




2025 ANNUAL REPORT

Living on the *Bright Side*

Proudly Developed By:

CG
Choice Gateway

www.airabella.com 



The combination of the words “Aira,” meaning “of the wind,” and “Bella,” which means “beautiful” describe the essence of Airabella.

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LETTER FROM LEADERSHIP

Dear Partners,

2025 will be remembered as the year Airabella became real.

When we began this journey, we spoke often about creating something Lake Oconee had never seen. We imagined a place where the warmth of Southern hospitality meets the vitality of a walkable town center, where neighbors know each other by name, where visitors feel welcomed from the moment they arrive.

This year, those words took shape. The first foundations were poured. The first businesses said yes. The land we've been preparing is ready to become the gathering places, green spaces, and homes we've envisioned.

But what moves us most isn't the concrete or the framing or even the beautiful designs coming to life.

It's the conversations we're having with people who see what we see and who understand that Airabella isn't just another development. It's an invitation to live differently, to reconnect with what matters, to be part of something meaningful.

Every decision we make is guided by the vision we shared with you from the beginning: to create a community that honors this land, serves this region, and stands the test of time.

Thank you for believing in what we are building. Thank you for your partnership, your patience, and your continued confidence. We are excited to share what we have accomplished and where we are headed next.

With gratitude,

Team Airabella



LIVING ON THE BRIGHT SIDE

There's a difference between looking at the bright side and living on it.

Airabella is designed as a friendly place that greets everyone with open arms. A place to work, play, shop, and gather in harmony. An oasis where people can enjoy all the elements of nature, morning and night, through every season.



Airabella serves as Lake Oconee's first true town center and creates a walkable gathering place for the entire community.

Lake Oconee has grown significantly over the past two decades, yet it lacks a walkable town center where neighbors can gather, where visitors can explore, where daily life is magnetized into community.

Accessible Luxury

We offer resort-style amenities and quality design without requiring six-figure club memberships.

Walkable Living

The national shift toward walkable, mixed-use communities has reached Lake Oconee.

Inclusive Community

Rather than exclusivity, we're building a place defined by welcome.

Experience-Driven Design

From the 9-hole golf course to the hotel integrating seamlessly, every element is crafted to create memorable experiences.

The market is ready. The timing is right. And Airabella is positioned to become Lake Oconee's most sought-after address.

LAKE OCONEE: A THRIVING DESTINATION

Community Highlights

As the year closes and the new year begins, Lake Oconee's holiday traditions offer Airabella residents opportunities to gather and celebrate the season.



Annual Lighting at the Lake

Each late November through December, the Ritz-Carlton Reynolds hosts its Annual Lighting at the Lake. The property illuminates with hundreds of thousands of holiday lights, featuring the Winter Forest with a 5,000-square-foot ice rink and Santa's arrival.

Gingerbread House Display

Inside the Ritz-Carlton Reynolds lobby, an elaborate gingerbread house display has become a December tradition. Families visit to see the intricate edible architecture—a festive centerpiece that draws visitors throughout the month.



Heart & Soul Gala

Looking ahead to February, St. Mary's Good Samaritan Foundation hosts its annual Heart & Soul Gala at the Ritz-Carlton Reynolds. This black-tie fundraiser supports the hospital's expansion of care and services, bringing the community together for an elegant evening of celebration and giving.

Economic Momentum & Growing Infrastructure

The past decade has seen steady growth across the Lake Oconee region, with new residents strengthening the local economy. Tourism remains robust, and consistent visitor traffic creates opportunities for retail and hospitality ventures that serve both residents and day guests, Airabella's demographic. The Lake Oconee and Greene County sits within a corridor of significant economic development stretching along I-20 between Atlanta and Augusta. This positioning brings investment, infrastructure, and sustained growth to the area.



Rivian Manufacturing Campus

In January 2025, Rivian finalized a \$6.6 billion loan agreement with the U.S. Department of Energy for its manufacturing facility at Stanton Springs North. By 2028, the facility will produce 7,500 manufacturing jobs when fully operational.

