



Monthly Activity Snapshot



BROKERAGE
OUTREACH



MARKETING
CAMPAIGNS



COMMUNITY
DEVELOPMENT



HOMESITE
ACTIVITY



SALES
MOMENTUM

June 2026 - Community Update

This month, our primary focus has been expanding brokerage relationships, increasing awareness among luxury buyers and agents, and maintaining momentum across community development and sales activity.

Highlights include:

- ✓ Successful broker presentation with The Pozek Group / The Orlando Real
- ✓ Additional presentation scheduled with Berkshire Hathaway HomeServices
- ✓ Targeted Bella Collina luxury buyer outreach campaign underway
- ✓ Lot 20 groundbreaking completed with Phil Kean Design Group
- ✓ Lot 21 progressing toward contract execution and closing at approximately \$2.7M
- ✓ Continued site improvements and infrastructure progress



Brokerage Outreach & Presentations

Successful Broker Presentation

The Mirror Lake team recently hosted its first broker presentation with The Pozek Group / The Orlando Real in Winter Garden.

The event was well attended, generating strong engagement and interest surrounding:

- Available homesites
- Custom home opportunities
- Builder partnerships
- Community vision and positioning

The presentation provided valuable exposure and strengthened relationships within the brokerage community.

Upcoming Presentation

Our next brokerage presentation is scheduled with Berkshire Hathaway HomeServices in Windermere.

This event will also include participation from our preferred lending partners, who will present construction-to-permanent financing solutions available to prospective buyers.

We continue ongoing follow-up with agents and prospects generated through:

- Property showings
- Website inquiries
- MLS activity
- Brokerage presentations
- Reverse prospecting efforts



Building Relationships, Creating Awareness

Marketing & Advertising



Email Campaigns

Ongoing e-blast campaigns continue to be distributed to our expanding database of:

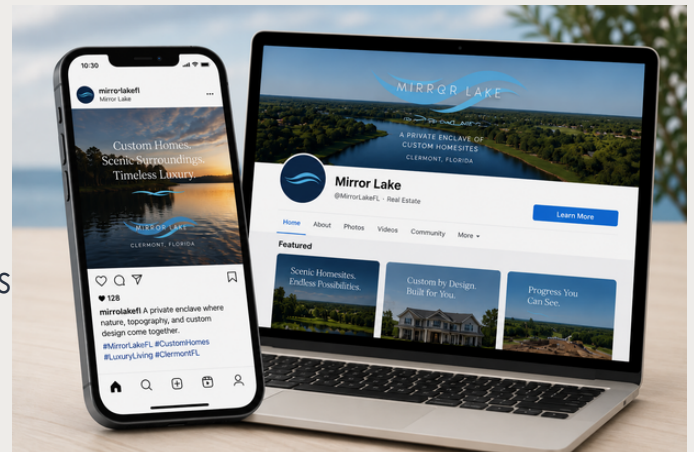
- Prospective buyers
- Local agents
- Website leads
- Reverse prospecting contacts
- MLS inquiries

Reminder: All builders and sales teams should be included in these distributions. Please notify us if you are not currently receiving campaign emails.

Social Media & Digital Advertising

Marketing efforts continue through:

- ✓ Organic social media content
- ✓ Community awareness campaigns
- ✓ Agent-focused engagement initiatives
- ✓ Exploration of targeted paid advertising opportunities



New Marketing Initiative We are beginning discussions surrounding the creation of 3D Video Renderings & Virtual Home Concepts



These visual assets will support:

- Pre-construction listings
- Buyer presentations
- Social media campaigns
- Website marketing
- Luxury buyer outreach

The objective is to better communicate design possibilities, custom home opportunities, and the overall Mirror Lake lifestyle experience.

Community Events & Outreach



Bella Collina Luxury Buyer Campaign

A targeted postcard campaign is currently being developed for Bella Collina residents.

This initiative remains a primary focus as we continue introducing Mirror Lake to qualified luxury buyers within the surrounding market.

Future Event Opportunities

We are also exploring:

- Mirror Lake Preview Events
- Invite-Only Builder Showcase Events
- Meet the Builder Presentations
- Available homesites
- Builder partnerships
- Design possibilities
- Construction and financing options

Market Positioning

Mirror Lake continues to differentiate itself through several key advantages:

— THE —
MIRROR LAKE
DIFFERENCE

FULLY CUSTOMIZABLE HOMES	MULTI-LEVEL HOME OPPORTUNITIES CREATED BY NATURAL TOPOGRAPHY	PRIVATE GATED ENTRANCE	SPACIOUS HOMESITES & NATURAL SURROUNDINGS	LOW HOA STRUCTURE	NO MANDATORY AMENITIES OR CLUB MEMBERSHIP REQUIREMENTS

Marketing & Advertising

Community Activity

Lot 21

We are pleased to report that the purchaser of Lot 21 is nearing completion of the home design process and is expected to execute a construction contract with Beau Monde Builders shortly.

Projected Closing: June 30, 2026

Projected Sale Price: Approximately \$2.7 Million



Lot 20

An exciting milestone was reached this month as Lot 20 officially broke ground with Phil Kean Design Group.

This represents continued momentum and investment within the community.



The Journey Begins

Site Progress

Significant infrastructure progress continues throughout the community.

Recent Milestones

- ✓ Decorative light posts installed
- ✓ Lift station testing nearing completion
- ✓ Final asphalt lift completed
- ✓ Construction fence installation progressing
- ✓ City of Clermont site certification nearing final approval

These improvements continue to enhance both site readiness and overall community presentation.



— LOOKING — AHEAD



THE FUTURE CONTINUES TO TAKE SHAPE.



Over the next month, our focus will remain on:

- Expanding brokerage outreach
- Executing Bella Collina marketing initiatives
- Increasing buyer engagement
- Developing visual marketing assets
- Supporting upcoming lot sales and builder activity
- Continuing community development milestones

Questions or Marketing Support Needed?

Our team remains available to provide additional marketing materials, sales support, property information, or community updates as needed.



MIRROR LAKE

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