



Monthly Activity Snapshot



BROKERAGE
OUTREACH



MARKETING
CAMPAIGNS



COMMUNITY
DEVELOPMENT



HOMESITE
ACTIVITY



SALES
MOMENTUM

July 2026 - Community Update

July marked another month of strong momentum as Mirror Lake continued expanding brokerage relationships, increasing buyer awareness, and introducing new opportunities across the community. Strategic marketing initiatives, new homesite releases, broker outreach, and continued construction activity remain focused on strengthening market presence and driving qualified buyer engagement.

Highlights include:

- ✓ Summer Exclusive Opportunity with Limited-Time Incentives now LIVE
- ✓ Berkshire Hathaway HomeServices brokerage presentation successfully completed
- ✓ Five premium homesites released to the MLS to increase market visibility
- ✓ New pre-construction home concepts introduced for Lots 9 and 18
- ✓ Lot 20 construction continues with completion of the stem wall, Lot 21 is PENDING
- ✓ Continued marketing, brokerage outreach, and buyer engagement efforts



21

EXCLUSIVE
HOMESITES



17

LAKEFRONT
HOMESITES



5

NEW LOTS
RELEASED TO
THE MLS



2

NEW PRE-CONSTRUCTION
HOME CONCEPTS
(LOTS 9 & 18)



2

BROKER
PRESENTATIONS
COMPLETED



LIVE

SUMMER EXCLUSIVE
OPPORTUNITY
NOW LIVE

Brokerage Outreach & Presentations

Expanding Our Brokerage Network

Mirror Lake continued its brokerage outreach initiative this month with another successful broker presentation, this time hosted by Berkshire Hathaway HomeServices in Windermere.

The presentation welcomed a strong turnout of both in-person and virtual agents, creating valuable opportunities to showcase the community's vision, available homesites, custom home program, and current buyer incentives. Builders and preferred lending partners were introduced to provide insight into the custom building process and construction-to-permanent financing options.

The continued enthusiasm from the brokerage community reinforces the growing interest in Mirror Lake and helps strengthen relationships with agents representing qualified luxury buyers.

Looking Ahead

Momentum continues as we work to expand our brokerage partnerships throughout Central Florida. Discussions are currently underway with REVEL Realty, Compass Realty, and WRA Business and Real Estate to host our next broker presentations, providing another opportunity to introduce Mirror Lake to luxury real estate professionals and their 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

Limited-Time Buyer Incentives

MIRROR LAKE

EXCLUSIVE SUMMER OPPORTUNITY

LIMITED-TIME BUYER INCENTIVES

THAT MAKE YOUR DREAM HOME EVEN MORE REWARDING

OVER
\$16,000+
IN AVAILABLE INCENTIVES


\$4,000
HOA FEE
ASSISTANCE
(14+ MONTHS)


\$10,000
BUILDER
DESIGN CREDIT
FOR UPGRADES


\$2,000
TOWARD ELIGIBLE
CLOSING COSTS


ADDITIONAL
PREFERRED LENDER
INCENTIVES
& BENEFITS

OFFER AVAILABLE THROUGH **SEPTEMBER 28, 2026**



BUILD YOUR VISION. LIVE YOUR LEGACY.

Mirror Lake offers the perfect setting to create a home that is uniquely yours.

Choose from premium lakefront homesites, award-winning custom builders, and a lifestyle unlike any other. Now is the time to take advantage of exclusive incentives and begin your custom home journey.


**17 LAKEFRONT
HOMESITES**


**ADJACENT TO
CLERMONT NATIONAL
AND BELLA COLLINA
GOLF COURSES**


**FULLY CUSTOMIZABLE
HOMES AND UNIQUE
LOWER LAKE LEVEL
FLOORPLANS**


**NATURAL GAS
& PRIVATE
SEWER**


**BUILD YOUR OWN
AMENITIES**

Incentives are subject to qualification, terms, and conditions. **Contact us today to learn more.**

MIRROR LAKE

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LIMITED-TIME OPPORTUNITY. EXTRAORDINARY LIVING.

New Homesites & New Designs



Strategic Marketing Initiative

As part of our ongoing marketing strategy, **five premium lakefront homesites** (Lots 12, 13, 14, 16, and 17) **have been introduced to the MLS** with refreshed marketing and enhanced visibility. This intentional release is designed to generate renewed interest among luxury buyers while keeping Mirror Lake top of mind for local agents

actively searching for exceptional new opportunities for their clients.

While these featured homesites are now receiving additional exposure, **all available Mirror Lake homesites remain available for purchase**, ensuring buyers continue to have the flexibility to select the homesite that best fits their vision.

In conjunction with this initiative, **Trilogy Homes has introduced two new pre-construction front elevations for Lots 9 and 18**. These updated concepts provide fresh inspiration for prospective buyers while showcasing the versatility of Trilogy's architectural offerings. **Buyers are not limited to these featured designs**—they may choose from Trilogy's collection of home elevations and fully customize their residence to reflect their individual style, lifestyle, and preferences.



Construction Progress & Looking Ahead



EXCAVATION
COMPLETE



STEM WALL
COMPLETE



VERTICAL CONSTRUCTION
UP NEXT



HOME COMPLETION
COMING SOON



Questions or Marketing Support Needed?

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

LOOKING AHEAD

Momentum is strong as we continue to advance development, expand awareness, and create exciting new opportunities for buyers.



VIP BROKER EVENT

Save the Date coming soon!
Invitation-only event for luxury agents and brokers.



BROKERAGE OUTREACH

Continuing strategic presentations to expand our brokerage partnerships.



BUYER INCENTIVES

Our Limited-Time Incentives program is LIVE.
Don't miss this opportunity!



CONSTRUCTION

Vertical construction on Lot 20 is next as we continue making excellent progress.



MARKETING & AWARENESS

Ongoing campaigns to keep Mirror Lake top of mind with buyers and agents.



SAVE THE DATE

VIP LUXURY BROKER EVENT

Invitation Only

Details Coming Soon!

MIRROR LAKE

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