Data Center Expansion

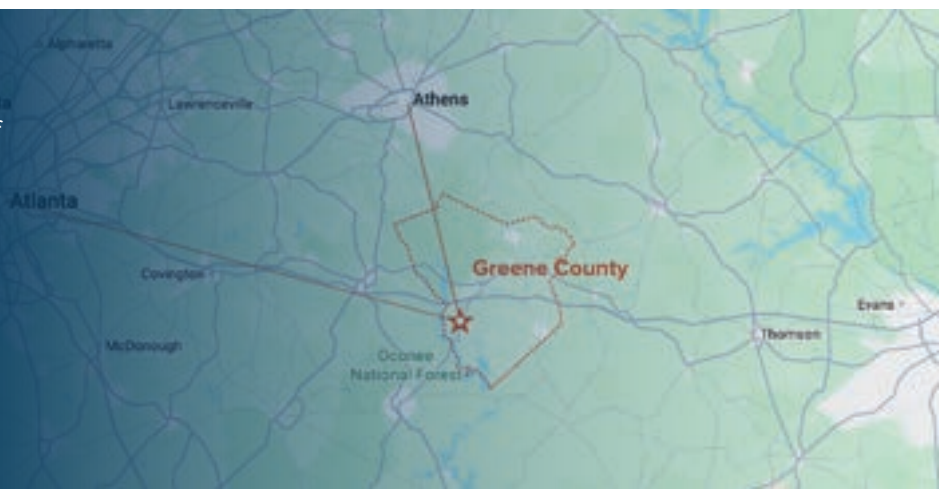
Regional data center growth continues across Georgia's I-20 corridor and metro Atlanta, driven by demand for cloud computing and AI infrastructure. They bring significant property tax revenue to counties and validate the region's infrastructure capacity. The expansion of fiber-optic networks and utility service to support these facilities benefits the broader region, including Lake Oconee.



Retail Growth

The Lake Oconee area experienced dramatic commercial and residential growth in 2025, with multiple mixed-use developments breaking ground to add significant retail, dining, commercial space, hospitality options, and housing to the region.

Ninety minutes from Atlanta's vibrant urban center, Lake Oconee has emerged as one of Georgia's premier destinations for second homes, retirement, and resort getaways. The region offers the rare combination of natural beauty, recreational opportunity, and sophisticated amenities that discerning buyers seek.





Healthcare Infrastructure

Greene County's healthcare infrastructure remains strong in the region since Airabella broke ground. St. Mary's Good Samaritan Hospital in Greensboro provides access to a 25-bed acute care critical access hospital and 24-hour emergency department and general surgery. Cowles Clinic on Linger Longer Road includes the Georgia Center for Total Cancer Care and state-of-the-art diagnostic facilities, among many other specialty services.

Residential Growth

The Lake Oconee region has welcomed 1,343 new homes over the past five years, with Reynolds, Del Webb, and Harbor Club leading development. The pipeline ahead signals substantial expansion, with over 5,458 residential units submitted for zoning and permits across major projects. Airabella joins this growth trajectory with 411 residential units planned, positioning the development within a region experiencing unprecedented residential demand.



Residential Growth

Demographics

A Retirement-Driven Population

66% of Greene County residents are age 55+

Bimodal income profile

- Affluent retirees: **\$200K+ household income**
- Value-conscious retirees on fixed or moderate incomes

Growth Trends

Fastest-Growing Census Tract in the Region

+2.41% annual population growth

Migration Patterns

Inflow From Major Lifestyle Markets

Atlanta MSA (≈90 minutes away)

Visitor Profile

From Second Homes to Full-Time Living

- Historically a second-home destination
- Rapidly evolving into a primary retirement market

AIRABELLA'S ECONOMIC IMPACT

Completed Phase Impact: Airabella is already functioning as a regional economic engine.

Estimated Jobs Created

Airabella has been generating job creation long before vertical commercial construction begins. This early employment surge demonstrates the project's scale, momentum, and long-term value to Greene County.

