



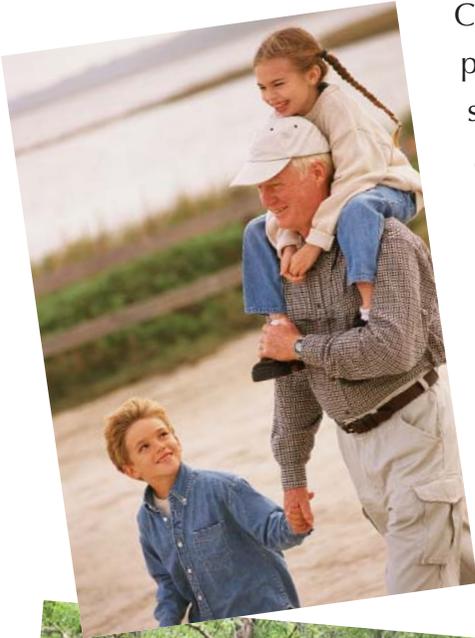
*Dreaming...*  
ABOUT COASTAL LIVING  
IN THE CAROLINAS?



**CENTEX HOMES**

Myrtle Beach Division

# Your Opinion Is Important To Us



Centex Homes would like to know your opinions regarding Providence, a proposed master-planned community in Conway, South Carolina. Conway is a small town, established in 1834, long before neighboring Myrtle Beach became a top tourism destination. It has retained its historic charm despite the tremendous population growth and economic development in the surrounding areas. Sitting 15 miles west of the Atlantic Ocean and having a population of around 15,000, Conway exudes small-town southern charm apparent in its stately homes, tree-lined streets, and quaint downtown. Recently, the city constructed a walk way along the Waccamaw River, which allows for water activities including boating and kayaking all the way to the ocean.

Providence would be a large master-planned community along the southern edge of Conway's city center that is proposed to be annexed into the city limits. Approximately 50 acres will be donated to the city of Conway for educational or recreational use as well as emergency services. The community is approximately 15 – 20 miles from the public beaches of the Myrtle Beach area as well as Myrtle Beach International Airport. It is five to ten miles from the local hospital and retail and outlet malls.



The master plan would include approximately 4,000 housing units consisting of one- and two-story single-family homes, townhomes, and condominiums. In addition, home sites would be available for custom-built homes. Providence would be home to a new public golf course with a large clubhouse that would include a fitness center, meeting and gathering space for community residents to use for social activities, and a restaurant. Furthermore, a lifestyle director will be on-site to plan social and community activities. Other community amenities would include walking trails, an outdoor pool, sidewalks, parks, lakes, and open green spaces. Additionally, public boat access to the Waccamaw River is within three miles.



Providence will be Centex's third master-planned community in the area. Its first such neighborhood has won numerous awards, both nationally and locally.

# Community Development Survey

## PART I

### 1. How familiar are you with the Conway area?

- Extremely familiar       Not very familiar  
 Very familiar       Not at all familiar  
 Somewhat familiar

### 2. What is your first reaction to this location?

- I like it very much       I somewhat dislike it  
 I somewhat like it       I don't like it at all  
 I am not sure about it



### 3. As a first step in evaluating this new community, please select how much you agree or disagree with each of the following statements: (Please check ONE box for EACH statement)

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
a. I am interested in this type of community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. This is a desirable location for this type of community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I would prefer to live in a more developed area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I do <u>not</u> want to live in a golf course community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Lots of people I know would like this location.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I would consider this community if it is available when I am ready to purchase a home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. This community sounds like a good place to retire.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. This community sounds like a good investment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. This community may be too expensive for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. This community is located in a part of the Carolinas that I would enjoy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. I would prefer to live in a community with fewer homes in it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. I would recommend this location to family and friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. This area has good access to everything I need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. This location may be too far from the beach for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. I would prefer to live in a community that would cater to a home buyer over the age of 55.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Community Development Survey

4. A variety of different homes and custom lots would be available in this community. (Please see figures A-C for architectural design.) If you were to consider purchasing in this community, which of the following would be your most preferred home type:

- a) Condominium (12-15 units per building)
- b) Townhome (3-6 units per building; may be one or two stories)
- c) Single-family detached home
- d) Lot to build a custom home



