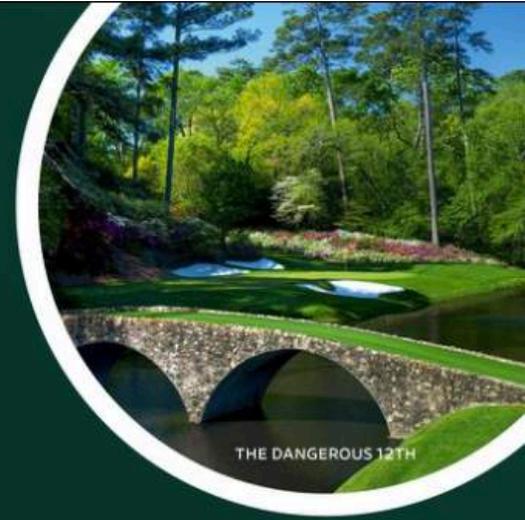


APRIL 2017

The **GRAIN**
A New Read on Golf



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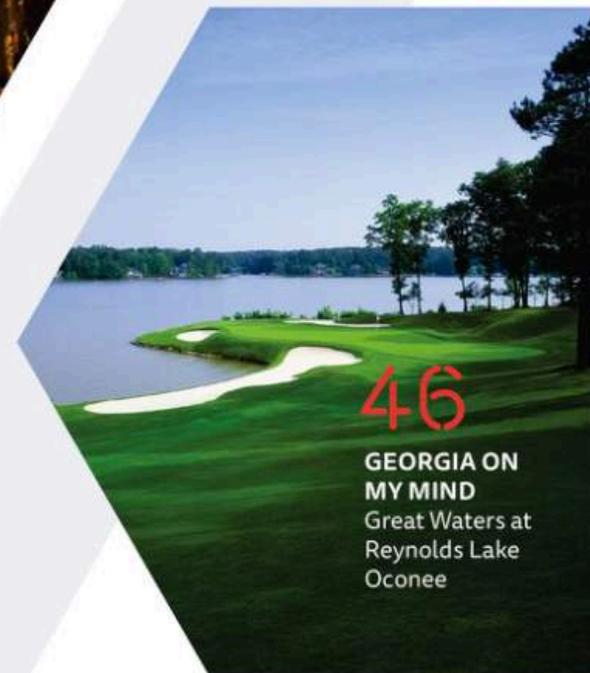
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GEORGIA ON MY MIND

Great Waters at Reynolds Lake Oconee

Golf & Life In the Southern Blue Ridge Mountains

Words Tom Cunneff

One of the newest amenities at The Cliffs — a collection of seven luxury golf communities in the southern Blue Ridge Mountains of the Carolinas — is the Wellness Center at Mountain Park. The two-story facility opened this past January and features the first Escape Fitness FunXtion machine in the U.S. It's basically a six-foot smartphone that lets members create customized functional workouts via a virtual trainer. ¶ The second floor houses the Escape Fitness Octagon — where the FunXtion virtual trainer is found — and the colorful, open space has 12 different stations that offer the ultimate full-body workout, with an agility ladder, battle ropes, adjustable hurdles, and more, to build strength and mobility at the same time.

SOLID FOUNDATION

Leave it to The Cliffs to be the first club in the country to install this state-of-the-art training system. For 25 years now, The Cliffs has continually helped redefine what the golf community experience could be, starting with its location in the western Carolinas near Clemson, Greenville, and Asheville, three of the most buzzed about

cities in the country. Before The Cliffs, golf communities were pretty much limited to Florida and Arizona.

"We owe a huge debt of gratitude to [original developer] Jim Anthony for his vision in identifying this area and taking advantage of the southern tip of the Blue Ridge Mountains," says David Sawyer, president and managing partner of The Cliffs

Clubs. "I'm from Pennsylvania and I never knew South Carolina had mountains. What Jim did here by taking advantage of these amazing mountains and the wonderful four-season climate ... it's a little slice of heaven on earth. That's the foundation for all of the success."

Layer on seven highly regarded golf courses, 17 distinctive restaurants, and a host of other cutting-edge amenities like the

FunXtion gym, and it's hard to top. No wonder RealEstateScorecard.com gave The Cliffs its highest honor: the 2016 Bliss Award for the "Happiest Community in America." "There are countless private communities across America, but what keeps a smile on property owners' faces is management's attention to detail, and The Cliffs has done that from day one," noted that website.