410–585

Construction Jobs Supported

To date

**Active Market
Momentum**

Townhome Sales Underway

Multiple buyers engaged

Early Job Creation

*Impact Before Vertical
Construction*

Demonstrating scale and
momentum

What's Driving This Impact

**100+ Acres
Cleared**

Site activation underway

**23 Acres Mass
Graded**

Erosion control, testing,
inspection

**Infrastructure
Installed**

First 21 townhomes

**Vertical Construction
Started**

Interior finishings begun and masonry complete

Active Site Operations

Erosion control, inspections, testing,
management

Construction Phase Impact Forecast

3,432

jobs creation during construction

\$494

million in direct construction output

\$176

million in direct labor income

\$247

million in indirect and induced output

Permanent Operations Impact Forecast

775

permanent jobs in retail, hospitality, and
office sectors

\$65.1

million in in annual economic output

\$25.8

million in annual labor income

\$97.7

million in annual indirect economic output

Long-Term Benefits Summary

Expanded Tax Base

Supports schools, services & infrastructure

Regional Economic Lift

Benefits local suppliers & businesses

Broad Job Creation

Across skill levels & income ranges

Stronger Quality of Life

For the Lake Oconee community

Source: RCLCO Fiscal Impact Study, 2024 - These projections, developed by RCLCO, a leading, national real estate consulting firm, to demonstrate Airabella's significant contribution to regional prosperity. Jobs estimates are percentage-based progress completion statistics, categorically across on-site labor, supply chain, and induced local spending.

THE ASTER SKYVIEW

In master-planned communities, there's a magical moment when drawings on paper transform into spaces you can walk through, touch, and imagine yourself living in. For Airabella, that moment arrives in Q1 2026 when our first four model townhomes open their doors.

From Foundation to Framing

Construction on Building P, our first residential structure, has progressed steadily through 2025. Foundations were poured with precision, creating the solid base for homes built to last. Framing rose throughout the fall, giving visible form to floor plans that have been refined through countless iterations.



The Q1 2026 Opening

When these model homes open for tours in early 2026, prospective buyers will experience Airabella in three dimensions for the first time. They'll walk through spaces designed for real life, see the craftsmanship up close, stand on those sky porches and imagine their future here.

That opening represents a pivotal moment when Airabella transitions from concept to reality, when people can begin making concrete decisions about becoming part of our community.



THE TOWNHOME COLLECTION:

Rooted in Nature, Bright by Design



The Aster Exterior: Designed for Luxury and Diversity

Every Aster home is built upon a foundation of uncompromising quality. Colonial slate shingles, dark bronze metal roofing and gutters, and black-framed windows and doors create a cohesive architectural language across the collection. Each home reveals its own character through thoughtfully curated exterior palettes designed by Design South Interiors.

The Sky Porch

This diversity extends to the defining feature of every Aster home: the sky porch. Here, outdoor living becomes an art form. Beadboard ceilings stained in natural tones juxtapose cedarwood decking to establish warmth and durability across all homes, while fireplaces tell individual stories.

Dedicated Golf Cart Garage Entrance

Garage doors accommodate the family cars, but the family golf cart is awarded its own special space and entrance. This sets the stage for creating Lake Oconee's first golf cart community where residents can drive their golf carts throughout the neighborhoods and village core.

Gas Lanterns & Distinctive Details

Architectural details further distinguish each home. Gas lanterns cast distinctive character. Trim colors shift purposefully to create dimension and depth, creating visual interest along the streetscape while maintaining architectural harmony.

THE ASTER INTERIOR: UNCOMPROMISING EXCELLENCE

A Private Residential Elevator

Dedicated Butler's Pantry

Reverse Osmosis Water Filtration

High-rated Windows & Enhanced insulation

Spa Inspired Bathroom

Gourmet Kitchen

Outdoor Living Spaces



The Aster Townhome is designed for lock and go luxury, creating convenience without compromising excellence. A private residential elevator is discretely nestled across from the spacious laundry. While a dedicated butler's pantry keeps entertaining seamless and spaces uncluttered. Reverse osmosis water filtration comes standard in every kitchen, delivering clean, purified water at every tap. Sound rated windows and enhanced insulation create a calm, serene environment that feels removed from the outside world. Natural stone surfaces and wide-plank hardwood flank gourmet kitchens that feature premium appliances and generous islands built for gathering. Spa-inspired bathrooms offer oversized showers and soaking tubs that invite retreat. Thoughtful indoor-outdoor living extends across terraces, sky verandas, balconies, and porches.