5. Regardless of the type of home, how important is it to have:

	Very Essential	Very Important	Somewhat Important	Not Important	Not Important At All
a) Single-story living	<input type="checkbox"/>				
b) Two-story living with the owner's suite downstairs	<input type="checkbox"/>				
c) Two-story living with the owner's suite upstairs	<input type="checkbox"/>				
d) A garage <u>attached</u> to the home seen from the road	<input type="checkbox"/>				
e) A <u>detached</u> garage behind the living unit or accessed by an alleyway	<input type="checkbox"/>				
f) A bonus room accessible by one flight of stairs	<input type="checkbox"/>				
g) An elevator in a condominium building	<input type="checkbox"/>				

6. What size home (sq. ft.) would you want (excluding garage)? (Check ONE answer.)

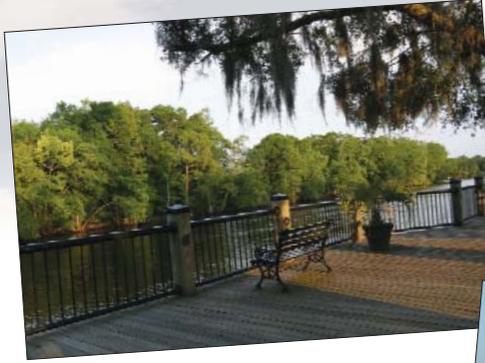
- 1  Less than 1100      4  1500 to 1699      7  2100 to 2299      10  2700 to 2899
- 2  1100 to 1299      5  1700 to 1899      8  2300 to 2499      11  2900 to 3099
- 3  1300 to 1499      6  1900 to 2099      9  2500 to 2699      12  More than 3100

7. Assume the neighborhood planners would remove the golf course and instead, create intertwining lakes that allow for non-motorized boats such as kayaks and row boats, would your desirability:

- Increase     Decrease     Remain the same

8. Assume the neighborhood planners would remove the golf course and instead, increase the green space and include more parks for recreation and enjoyment, would your desirability:

- Increase     Decrease     Remain the same



**9. In your opinion, which of the following neighborhood designs would appeal the most to you:**

- 1.  A neighborhood with a golf course
- 2.  A neighborhood with intertwining lakes
- 3.  A neighborhood with green space instead of a golf course
- 4.  I'd rather not live in a master-planned community

**10. If Providence was designed to be a neighborhood that appeals to you as explained above, and you could buy your preferred home that had the number of bedrooms and baths you would require, in the square foot range you desire, with the appropriate standard features, what do you think it would be worth? (Check ONE answer.)**

- |  |  |  |   |
|--|--|--|---|
| 1 <input type="checkbox"/> Less than \$150,000   | 4 <input type="checkbox"/> \$190,000 - \$209,999 | 7 <input type="checkbox"/> \$250,000 - \$269,999 | 10 <input type="checkbox"/> \$310,000 - \$329,999 |
| 2 <input type="checkbox"/> \$150,000 - \$169,999 | 5 <input type="checkbox"/> \$210,000 - \$229,999 | 8 <input type="checkbox"/> \$270,000 - \$289,999 | 11 <input type="checkbox"/> \$330,000 - \$349,999 |
| 3 <input type="checkbox"/> \$170,000 - \$189,999 | 6 <input type="checkbox"/> \$230,000 - \$249,999 | 9 <input type="checkbox"/> \$290,000 - \$309,999 | 12 <input type="checkbox"/> More than \$350,000   |

**11. How likely would you be to consider buying a home in this community that fits what appeals to you within the next three years?**

- Extremely likely     Very likely     Somewhat likely     Not very likely     Not at all likely

**12. Centex Homes is considering offering a maintenance service for homeowners. Please indicate your level of interest in the following levels of service:**

- I am not interested in a maintenance service – I prefer to handle my own maintenance (skip to ques. 14)
- I would be interested in minimal service such as grass cutting, landscaping, tree trimming, etc.
- I would be interested in a full-service exterior maintenance program such as grass cutting, landscaping, tree trimming, and a home maintenance plan (including paint, deck, roofing, and exterior repair)

