Agency: The Bamboo Agency Project: Website Copy Client: Eurodev Real Estate Dev. Co

Writer: Jeff Mustard

# **Web Site Outline**

# **Home Page**

About Us	Team	Eurodev	Investors &	Contact Us
		Projects	Financing	
Eurodev Logo Succeeding where few venture			Since its for Eurodev ha itself as a c vision. A me through its approach to Eurodev pre and profitat products by	inding in 1990, s distinguished ompany with arket-leader innovative

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About Us	Team	Eurodev	Investors &	Contact Us
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Eurodev Logo  Succeeding where few venture			and its commitme Eurodev seeks un that few would ev even fewer pursus versatile history s record of identify successfully bring atypical projects consumer demand financial rewards and its financial s  Mr. Rene Lepine, Eurodev, possess and a solid under and global econo traits, combined v knowledge of the development indu to identify overlow special merit and  Whether pioneeri the Caribbean, Co Europe, or impor concepts and tech home markets, or introducing well- into new markets, technologies (suc prefabrication) to blighted neighbor constantly resear most cost effective	ique opportunities en consider and e. Its diverse and shows a track ing, executing and ging to market that meet a d while delivering stakeholders.  the founder of es clear foresight estanding of markets mic trends. These with a depth of real estate estry, fuel his search oked businesses of opportunity.  In g new markets in entral or Eastern ting foreign unologies to its whether it is known products or using new h as modular orebuild old choods, Eurodev ches and applies the e strategies to quality projects at a points — even

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About Us	<b>Team</b>	Eurodev	Investors &	Contact Us	
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This will be a link that contains info on the three major players of the company; Rene Lepine, Norma Wathey and Tim. This may be constructed as either a drop down menu from the main link, or simply go to the Team page and on that page there will be three names -- Rene Lepine, with your bio, and the same for the other two players here.

The latter part presented here may be more practical as if there are other "team members" that join the organization it is much easier to "add them to the site" then constructing/tweaking the "team" drop down menu.

- Rene Lepine, The Early Days: Business Achievements Prior to Founding Eurodev (1975 1990)
- Rene Lepine, Projects and Business Interests since founding Eurodev (1990 Present) (real estate oriented only) Same page as "Eurodev Projects"
- Rene Lepine, Other Entrepreneurial and Business Interests (items other than real estate)

Each of the above three links will go to each of their own pages where we will have text/images, etc outlining/describing the work/projects/successes/achievements of the time period being addressed.

The headline/copy/info/text below is the first thing a viewer will see when they click on the Nav Bar link that says Team and your name comes up at the top....so the first thing they will see when they "release" or "click on your name" will be the info below.

Here is my thinking.... A great deal of your weight, credibility, etc. hinges of course on the Groupe Lepine history/involvement, plus, it's a very good/interesting read....the overview is easy to read, breezy and informative.....this "page" as it were is perfectly suited as is...it has three paragraphs and is followed by one other para that is a bullet- pointed project overview – perhaps include just one photo of each project along with the bullet point and I think it covers your "intro/bio" stuff with a good supporting background story.

# Rene H. Lepine — Background & Overview, The Early Days

Rene H. Lepine Jr. is the eldest son of the founder of Eastern Canada's premiere real estate development company – Groupe Lepine. Rene was raised in the closely-held family operation started in the early 1950's by his father, the dynamic Rene G. Lepine Sr. Rene Jr. began learning the business working part-time from his early teens and became fully involved in 1972. Until forming Eurodev in the early 1990's, he participated in more than 25 large-scale projects where he excelled in positions of increasing responsibility.

#### Real Estate is in his Blood

Since his early days with Groupe Lepine some thirty-five years ago, Mr. Lepine has been involved in all aspects of project development and management; from land acquisition and financing, through design and construction, as well as long-term

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management and property disposition. As a partner in his family's business from the late 70's, he has also initiated policies that continue to keep the organization at the forefront of areas such as marketing, sales, and computer-assisted development management.

#### An International Perspective

As early as 1978, Rene H. started taking a leading role in the company's international developments, beginning with the then re-emerging South Florida market. Alternating his residency between Canada and the US numerous times, he has spent nearly twenty years developing projects in the Florida Gold Coast Area.

A dozen years after first tackling the Florida market, Mr. Lepine directed the family's international efforts further afield, taking the company to Prague, Czechoslovakia in 1990 and to Moscow, Russia in 1991, where he worked on several projects over five years. Groupe Lepine became one of the major foreign developers in the Moscow real estate market during the first half of the 1990's.

