

THE CLIFFS *Find Your Place*



The new Keowee Springs Clubhouse represents thoughtful design.

Here, you're always among friends.

ACROSS THE CAROLINAS: The Cliffs is a litmus test for golf. If the portfolio of communities was to catch a cold, the industry would have pneumonia. These days, The Cliffs is more likely to be competing in an Ironman competition than resting at home with grandma's chicken noodle soup.

A single golf membership at The Cliffs opens the door to seven courses by touted architects—Fazio, Nicklaus, Player, Wright, and Jackson. Its operations cover a wide swath of land with more than 3,300 members, 2,100 homes completed, and 800 employees. Considering last year, \$355 million in real estate transactions were completed, it's a force to be reckoned with.

"This is an exciting time for The Cliffs. They are right on target with what today's buyer is looking for. The drama of the foothills, mountains, and water makes it one of a kind," summed up Tom Fazio. "Its new Lake Club at



The new Keowee Springs Lake Club

Keowee Springs [designed by Lake|Flato] offers communal spaces for members to break the summertime heat." The vertical timber structure of the Lake Club and its pool pavilion echo the surrounding trees and root the architecture in the native landscape. Exterior circulation and generous windows blur the distinction between indoors and out and ensure constant connection to nature.

Last year marked another milestone in The Cliffs with the grand opening of its Hart Howerton designed Clubhouse at Keowee Springs. "One membership offers access to all of our properties," explained Chris Calloway, operations manager at The Cliffs and Vice President of South Street Partners [the developer behind the scenes].

"All members at The Cliffs are welcome to enjoy the 'shiniest of new penny' amenities we have to offer. Our newest clubhouse is a prime member gathering spot for casual dining, fitness pursuits, and views of the Fazio course. Clubhouse Village [a new built-for-sale community





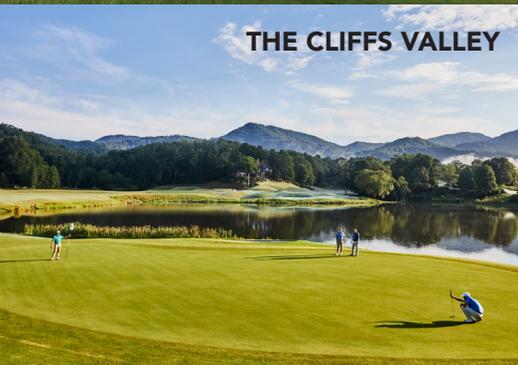
THE CLIFFS AT GLASSY

Located in the most temperate climate on the East Coast,

The Cliffs and its seven courses, sit in a sweet spot that limits humidity in the summer and ice in the winter. *The Cliffs at Glassy* was its first mountaintop golf course. It's one of the few courses in South Carolina to feature bent grass greens. *The Cliffs Valley* is a walkable, parkland-style course. *The Cliffs at Mountain Park* has no rough and large fairways that play firm and fast. *The Cliffs at Keowee Falls* is natural nirvana. *The Cliffs at Keowee Springs* has three approachable loops of six holes and a set of family tees. *The Cliffs at Keowee Vineyards* is where the land meets the lake with eight holes on Lake Keowee. Finally, *The Cliffs at Walnut Cove* is Asheville, North Carolina's only private, gated golf club.



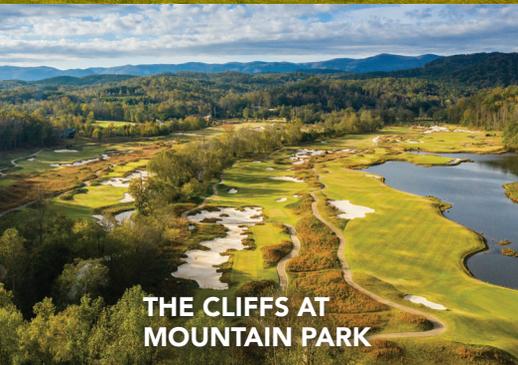
THE CLIFFS AT WALNUT COVE



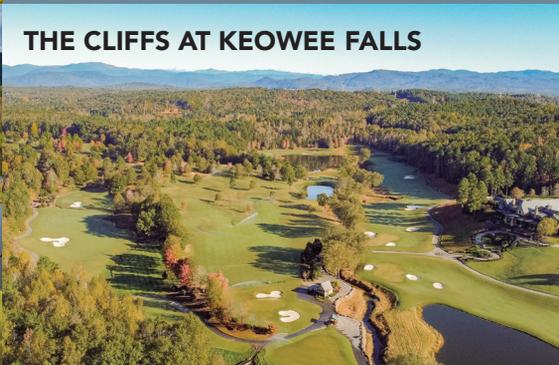
THE CLIFFS VALLEY



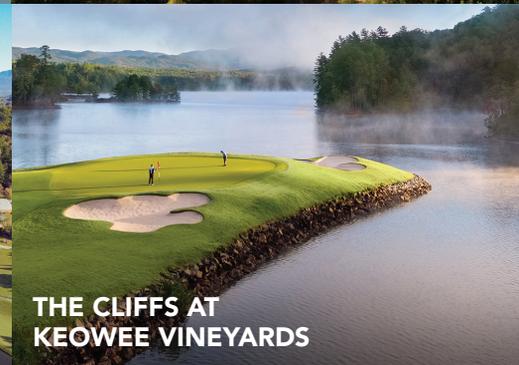
THE CLIFFS AT KEOWEE SPRINGS



THE CLIFFS AT MOUNTAIN PARK



THE CLIFFS AT KEOWEE FALLS



THE CLIFFS AT KEOWEE VINEYARDS

“THE CLIFFS IS SPECIAL. *Members enjoy seven courses spread out across two states, making for different experiences. I like that.*” — JACK NICKLAUS

with 29 homesites available] is mere steps away from the action. Ranging from cozy getaway cottages to lavish year-round estates, each of the seven available floor plans showcases the impeccable aesthetic of Hart Howerton [the team that also designed the clubhouse].”

CATCHING THE NEXT WAVE

The Cliffs is spread throughout three geographic regions—lake, mountain, and in-town—stretching from Asheville, North Carolina, to Clemson, South Carolina. “Our developer, South Street Partners, has a modern operating business model that invests in non-traditional areas,” stated Rob Duckett, president at The Cliffs.

“Private clubs are our core competency,” continued Duckett. “In recent years, we have completed close to \$50 million in new and updated facilities, with more in the pipeline. We want to ensure we catch the next wave of member interests early.

“With seven clubhouses, seven championship golf courses, seven wellness centers, multiple dining options, racquet sports complexes, a beach and lake club, a marina and new party boat, equestrian center, and many miles of hiking trails—it’s not an understatement to say there is more to do here than at any club in America.” ■

For more information, visit cliffsliving.com/executivegolfer.