The Vista: Elevated in Luxury

The Airabella Vista townhomes continue the thoughtful design and selection approach seen in the Aster, but with an elevated focus on lifestyle and finishings. Featuring multiple, distinct exterior palettes and premium selections like Colonial Slate shingles, Coppersmith gas lanterns, and Duradek decking, the Vista redefines luxury.

Harrison Homes Craftsmanship

Harrison Homes is our home building partner for the Townhome Collection at Airabella. They bring decades of award-winning craftsmanship in the construction of each townhome at Airabella. Known throughout Georgia for their meticulous attention to detail and unwavering commitment to quality, Harrison Homes transforms architectural vision into living reality. Their expert builders understand that luxury lives in the details, from the precision of every mitered corner to the flawless execution of complex exterior palettes. With Harrison Homes at the helm, Airabella residents can trust that their homes are built not just to impress, but to endure.

BUYER DESIGN SELECTIONS

The Airabella home buyer enjoys the artful process of selecting their personalized aesthetic from a thoughtfully crafted mix of three pallets, including finishings and fixtures, that come together to form a signature and best-in-class interior.

Classic Elegance

Dramatic dark cabinets with crisp white walls for a bold, modern look, finished with elegant white marble for timeless luxury.



Warm Sophistication

Gray Mist cabinetry paired with Ivory Lace walls creates a soft, cozy backdrop. Ethereal Haze Quartz countertops and a Soapstone fireplace add subtle texture, while Honey Bronze hardware offers a touch of vintage-inspired warmth.



Refined Naturals

This third aesthetic features earthy contrast and balance. Walls and trim are painted Sherwin-Williams Greek Villa to complement Lyon-colored hardwood floors. Wellborn cabinetry mixes Bright White and Oyster White, with Olive accents on the kitchen island, primary bath, and coffee bar. Quartz surfaces in Cascata and Lagoon pair with Natural Soapstone at the coffee bar.



THE VILLAGE TAKES SHAPE - PLACES TO GATHER, SHOP, AND SAVOR

While townhomes create the residential foundation of Airabella, it's the village core that will become the community's heart and soul. This is where neighbors run into each other, where visitors discover something new, where daily life unfolds with ease and spontaneity.



First Businesses Say Yes

In Q3 2025, we launched leasing efforts for our first phase of commercial buildings: B100, B200, and B900 along Airabella Boulevard. These buildings form the primary commercial frontage of our main street, positioned for maximum visibility and access. We've executed our first lease and have several additional agreements in active negotiation. Early tenants include services that will become fabric of daily life here.

Curating Community Through Tenants

Our leasing strategy targets a balanced mix: everyday services, dining options for various occasions and price points, wellness and personal care, financial and professional services, and boutique retail. Our goal is to create genuine reasons for "trip-chaining" where someone can get their nails done, pick up a coffee, browse a boutique, and meet a friend for lunch, all within a comfortable walk.

Design for Connection

The commercial buildings along Airabella Boulevard have been designed specifically to foster the pedestrian-friendly environment we're creating. Ground-floor retail with large windows creates visual connection between inside and outside. Covered walkways provide weather protection. Parallel parking slows traffic and makes browsing easier. Outdoor dining patios extend the experience into the streetscape.

Parking and Community Access

Behind these buildings, ample parking ensures convenience without dominating the visual experience. Visitors can park once and walk to multiple destinations, which is a key factor in creating the spontaneous interactions that define successful town centers. As development progresses, additional phases will introduce more dining options, a market grocery concept, professional office space, and boutique retail to keep the village a vibrant and diverse space throughout the day.