#### Featured Innovative Projects

Some of the more notable projects in which Mr. Lepine was involved when he was active with Groupe Lepine were:

- The 1976 Olympic Village in Montreal, twin 17-story pyramid towers with 980 units designed and built in only 21-months.
- Le Sanctuaire du Mont-Royal, a 1.5 million square foot, 945-unit, sevenbuilding luxury condominium project.
- Le Sporting Club du Sanctuaire, a 110,000 sq. ft. luxury multi-sport facility, the second largest in North America when it opened.
- The Sir Robert Peel, a 22-story, 72-unit luxury condominium in Montreal, having won multiple design & innovation awards.
- Komsomolsky Tower, an 11-story's 110,000 square foot office building, one of the first foreign projects to be developed in Moscow, Russia in the early 1990's.

## Rene Lepine Today: Founder of Eurodev -

- Rene Lepine, Other Entrepreneurial and Business Interests (items other than real estate)
   set this up as a link
- Click here to return to home page

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(Note: the info below from here down, is its own page)

Rene Lepine Today: Founder of Eurodev

As principal and founder of Eurodev, LLC, a Fort Lauderdale-based development organization (that remains loosely affiliated with Groupe Lepine), Rene H. Lepine has been involved in development in the United States, Canada, France, the Caribbean, Czechoslovakia and Russia.

Drawing upon his extensive background and exceptional insight into the real estate development business at large, Mr. Lepine's projects are synonymous with innovative, high-quality, residential development. Through his vision and under his stewardship, the organization brings a zeal for dynamic development solutions to markets and properties that are often overlooked by other developers. Evidence of his foresight, creativity, ingenuity and ultimately his success, can be seen in the development of several hundred units in multiple projects throughout Dade, Broward and Palm Beach counties.

#### Florida

Below is but a sample of the forward thinking and successful projects developed by Mr. Rene Lepine within the Eurodev group of companies.

- Mediterranea on Hillsboro Mile, a 30-unit condominium complex in Hillsboro adjoining a 9-slip marina at the time of its construction this project was "the first" luxury low-rise condominium development in Hillsboro Beach, Florida in 25 years.
- Venezia Las Olas, a 50-unit condominium just one block east of Federal Highway and two blocks north of Las Olas Boulevard; this project was "the first" luxury residential high-rise to be marketed and built in the downtown Fort Lauderdale area, marking a new trend for "in-city" living in Broward County.
- Old Progresso Village, a development of over 30 single-family, one and twostory attached homes on non-contiguous lots. This was "the first" city in-fill project in South Florida utilizing modular construction methods. The strategy of applying a modular design concept allowed Eurodev to rapidly trigger significant urban regeneration, turning around a formerly no-go crime ridden neighborhood. This achievement earned the company tremendous recognition and numerous awards. Note: Add Link Here that will take you to a separate page for this project. See Below.
- Progresso Lofts and Townhomes, will soon be "the first" condominium built north of Flagler Village in more than 30 years. Through innovative layouts and delivery specs, uncommon architecture and unique client options, these two projects are poised to set another Eurodev-inspired trend. Note: Add Link Here that will take you to a separate page for this project. See Below

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The headline below is its own page

Rene Lepine: Other Entrepreneurial and Business Interests – (items other than real estate)

In addition to creating and developing unique real estate projects, Eurodev seeks to diversify by exploring opportunities in other business ventures and interests beyond real estate. Remaining true to its entrepreneurial spirit, Eurodev investigates projects or products that provide a genuine value and/or service to consumers while remaining focused on generating positive returns to its various financial partners and stakeholders.

In this realm, as is evident from reviewing the alphabetic listing below of companies in which Eurodev has an interest, there are no constraints when exploring opportunities. Decisions about what Eurodev chooses to become involved in are guided solely on the innovation, potential marketability and profitability of each individual project, company and/or product.

• Blue Sky Helicopters Inc. – Helicopter leasing

• Destination Resorts International – Resort development

New as of Feb 4, 08–>

- Devco South Properties Opportunistic real estate acquisition fund
- Ideabuena Internet-based venture to assist non-profit organizations to raise funding for themselves
- North Country Investments, L. L. C. Long term land financing
- Thor Development Corp Land holding company for future development
- Urban Solution Buildings Corp Developing new technologies for construction
- Wale Capital, L. L. C. Venture Capital investments in new technology start-ups

The content below will fall under "Team" link

(Note: Option: In the alternative, what we can do here is instead of titling the Nav Bar link "Team" we have "Rene Lepine" as the Nav Bar Link and then there is a drop down menu of the two other players noted...something to think about/discuss.)