**13. For the service you indicated above, what would you feel is a reasonable monthly service fee?**

- |  |  |  |
|--|--|--|
| 1 <input type="checkbox"/> Less than \$100 | 3 <input type="checkbox"/> \$120 - \$139 | 5 <input type="checkbox"/> \$160 to 179  |
| 2 <input type="checkbox"/> \$100 - \$119   | 4 <input type="checkbox"/> \$140 - \$159 | 6 <input type="checkbox"/> \$180 or more |

**14. Do you currently own a residence in Horry and Georgetown Counties?**  Yes  No (GO TO ques. 15)

14b. If so, in what area? \_\_\_\_\_

14c. What year did you buy your home? \_\_\_\_\_

14d. Was it a new home or a resale home?     New     Resale

14e. How long had you shopped for your home prior to purchase?

- a)  Less than a year    b)  More than a year but less than two    c)  More than two years

# Community Development Survey

**15. Please circle the time period in which you plan to purchase a residence in Horry or Georgetown Counties.**

- a) Next 6 months
- b) 6-9 months
- c) 9-12 months
- d) Over 12 months but less than 2 years
- e) 2-3 years
- f) More than 3 years
- g) Not in the near future
- h) Other (\_\_\_\_\_)

**16. What is the zip code of your primary residence? \_\_\_\_\_**

**17. Please circle where you have considered purchasing a new home within the last 3 years.**

- a) Florida
- b) Georgia
- c) South Carolina
- d) Virginia
- e) Maryland
- f) Arizona
- g) North Carolina
- h) New Jersey
- i) Nevada
- j) Other

**18. In a typical year, how much time will you spend in Horry and Georgetown Counties home you purchased or will be purchasing? (Choose ONE)**

- Less than 2 weeks
- 2 weeks to less than 3 months
- 3 months to less than 6 months
- 6 months to less than 9 months
- 9 months or more
- I will never stay there

**19. Is this home purchase part of your retirement plans?  Yes  No**

## PART II:

**This information is only used to statistically categorize broad groups of people. It cannot be linked to any particular individual.**

**D1. Which best describes your household composition? (Please check only one answer.)**

- 1  Single, no children
- 2  Single with at least one child living at home
- 3  Single with adult children not living at home
- 4  Couple, no children
- 5  Couple with at least one child living at home
- 6  Couple with adult children not living at home
- 7  Unrelated Adults



**D2. What are the ages of your children living at home?**

AGES: \_\_\_\_\_



**D3. Please complete the following for you and your spouse or other head of household (if applicable).**

**Adult 1 (person who answered most of the survey)**

1  Male      2  Female

Age: \_\_\_\_\_ | \_\_\_\_\_

**Employment Status:**

- 1  Employed full-time      4  Student      7  Other
- 2  Employed part-time      5  Retired / Semi-Retired
- 3  Full-time homemaker      6  Unemployed

**Adult 2**

1  Male      2  Female

Age: \_\_\_\_\_ | \_\_\_\_\_

**Employment Status:**

- 1  Employed full-time      4  Student      7  Other
- 2  Employed part-time      5  Retired / Semi-Retired
- 3  Full-time homemaker      6  Unemployed

**D4. Including all sources, what is your total annual family income? (Please choose only one answer.)**

- 1  Under \$35,000      4  \$75,000 - \$99,999      7  \$150,000 - \$199,999
- 2  \$35,000 - \$49,999      5  \$100,000 - \$124,999      8  \$200,000 or over
- 3  \$50,000 - \$74,999      6  \$125,000 - \$149,999

**D5. What is your total net worth? (Including Real Estate Equity, Cash, Stocks, Bonds, IRAs, etc.)**

- 1  Under \$50,000      4  \$200,000 - \$499,999      7  \$2,000,000 - \$3,999,999
- 2  \$50,000 - \$99,999      5  \$500,000 - \$999,999      8  \$4,000,000 or over
- 3  \$100,000 - \$199,000      6  \$1,000,000 - \$1,999,999

**THANK YOU FOR YOUR HELP!!**

Are you interested in receiving information about this community if it becomes available?

Yes       No

If so, please tell us how we may contact you:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

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[www.centexhomes.com](http://www.centexhomes.com)