HEART OF THE COMMUNITY

The village core is where Airabella's vision becomes tangible and where the abstract concept of "walkable community" translates into the simple pleasure of strolling to dinner or meeting friends for coffee.



THE GREAT OUTDOORS, PERFECTED

Airabella's amenities extend the resort lifestyle throughout our community, creating gathering places and recreation opportunities that don't require club memberships or formal reservations.

Lake Oconee's First Golf Cart Community

Airabella introduces a transformative lifestyle to Lake Oconee as the region's first golf cart community. Over 11 miles of dedicated multi-use trails connect neighborhoods to a walkable town center with retail, dining, and services. Each townhome includes a two-car garage with dedicated door and space for golf cart storage, making it easy to embrace a slower pace where golf carts replace daily drives and spontaneous connections between neighbors happen naturally.

Clubhouse

The clubhouse and pool complex will serve as a social hub and as a place for fitness classes, community meetings, casual lunches, and pool days that stretch into evening. It's designed for both planned activities and spontaneous use, with spaces scaled for intimate gatherings and larger events.

Lighting, Landscaping, Art Installations

Multi-use trails connect every corner of Airabella, making it easy and pleasant to walk or bike or take the golf cart throughout the community. These generous corridors are to be adorned with landscaping, lighting, and connections to every neighborhood and amenity.

Trails, Pocket Parks and Dog Park

Pocket parks throughout the community provide intimate gathering spots—places for playground visits, impromptu picnics, or simply sitting beneath shade trees with a good book. The dog park acknowledges that four-legged residents need gathering places too. It's where friendships often form most naturally, as daily visits create familiar faces and easy conversation starters.





TRIBUTE PORTFOLIO



Airabella's hotel serves a dual purpose: welcoming overnight guests while anchoring our village as a true destination for the entire Lake Oconee community.

We've selected the Marriott Tribute Portfolio brand specifically for its alignment with our vision.



Images portrayed from other Marriott Tribute Portfolio Hotels and are displayed as inspirational examples of the individuality and sophistication of the Tribute boutique brand. Original copyright ownership is retained.

GOLF REIMAGINED

Adjacent to the hotel, our 9-hole golf course takes a different approach from Lake Oconee's championship courses. This is golf as social recreation that is walkable and playable for various skill levels.

Together, the hotel and golf course extend Airabella's appeal beyond our residential community, creating a regional draw that benefits all our village businesses.



SIGNAGE, LANDSCAPE, AND LIGHT

First impressions are important, but lasting impact matters too. At Airabella, every aspect of arrival and movement is thoughtfully designed. Monumental entry signage welcomes guests and defines our unique sense of place, blending seamlessly with the natural surroundings. Landscapes feature Georgia-native plants that conserve water and support wildlife, creating a canopy for future generations. Lighting adds safety and ambiance, illuminating paths and public areas to ensure Airabella feels welcoming and secure after dark, without overwhelming the night sky.

The signage, landscape, and lighting will begin installation in 2026, coordinating with the opening of our first buildings and public spaces.



MASTER PLAN OVERVIEW



Residential Neighborhoods

Luxury townhomes with elevators and high-end features, perfect for families and empty nesters looking to downsize.

Single family homes built by custom home builders will have unique character and beautiful designs.

The residents of Airabella will have access to a private club area featuring world class amenities, fitness, and outdoor spaces.

The Village Core

Retail and dining along Airabella Boulevard Central Plaza and stage for community events. The Green includes expansive lawn for markets, concerts, and gatherings. Mixed-use buildings with residential above retail.

Hotel & Golf

Marriott Tribute Portfolio boutique hotel 9-hole golf course designed for social play. Resort pool deck overlooking the course. Golf shop and pro facilities.

Parks & Open Space

Multi-use trails connecting all neighborhoods. Pocket parks and playgrounds throughout. Dog park for four-legged residents. Native landscaping preserving natural character.

Amenities

Clubhouse & pool complex. Fitness & wellness facilities. Community spaces. Future civic & cultural spaces.