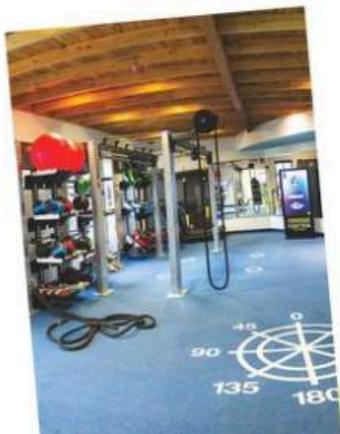
The new ownership company,

Arendale, which also owns Colorado Golf Club, Clear Creek in Lake Tahoe, and Currahee Club in Toccoa, Georgia, has continued the tradition of excellence since taking over a few years ago. But perhaps that shouldn't come as a surprise given that its parent company, Richemont, owns a couple dozen of the world's top luxury brands, including Cartier, Montblanc, Van Cleef & Arpels, and Peter Millar.



THERE'S LIFE ... AND THEN THERE'S LIVING

MOUNTAIN PARK'S LINKS-STYLE GARY PLAYER-DESIGNED LAYOUT IS VERY WALKABLE ... AND VERY LOVELY.



For 25 years now, The Cliffs has continually helped redefine what the golf experience could be, **starting with its location in the western Carolinas.**

WATERFRONT, WITH MOUNTAIN VIEWS
THE LANDING AT KEOWEE SPRINGS PROMISES THE VERY BEST THAT LAKE LIVING HAS TO OFFER.



world," notes Sawyer. "It's the new fun version of water-skiing. It's safer with lower impact. We have everyone from six-year-olds to 76-year-olds doing it."

With six-hole loops and a turn house featuring authentic Carolina barbecue, the Tom Fazio-designed golf course, which opened in 2008, is also a lot of fun (there's another Fazio course at Keowee Vineyards just a short boat ride away). The practice facility is top-notch, too. "We wanted to create just about any shot you could possibly imagine from 70 yards in," says The Cliffs' director of golf Brian Peeples, who's been at The Cliffs for 13 years. "We have two greens you can hit shots to from out of rough, side hill, downhill, or uphill lies."

A LANDING BY THE LAKE

The most significant new development at The Cliffs in the last five years is the introduction last summer of The Landing at Keowee Springs, a 600-acre waterfront neighborhood with five peninsulas that jut out into the one of the widest sections of Lake Keowee, which is 26 miles long and two miles across at its widest point.



A major amenity enhancement is on the drawing boards and will include a new clubhouse; a new Wellness Center with an indoor pool, spa, and tennis complex; and a new outdoor pavilion and community garden with 50-mile views of the Blue Ridge Mountains.

In fact, three of The Cliffs communities are on the lake, an 18,500-acre playground with 300 miles of shoreline. Located 30

minutes from Greenville, and just 15 minutes from the college town of Clemson (home of the 2016 National Football Champions), Keowee Springs is a very family friendly community with lake life front and center. The Beach Club offers a number of water sports, with wakeboarding becoming very popular lately.

"We have one of the top wakeboarding coaches in the

AWARD WINNING LINKS

The newest course at The Cliffs is Mountain Park, a Gary Player bump-and-run design that opened in 2013 amid the community's 5,000 acres of rolling hills. With

DESTINATION SPOTLIGHT

the Saluda River in play on 14 holes, the links-style course features 60 acres of firm-and-fast Diamond Zoysia fairways that make members feel a little better about their drives, while long fescue grasses frame the holes.

The tees and greens are just steps from each other, creating a very walkable layout—perfect for using one of the Rover autonomous caddies the club offers. Golf Boards are also available, adding a lot of enjoyment to the round with the course's rolling terrain.

"There's no formal rough," says Peebles. "The fairways are very ample but there are 13 acres of bunkers. There are tree-lined holes on the front, but once you get to

No. 9, it really opens up and you can see multiple holes."

The food is pretty enticing, too. The Cabin, The Cliffs' most casual clubhouse, just won *Golf Inc.*'s Golden Fork Award for the most innovative food and beverage experience in golf.

FAST-GROWING ASHEVILLE

The fastest-growing community at The Cliffs is Walnut Cove, which has seen robust real estate sales over the past several years, including 62 transactions last year alone. There are currently 127 homes under construction throughout all seven communities, but 46 are at Walnut Cove.

