

INSPIRING THE HUMAN SPIRIT

*Industry veterans partner with a new approach
to luxury golf community management.*

By Mark Pazdur, Publisher

SCOTTSDALE, ARIZONA: It is a pleasure to be able to report the golf industry is back on its feet. Rounds played, membership rosters, and golf community real estate pricing are all on firmer ground.

A Jeffries research report found a positive correlation between age and rounds played; golfers aged 65-plus are playing 80 percent more rounds than golfers aged 50 to 64. Approximately 15 percent of baby boomers play golf. With



Taber Anderson
CEO, Symmetry Companies
& Chief Information Officer
The True Life Companies



Scott Clark
Chairman & CEO
The True Life Companies

millions of boomers still to hit their 65th birthday, golf has the potential to add several million new participants.

Often, during times of distress, those with bold ideas who are willing to take an educated risk, prosper. Industry veterans Scott Clark and Taber Anderson planted a seed during the recession. Their belief? The luxury market would return and golf communities, with the strongest of brands and solid financials, would emerge as clear leaders. As top executives at The True Life Companies, Taber and Scott, in a wildly unfashionable move at the time, purchased Pine Canyon in Flagstaff, Arizona. Within months, they broke ground on five spec homes at a community that hadn't seen much activity in over a year.

"Building at Pine Canyon was a calculated risk, but Scott and I believed the payoff would be worth the gamble," recalled Anderson. "That cluster of homes started our upward momentum.

And, we believe that the ensuing momentum was more a result of why we built the homes, rather than the fact we built them at all."

The tangible investment of The True Life Companies into Pine Canyon bolstered confidence. The upshot? Members broke ground on 20 additional homes the same year.

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The Publisher's Page

"SYMMETRY'S GOLDEN RULE is to always do what is right, and treat others the way you want to be treated. We strive to always find a way to say yes to our customer."

— SCOTT CLARK, CHAIRMAN & CEO, THE TRUE LIFE COMPANIES



Talking Rock (above) has introduced energy-efficient, pre-designed luxury homes. Pine Canyon (below) offers new lock-and-leave townhomes.



"We strategically invested money to show current residents that we shared their hope and promise that the luxury golf community held. The investment reverberated in the best way possible," continued Anderson. "We value the lifestyle our residents desire. We appreciate the need to escape, relax, create family memories, play golf and hike, and ultimately feel rejuvenated."

The positive cycle of momentum has continued. "Pine Canyon continues to set records in Northern Arizona. We recently sold a \$4.1 million existing home, a new high watermark for the community," smiled Anderson. ▶

Pine Canyon, at 7,000-feet above sea level, offers scenic mountain views. Most holes are cushioned by towering evergreens that make up the Coconino National Forest.

For more information visit: PineCanyon.net



BUILD ON SUCCESS

Symmetry is a new company within The True Life Companies formed under the wing of Scott and Taber.

“Every private club touts high service standards,” explained Clark. “But, the truth is many don’t deliver. Symmetry provides a five-star, resort-style ideology to the luxury residential community market. While many of our projects will have a golf focus, we are by no means limited to golf communities. Symmetry is committed to providing the same service you would expect at a Four Seasons resort. That philosophy touches everything from the golf experience, resident events, and every day operational services. It’s pervasive. We want to be in lockstep as a community grows and be a part of it as it matures.”

Taber and Scott certainly have credentials in the industry with over 30 years each of experience under their belt. Taber was previously involved with—what is unquestionably one of the finest private communities in the world—Desert Mountain in North Scottsdale.

“We work well together,” said Clark. “Taber and I are assembling a ‘dream team’ of real estate professionals across all industry categories, from acquisitions to development. The goal is simple: to establish a backbone of the best of the best in the business. Our management will empower employees to say yes and make decisions that benefit *both* the customer and company. We will strive to provide products and services that surprise.

The two of us are constantly thinking. I am a firm believer that restlessness leads to innovation. Symmetry, and the ideals it represents, is a symbol of that innovation born from our restless minds,” explained Clark.

TALK, THEN ACTION

Through thoughtful and intuitive service, Symmetry looks to reinvent the private club model. Its philosophy has already been put into play at Pine Canyon in Flagstaff, Arizona, and Talking Rock, located on high desert ranch land in Prescott, Arizona. Both are moored by distinct, award-winning, Jay Morrish-designed championship golf courses. Pine Canyon has developed a reputation as the private community professional athletes escape to on weekends and in the off season. Talking Rock appeals to both part-time and full-time residents seeking sanctuary from fast-paced city living and summer heat in the Valley of the Sun.

J.J. Putz, a former relief pitcher for a number of major league baseball teams, including the New York Mets and the Arizona Diamondbacks, has owned a home at Pine Canyon for three years.

“I’m not really a country club guy. And, I wasn’t a big golfer at the time,” explained Putz. “But Pine Canyon’s amenities and culture changed my mind about living in a private community. It is hands down, probably the most family-friendly country club.”

Talking Rock is ranked by *Golf Digest* as one of the best in the state. It offers lush, wide fairways peppered with strategically-placed and, at times, sprawling bunkers.

For more details visit: TalkingRockRanch.com



Since J.J. and his wife purchased a home at Pine Canyon, three of their friends joined. “We relish the summer months, spending days poolside,” said Putz. “The kids ride bikes to the clubhouse while we pack up our off-road buggy to meet them.

“It’s just a good vibe up there. Every time we go to member events, I think it’s way better than the last one. That’s exactly how it feels.”

A DELICATE BALANCING ACT

“Sustainability is a tricky formula for private clubs,” said Anderson. “We knew consumers wanted more and something different. And, we believe communities and our

investors could certainly benefit from that desire for more. With an extension of lifestyle amenities, coupled with a commitment to unmatched hospitality, we could create a greater commitment from residents and an increased probability of long-term sustainability.

“Pine Canyon and Talking Rock exemplify our vision,” detailed Anderson. “While golf is a prime amenity at both properties, Pine Canyon members can also catch and release from a trout-stocked lake; indulge at a full-service, on-site spa; watch kids splash their way down a water slide; and find time to squeeze in a little yoga.

“At Talking Rock, members rent bicycles to hit a mountain trail, visit Coop’s Coffee for a snack or cup of java, and enjoy cool evenings with neighbors, fireside,” said Anderson. “A newly enhanced dog park—celebrated with a ‘yappy hour’ of cocktails and doggie treats—welcomes the community’s human and canine members to unwind and mingle in an inviting atmosphere.

“Golf is still a centerpiece at many of our luxury communities, and will likely anchor a number of our future communities,” projected Anderson. “But, we’re also looking at coastal and urban opportunities. Symmetry is dedicated to creating and sustaining a culture of hospitality that allows residents to let go. We’re adding mouth-watering side dishes to the main entrée, if you will. Folks are looking for balance everywhere, and we’re ready to give it to them. Sometimes, in ways they didn’t expect.” ■



J.J. Putz, former relief pitcher for the New York Mets and the Arizona Diamondbacks, is pictured with his family at the Grand Canyon. It is just an hour and 20-minute drive from their home in Pine Canyon to the 15th oldest national park in the U.S.