THE MASTER PLAN: 137 ACRES OF POSSIBILITY



OPENING THE FRONT DOOR

One of our most significant infrastructure achievements is the planned extension of Airabella Boulevard, connecting Highway 44 to Linger Longer Road. This vital corridor has now opened Airabella's front door to the entire Lake Oconee community. Construction on Phase 1B, which includes the full boulevard extension, begins in early 2026. When complete, this corridor will serve as Airabella's spine, connecting residential neighborhoods to the village core while providing easy access for day visitors from across Lake Oconee.



SR 44 GDOT Widening Project Partners with Airabella

In partnership with the GDOT, Airabella Boulevard has begun construction and will soon connect Highway 44 to Linger Longer Road, occupying one quadrant of a full round to be constructed with the SR 44 widening project.

This key milestone activates site access as the next construction phase of Airabella launches in early of 2026. Engineering plans for this phase are complete, opening the door for procurement and contractors to engage in site mobilization on schedule.



Phased 1A Complete and Phase 1B in Progress

Phase 1A infrastructure is now complete. Phase 1B, including the full extension of Airabella Boulevard, begins construction in early 2026. Future phases will introduce additional residential segments, expanded retail offerings, and enhanced amenities as the community establishes itself and market demand continues growing.

Preparing the Canvas

Phase 1A earthwork has established the foundation for everything that follows. But this wasn't simply about moving earth from one place to another. Every cubic yard of soil was placed with intention, creating gentle grades that make walking feel natural, shaping spaces that will become gathering places, and preparing the land to support both buildings and the green infrastructure that makes Airabella sustainable.



Eco Green Scaping

The earthwork you see today is creating tomorrow's walking trails, pocket parks, and gathering spaces. Multi-use paths will connect every corner of Airabella, making it easy to walk or bike to neighbors' homes, the village core, or the golf course. This artfully crafted foundation is central to our vision of a walkable community. Our water management systems protect Lake Oconee's quality and add beauty to the landscape. Bioswales and retention areas planted with native species support local ecosystems and handle runoff naturally. By working with the site's topography and preserving mature trees, we ensure stormwater systems enhance both function and aesthetics, demonstrating our commitment to environmental responsibility.

Natural Gas and Utilities

Natural gas has been supplied to our Townhomes. Behind the scenes, essential infrastructure has been installed to support decades of community life. Water, electricity, natural gas, and fiber internet are sized to accommodate not just Phase 1 but future expansion as well. Airabella is one of the only residential communities at Lake Oconee that has access to natural gas. This allows our residents to enjoy high quality gas lanterns, gas fireplaces, and gas appliances.

IT'S TIME TO SHARE WHAT WE'RE BUILDING

With model homes approaching completion and our village beginning to take physical form, the moment has arrived to invite people into the story we've been writing. Beginning in late January 2026, Airabella will step into the spotlight with authentic storytelling.

The Airabella Brand Voice and Story

Just like our town center and residences are designed to leave a lasting impression, so must the voice and face of our communications. The Airabella voice and face have taken shape this year with a complete branding treatment, marketing team, and a full-scale marketing plan launching in Q1 of 2026.



THE OPEN-AIR GALLERY: A DRIVE THROUGH EXPERIENCE

As construction progresses and model homes near completion, we're creating a memorable onsite experience that tells Airabella's story from the moment visitors arrive. Wooden fence panels along the drive will form an open-air gallery, sharing not just what we're building, but why it matters and what sets life here apart.

This physical experience launches alongside our website and PR campaign in Q1 2026, providing a unified message whether visitors find us online, in the media, or by driving through. Strategically placed QR codes connect visitors directly to our website, seamlessly guiding them from onsite exploration to digital engagement and capturing interest at its peak, efficiently building our sales pipeline.

THE DIGITAL WELCOME LAUNCH: LATE JANUARY / EARLY FEBRUARY 2026

We will be opening Airabella's digital front door, inviting visitors to explore, dream, and imagine life in our community. Virtual tours and engaging visuals will showcase our homes and what makes Airabella unique, while clear details on home collections, amenities, and village offerings help visitors understand our vision. Social media and press outreach will grow channels of presence and communication that excites the community and draws sales interest in residential and commercial lanes.

