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Optima Outlook



For Keohane Family, Canada to Scottsdale a Very Easy Decision

Every year, Mark and Krista Keohane, who live in Edmonton, Alberta, would travel to Maui for a vacation. Although the destination was nice, the travel process got to be too cumbersome for the Keohanes.

Mark's wife Krista and their daughter love to shop, so having Scottsdale Fashion Square within walking distance is an amenity they will take advantage of while visiting.

The Keohane's daughter is a competitive swimmer, so upon seeing the 24,000-square-foot workout facility and indoor lap pool, they were thrilled to know she could train with ease and convenience while in the area. The indoor basketball court and racquetball court also caught the eye of Mark.

With family and friends in Scottsdale, and a much easier travel schedule to get to Arizona, they decided to start spending time in the area.

"We have good friends who live in McCormick Ranch and it's a very nice area," said Mark Keohane. "But, after some consideration we knew we didn't want the 'looking after' that is required by owning a second home."

The Keohanes had heard a lot of good things about Optima Camelview Village and upon seeing it for the first time, their reaction was one of awe. "We thought it was an architecturally impressive building."

Their decision to purchase a second home was surprisingly easy. "We visited the community and bought our condo the same day," said Keohane.

"We weren't just looking for real estate, we were looking for value. Everything in our condo is second to none, the location was more than we could ask for and the service by Optima's staff sealed the deal."



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Another convenience the family took advantage of is the concierge service offered to residents. From Canada, they were able to finalize their move with the help of an interior decorator and the concierge service.

“To us, the concierge service was yet another element that brought value to buying at Optima Camelview Village,” added Keohane. “This place is absolutely perfect for us.”

The Optima Camelview Village sales center is located on the northwest corner of Scottsdale Road and Highland Avenue at 7177 E Rancho Vista Drive, Suite 7177, in Scottsdale. It is open Monday through Friday from 10 a.m. - 6 p.m.; Saturday from 10 a.m. - 5 p.m., and Sunday from 11 a.m. - 5 p.m. Now in the third and final phase of sales, condos are available from the \$400,000s. To schedule an appointment with an Optima sales agent, please call 480-425-7177 or visit OptimaWeb.com for more information about Optima Camelview Village.



The indoor basketball and raquetball courts are another incentive Optima Camelview Village has to offer the Keohane family.

2008 Environmental Excellence Award

Optima Camelview Village was awarded the Crescordia Award, the highest award in its category, by Valley Forward Association for environmental excellence for multi-family residential buildings and structures. Valley Forward is an organization of large corporations, businesses, municipalities, government agencies, nonprofit groups and concerned citizens whose mission, since 1969, has been to promote a balance between economic growth and environmental quality throughout the metropolitan region.

Pictured Right: Steel arbors hold photovoltaic panels on the green roof of Optima Biltmore Towers.



It's OK to be Green w/ Envy

In November, Green w/ Envy, an organic hair studio, will be opening inside Optima Camelview Village in suite #107. Green w/ Envy is Arizona's first eco-friendly, organic, clean-air hair salon.

The salon will offer a variety of hair services including: women, men and child cuts, highlights, permanent and semi-permanent hair color, styles, up-dos and hot-oil hair treatments, that promote a healthy and relaxed scalp and overall wellbeing.

This is the first salon in the Valley to exclusively use Eco-Colors, a non-toxic professional and at-home hair color line.

Green w/ Envy is also the only hair salon in the Valley exclusively using and selling organic hair care products, including Simply Organic and Giovanni Organics, which offer a wide range of shampoos, conditioners and styling products.

The salon was designed by a LEED-certified architect and built with renewable and sustainable resources such as denim insulation, soy-based concrete stain, energy-efficient lighting, clay-based paint, tank-less water heaters and more.

To learn more or to schedule an appointment, call Maggie Fink at 602-885-1159. Brides to be, make sure you ask about their exclusive “green” wedding packages.



Optima Lends Insight in Scottsdale Eco-Symposium

On September 18, Optima took part in the Scottsdale Area Association of Realtors' Luxury Home Green Tour and Eco-Symposium.

Among the topics addressed at the event were an overview of the green movement in Scottsdale, how the city of Scottsdale is at the forefront of the movement and a panel discussion where Optima was represented and helped convey the perspectives of builders, architects and landscape architects.

Following the symposium, approximately 100 visitors toured Optima Camelview Village.



Construction Update - Optima Camelview Village

As construction of the final phase of Optima Camelview Village draws closer to an end, here is a quick update on where we stand to date.

We are proud to confirm that construction on the first building in Phase III is complete and the last few homes in the second building of the phase will be completed very soon. Construction on the two final buildings in Phase III is currently underway.

We anticipate that all homes at Optima Camelview Village will be complete in late 2009 or early 2010.

All amenities on the property, including a 24,000 square foot fitness area which includes a full workout area, private rooms for yoga or Pilates classes, indoor pool, two spas, indoor basketball and racquetball courts and clubhouse are complete and fully accessible to all residents.