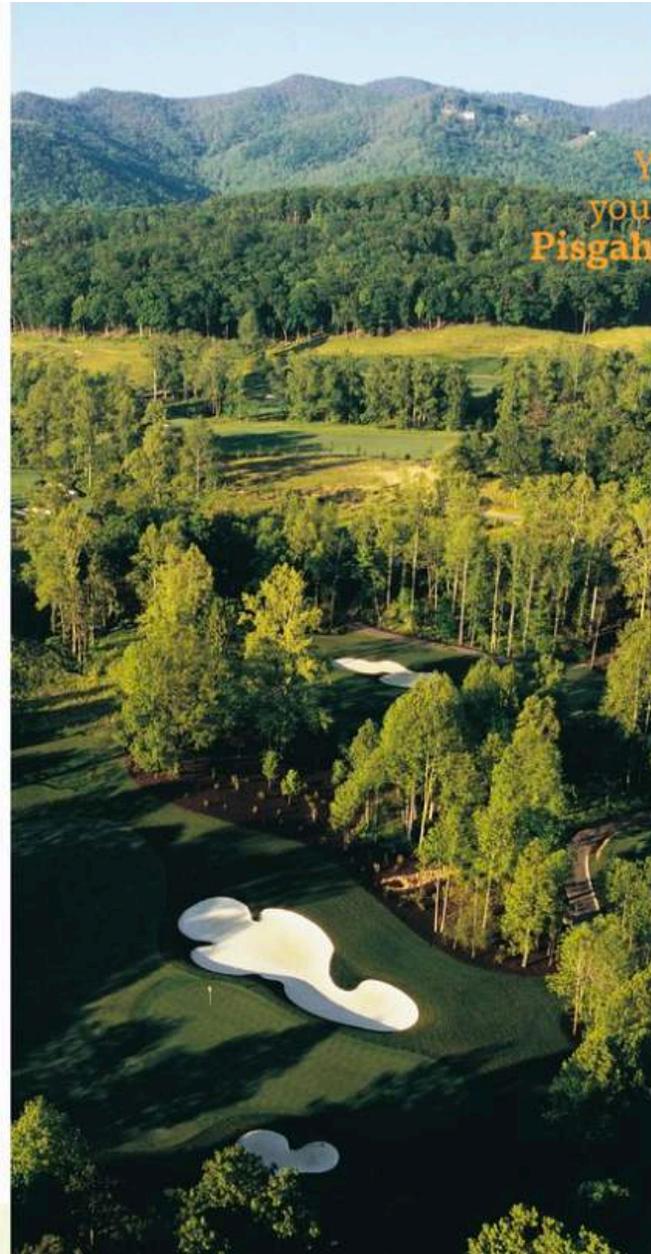
"You have Asheville at your front door and the Pisgah National

Forest in your backyard," says Sawyer. "It's growing so fast that we are feeling pressure to expand for the future, so we have invested design fees in expanding the golf house as well as a new cart barn over the next couple of years."

One thing they don't need to improve on at Walnut Cove is the Jack Nicklaus course, which lies in a valley with an open, rolling front side and a wooded back nine that crisscrosses a number of streams. "It does have the Nicklaus teeth and short-siding yourself can be challenging," notes Peebles. "But it's a great variety of par-5s and par-3s. You have to hit every club in your bag to maneuver around the course, which is a lot of fun."

You might think the dues to access all the different clubs and amenities would be costly, but they're actually less than \$1,000 a month, which is why more than 90 percent of the 2,894 member families, representing more than 7,000 individuals, choose the all-use plan. The toughest decision is just deciding which one to call your home club.

"It takes people a while when they are doing their research," Sawyer says, laughing. "They think they could get around to all seven clubs in a day, so we have to tell them you need a minimum of two



You have Asheville at your front door and the Pisgah National Forest in your backyard."

days to see all seven.

"We do a lot of work upfront to determine if somebody wants a water view and that kind of lifestyle, or the mountains, or if they want to live closer to a city. Houston, Florida, and Chicago are our three hottest markets – anywhere flat. They really respond to our marketing with the lush Blue Ridge Mountains. They come to The Cliffs wanting to experience a different lifestyle."

ONE CLUB. ONE MEMBERSHIP

When you belong to The Cliffs, you're immediately welcomed at all seven communities, where you will enjoy an extraordinary collection of amenities.

FOR MORE INFO:
www.CliffsLiving.com