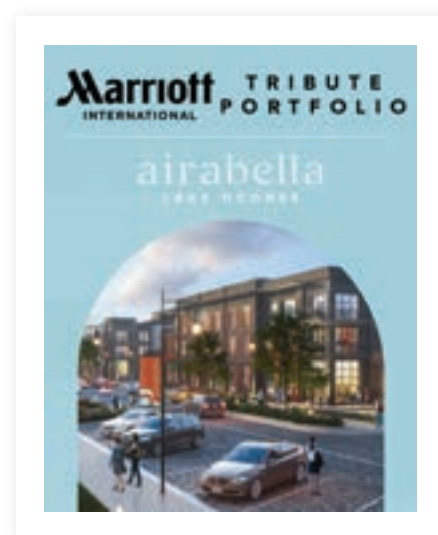
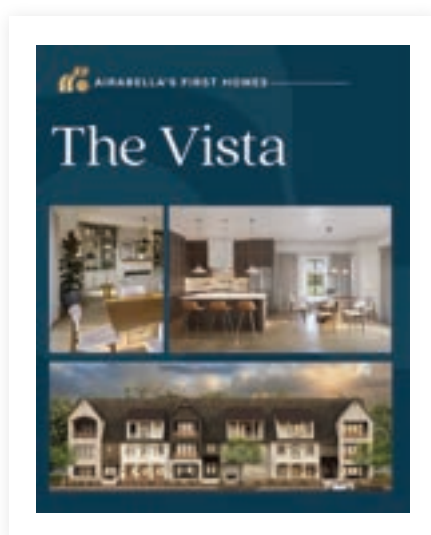


STRATEGIC OUTREACH

Press Outreach: Beginning February 2026

Alongside our digital presence, we're developing relationships with local and regional media outlets. Lake Oconee publications, Atlanta lifestyle magazines, and regional newspapers have expressed interest in covering Airabella's story.

Regional lifestyle media provide access to exactly the audiences we're trying to reach: Atlanta professionals considering a Lake Oconee presence, active adults evaluating retirement locations, and families seeking a better quality of life within driving distance of career opportunities.



WHAT THIS ACHIEVES

By the time model homes open for tours in Q1 2026, we expect to have:

- ✓ A robust pipeline of genuinely interested prospective buyers who understand and appreciate Airabella's vision
- ✓ Real estate partners who are educated, equipped, and enthusiastic about representing Airabella to their clients
- ✓ Regional awareness positioning Airabella as Lake Oconee's most anticipated new community
- ✓ A foundation for sustained interest throughout our sales cycle

BUILDING EXCELLENCE TOGETHER

Great communities require exceptional partners. We are thankful for the firms and individuals who share our vision and bring specialized expertise to every aspect of development.



Denis Griffiths and Associates, Inc.



Thank you to our local service partners and contractors.

BUILDING LEGACY: YOUR ROLE IN THIS STORY

Great communities aren't built in a year—they evolve thoughtfully across a decade or more, each phase building on the last, each success creating momentum for what follows.

The 5-Year Vision: By 2030, Airabella will have established itself as Lake Oconee's premier walkable community.

The 10-Year Vision: By 2035, Airabella will have reached maturity as one of Georgia's most successful master-planned communities.



This vision comes to life through ongoing partnership. Your support enables thoughtful community building—lasting infrastructure, quality construction, vibrant tenants, and everyday amenities. Thank you for your patience and trusting our deliberate approach and recognizing that great communities require vision, discipline, and hard work. Airabella is designed to be Lake Oconee's heart, creating memories, lifelong friendships, and a legacy for generations.

That's worth doing right.



VISIT AIRABELLA

The best way to understand what we're building is to experience it firsthand.

Hard Hat Tours Available Now

See construction progress and walk the site with our team.

Model Homes Open Q1 2026

Schedule a private tour when our first homes are complete.

Digital Experience Launching January 2026

Explore Airabella online at helloairabella.com

Welcome In Drive Through Experience February 2026

Drive in and explore the Airabella vision and progress in person

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