

Sellout of Community Tribute to Developer

Rossmoor, the largest single residential development in the west, has been sold out.

The 3,500-home community near Long Beach State College, which has won three national awards for home design excellence and also set a Southland sales record when it sold 126 homes on one weekend, became fully occupied in four and one-half years.

The transformation of 1,200 barren acres to an exclusive walled city with a population of 12,000 is the achievement of developer Ross W. Cortese.

"From the start, it was our objective to produce a model community," Cortese said, "and our standards of planning, building quality and design never wavered."

Own Organizations

Evidence of Rossmoor's early claims to status as a complete community was apparent in its many civic and social organizations which the developing staff helped to organize.

Among these were the Rossmoor Woman's Club, which currently has about 500 members; a Little League, now comprised of 10 teams; and Boy Scout and Girl Scout troops, which now have several hundred members.

Cortese's concept of total development was a major factor in Rossmoor's success.

In addition to the rapid development of the residential phase of Rossmoor, the community now has four elementary schools and a business center is under construction.

How well home buyers at Rossmoor have been rewarded is indicated by the resale prices paid to those few who have moved.

Model Homes

"The average price paid for Rossmoor homes has been about \$22,000, but resale prices have been as much as \$6,000 more than the original price," Cortese said. "Upon completion of the shopping center, it is expected that resale prices will be even more rewarding."

Cortese was one of the first builders to adopt the idea of selling homes from furnished models. Potential Rossmoor home buyers were



Ross W. Cortese

driven around the development. His sales offices displayed drawings and photographs of the community as it would be when completed and the homes that would comprise it.

Looking to the future, Cortese says he will be most concerned with the challenges of senior citizen housing.

"The housing needs of this growing segment of our population have not been met even half-way thus far. There have been several developments that have provided part of the answer, but none has answered the attendant economic, medical and sociological needs of the majority of our senior citizens. This is the challenge."