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### Norma J. Wathey – Executive Administrator

An integral part of Eurodev since joining the organization in the late 90s, Ms. Wathey's position and responsibilities have grown as the company has expanded and taken on new projects. Her advanced organizational and detailed management skills assure the organization has the appropriate logistical support.

In her capacity as Executive Administrator and Assistant to the President, Ms. Wathey has a broad range of internal and external responsibilities, including office management, liaison with customer and clients, and community relations.

Born and raised in Sint Maarten, Netherlands Antilles, Ms. Wathey comes from one of the country's most prominent business families, where she has had extensive involvement and exposure to international business since her childhood. Educated in Canada, she was a resident of Montreal for 27 years where she still maintains strong business, personal and cultural ties.

Before her move to Florida from Canada to commence work for Eurodev, she focused on sales management and customer relations. A key team member, Ms. Wathey's organizational experience and customer relation skills are fundamental assets in her capacity as Executive Administrator.

#### Timothy N. Holt – Research, Design & Development Services

An essential member of the core team, Mr. Holt has a unique and eclectic background educationally and professionally, as well as creatively. He is a scholarship graduate of McGill University School of Architecture in Montreal, the recipient of a Dean's List MBA from INSEAD, Europe's top business school in Fontainebleau, France, and he has earned NCARB Board Certified Status as an architect in the State of New York.

In addition, Mr. Holt has worked closely with several of the world's truly greatest architects and has further been involved in every phase and aspect of design, project management and construction of a wide range of real estate, cultural and commercial projects throughout Europe, the USA and Canada.

While maintaining dual citizenship in the United Kingdom and Canada, Mr. Holt also holds a US Green Card and is fluent both in English and in French. Having worked and lived in the UK, Canada, France and the US, and traveled much of the rest of the world, he has developed a more global perspective of business and markets as well as familiarized himself with numerous alternative solutions and strategies used abroad.

Since joining Eurodev, Mr. Holt's responsibilities include exploring joint venture opportunities both at home and abroad, conducting market analysis on proposed projects, research into innovative building materials and techniques, and interfacing with other design and engineering professionals, building contractors and suppliers.

Mr. Holt provides Eurodev with uncommon expertise and a unique viewpoint. His exceptional perspective assists the company in identifying, creating and implementing

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the type of innovative products for which it has earned a recognized and awarded

reputation.

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This will be its own page with a synopsis of both writing and pictures/images of projects, etc. since founding Eurodev

Since its founding in the early 90s, Eurodev has been involved in dozens of projects in South Florida, Canada, Eastern Europe and the Caribbean.

In all cases, the singular mission remains the development of products that fill a void and address unmet consumer demand. Typically these creative projects are ahead of the industry curve whether through innovations in design, materials, construction methods, pricing, location or even legal structure. Eurodev's trendsetting projects are always well received by the market, successfully selling out.

The list below is but a small sample of more than 25 real estate development projects that are noteworthy, reflecting its forward thinking approach to creating innovative, saleable and highly-desirable residential products.

- Mediterranea on Hillsboro Mile, a 30-unit condominium complex in Hillsboro adjoining a 9-slip marina at the time of its construction this project was "the first" luxury low-rise condominium development in Hillsboro Beach, Florida in 25 years.
- Venezia Las Olas, a 50-unit condominium just one block east of Federal Highway and two blocks north of Las Olas Boulevard; this project was "the first" luxury residential high-rise to be marketed and built in the downtown Fort Lauderdale area, marking a new trend for "in-city" living in Broward County.
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Eurodev has been able to achieve its success due to the faith and confidence vested in it through a wide range of both private and institutional funding sources from throughout Canada, the U.S., Western Europe and Eastern Europe.

In every case, whether it is a design innovation, an accelerated production method or some other innovation, ultimately Eurodev provides increased value to the consumer through the creation of a highly marketable product. Through the development of these unique and highly marketable products, coupled with a keen focus on profitability for its financial partners, Eurodev consistently delivers positive financial returns and shareholder value.

Due to Eurodev's many projects having varying national and international presences, development time frames and geographically sensitive economic conditions, there are opportunities for participation by private or institutional funding sources. Given Eurodev's unique approach to the market and the creation of its products, the company is often receptive to discussing these opportunities.

Click here to send an email to Mr. Rene Lepine concerning any interest you may have in our organization.

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