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FOR IMMEDIATE RELEASE

Contact:

Kim Sullivan

Pointe 7 Condominiums

722 West Olive

Springfield, MO 65806

(417) 840.8670



## Table Rock Lake Condo Developer encouraged by Staycation Trend

Springfield, MO — A January 2009 survey by DDB ([www.ddb.com/](http://www.ddb.com/)) found that 38% of adults say the economic downturn has shown them what's important: quality time with family. To add to that, a March 2009 study by Informational Resources, Inc. ([us.infores.com/](http://us.infores.com/)) reveals that 67% of Americans say they are spending more time together, eating more meals as a family. These findings are the silver lining in what has been a dismal time for real estate and represent opportunity for those who are willing to reposition themselves and connect with the new "Conservative Consumer."

The Recession has impacted all aspects of family life, including how leisure time is spent. The trend, often referred to as "Staycation," describes how families are sticking closer to home and embarking upon more weekend excursions within an easy drive.

This bodes well for Table Rock Lake Developers like Morelock-Ross. "We are encouraged by the interest our Pointe Seven condominium development is receiving this summer, despite the recession," says Kim Sullivan, Sales Director for Pointe Seven Condominiums. "I think this downturn has helped families in the Missouri area realize that there are lots of great

family memories to be made close to home, on Table Rock Lake." Family-centered activities like swimming, board games, campfires and boat rides harken back to simpler times and reinforce basic family values.

The uncertainty of fuel prices is also impacting second home decisions. For Midwesterners, a short drive to a vacation home at a nearby lake is becoming more appealing than a coastal home requiring multi-day travel or air flights for the family.

Missouri residents who are seeking a second home are finding that location is everything on Table Rock Lake. "Pointe 7's prime location - next to the Kimberling City Bridge and the new Branson West Bypass - coupled with 1,000 feet of shoreline, makes this lakeside condo development a real winner. If you are familiar at all with the lake, you know that you cannot beat our location," says Sivils.

The Pt 7 condo development provides lakeside beauty and convenience with all the comforts of home. Home prices start at \$288,250. Contact Kim Sullivan at (417) 840.8670 for a personal tour.