - Sunday 12 - 5pm

**Get your FREE Steakburger!**  
We'll supercharge your tour with a FREE 1/2 pounder classic Steakburger, Grilled Cheese Sandwich or Ultimate Hot Dog Meal with drink and chips from Vancouver's Steakburger Food Cart - tasty treats since 1952!

**FREE PRIZE DRAWING!**  
Enter to win for a **FREE BBQ Grill**  
**The Weber Genesis II E-410, Crimson, 4-Burner Liquid Propane Gas Grill. \*\*\***

**CONTACT US FOR MORE DETAILS - SPACES LIMITED!**  
Donna Schorr (Broker) **tel: (360) 601-8145**  
Cathy Bergen (Broker) **tel: (360) 607-8980**

**Timmy Ostrom, Preferred Lender**  
NMLS# 498756  
Fairway Independent Mortgage  
tel: (503) 545-6446  
OR Lic: 698756 WA Lic: MLO-498756

\*\*\*, some conditions apply, see our complete event flyer for details



# Lot and Home Flyer

Fall in Love with...

130 W 13th Way, La Center, WA



1,911 sq ft

3 Bedrooms

2 Bathrooms

Contemporary Ranch Style 3 bed 2 Bath Stainless Steel Gas Appliances, Upgrade with Walk in Closets, and Tiled Shower Deck! Two Car Garage with RV parking



**DON'T WAIT, BOOK TODAY!**

David Korniyenko (Broker)

Premiere Property Group

8.5" x 11" Flyer

FOOTHILL ESTATES

130 W 13th Way, La Center, WA 98629

Notes about Amenities

Living

Kitchen

Bedrooms

Bathrooms

Storage

**DON'T WAIT**

**360-521**

Premiere Property Group

# Listings Overview Flyer

8.5" x 11" Flyer

CONTACT:

Donna Schorr (360) 601-8145

AMAZING PROPERTIES LLC

\$350,000 - \$400,000			
10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.
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# Enter to Win Form

1. For pre-event printing. Enter to Win
2. Enter to Win Form for quick print shops, two up on a page. Use bright white card stock.
3. Five Go Flyers of the separate lot locations required to visit to qualify to win.



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**Step One - Tour All Five Custom Houses**



**1**  
Lot 29  
137 W. 13th Way  
Phase 1



**2**  
Lot 28  
130 W. 13th Way  
Phase 1



**3**  
Lot 10  
122 W 13th Way  
Phase 2



**4**  
Lot 11  
1213 W. Avocet Pl.  
Phase 2



**5**  
Lot 60  
102 W 16th St.  
Phase 2

---

**Step Two - Choose Your Meal!**

We'll supercharge your tour with a FREE



**1/4 Pounder Classic  
Steakburger**



**Grilled Cheese  
Sandwich**



**Ultimate Hot  
Dog Meal**

with drink and chips from Vancouver's Steakburger Food Cart - tasty treats since 1952!\*

---

**Step Three - Enter To Win The BBQ Grill**

Fill in the information below. Required\*

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

The drawing for the BBQ Grill will be held on Sunday, May 19, 2019, following the event. One winner will be notified by phone or email. Winner need not be present to win. The Winner must respond within 15 days or another Winner will be selected.



---

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- Listings Overview - Featuring all projects in all neighborhoods.

Find examples of all artwork below.

## Signage

Grand Opening horizontal 8'W x 4'H  
Mesh signage with grommets



4' W x 8' H Phase 2 Lot signage



4' W x 3' H Horizontal sign



# Save The Date Materials

8.5" x 11" Flyer and a promotional email image



Find sweet deals at  
**FOOTHILL ESTATES**

**NW**  
NORTHWEST  
HOME BUILDER GROUP

PLEASE JOIN US FOR THE

**NEW HOMES Celebration**

featuring 3 new homes completed for this event and only 6 remaining lots for custom home building in Foothill Estates

**Friday July 19 to Saturday July 20 - Noon-6pm Daily**  
Address: **1209 W. Avocet Place, La Center, WA 98629**

**Top FOUR reasons** to pop in, take a tour, have a sweet treat and plan your future:

**Join Us for Sweet Treats!**

**1. Make the most of your money**  
You will get a **much larger lot size** for the investment compared to other growing cities surrounding Vancouver. La Center is a thriving community undergoing huge growth and investment, with properties in HUGE demand with limited availability.

**2. See new homes completed for this event.**  
Homes priced between \$389,900 and \$429,900. Great price points for first time home buyers!

**3. You want a home tailored to your needs**  
We are a group of **committed and experienced builders** each with our own style and customization options. We work with you to give you a home **unique to your sense of style and needs**. All our builders will be there on the day to answer your questions.

**4. Reserve your place!**  
**Homes and plots are limited**, with only 6 available lots remaining in this development.

**Friday's Special**  


**Saturday's Special**  


**DON'T WAIT! BOOK A TOUR TODAY!**  
David Korniyenko (Builder) | **tel: (360) 521-1973** | [davidkhomes@gmail.com](mailto:davidkhomes@gmail.com)



Find sweet deals at  
**FOOTHILL ESTATES**  
La Center

**3 Newly Completed Homes For Tour!**

**Friday July 19 to Saturday July 20**  
- Noon-6pm Daily

**NW**  
NORTHWEST  
HOME BUILDER GROUP

**NEW HOME Celebration**

Address:  
**1209 W. Avocet Place,  
La Center, WA 98629**

**Join Us for Sweet Treats!**

**Friday's Special**  


**Saturday's Special**  


**CONTACT US FOR MORE DETAILS**  
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# Lot and Home Flyer

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David Korniyenko (Broker)      Premiere Property Group

MLS# 19632574

**NW**  
NORTHWEST  
HOME BUILDER GROUP

8.5" x 11" Flyer

**NW**  
NORTHWEST  
HOME BUILDER GROUP

**FOOTHILL ESTATES**

130 W 13th Way, La Center, WA 98629

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NORTHWEST  
HOME BUILDERS GROUP

**CONTACT:**

**Donna Schorr (360) 601-8145**

**AMAZING**  
PROPERTIES LLC

**\$350,000 - \$400,000**

10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.
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**\$400,000 - \$450,000**

10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.
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**\$450,000 - \$500,000**

10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.
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**\$500,000 +**

10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.	10715 NE 70th Street, Vancouver, WA 98662 New Construction \$367,900 3 beds 2 baths 1,493 Sq.ft.
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# Listings Overview Flyer

8.5" x 11" Flyer



## Hats

### 136 Black Anvil Solid Brushed Twill Cap

#### Features:

- 100% brushed cotton twill
- 6-panel, structured, low-profile
- Front panel fused with buckram backing
- Precurved bill has six-row stitching matching-color sweatband with four-needle topstitching
- Six sewn eyelets
- Fabric closure with brass buckle and brass hideaway closure



## Carpet

### 3' x 5' DigiPrint HD Mat

#### Features:

- High Traffic, Indoor Applications
- Extremely plush carpet.
- Treated with StainStopper™.
- Easy to clean! Vacuum or steam clean.
- Yarn: Acid Dyed Continuous Filament Type 6, 6 Nylon
- Weight: 32 oz. per square yard
- Substrate: Polyester Spunbond Non-woven Fabric 3.8 oz./square yard
- Backing: Rubber

