



A RESORT COMMUNITY FOR ACTIVE INDIVIDUALS 55+

December 3, 2010

Talented, smart, self-motivated, and a true sales leader are just some adjectives I would use to describe Patrick Crocetta after having the opportunity to work with him for 4+ years. Without a doubt I would hire Patrick back in a second if the opportunity presented itself.

I hired Patrick in early 2001 to tackle the sales challenges on a brand new, 55+ community called The Fairways at Mays Landing in NJ. As Director of Sales for Sobelco, I was looking for an energetic, motivated sales consultant who had a firm grip on the industry and who could hit the ground running. Patrick's tremendous reputation in the industry made him the perfect fit I was looking for. He quickly became the top selling consultant selling over 55 new, custom build Ritz-Craft homes per year. With Patrick's sales success, the project was sold out in record time and in 2003 I placed Patrick on a new assignment at our sister community-- Barclay Farms in Dover, DE. This was our newest community at the time. There, Patrick was responsible for the General Management of the project—from construction to sales to resident relations. He was a success and the project was a success. In 2004, the company launched its largest, most involved real-estate project to date—Lakeside Crossing in Myrtle Beach, SC. Together we were able to create a master-planned, 55+ affordable luxury community unprecedented on the Grand Strand. Patrick and the sales department were able to pre-sell the first two phases of the project which made the business model an easier roll-out with the lenders involved. Home construction on the project commenced mid-way through 2004 and by 2005 the community was beginning to take shape. Upon Patrick's departure to experience new opportunities within the industry, the sales department had an ordering back-log of well over 150 site deposits and 50+ homes under construction.

To this day I enjoy seeing and learning of Patrick's successes. It is with sincerity that I consider Patrick to be one of the most honest, dedicated and talented leaders in the Manufactured Housing Industry.

Sincerely,

Ron W London  
Director of Sales  
Sobelco

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