



Colleton River Club

The Sun Rises over the Dye and Sets Behind the Nicklaus

Close to the energy of the Hilton Head Island and the charm of Old Town Bluffton.

BLUFFTON, SOUTH CAROLINA: The Nicklaus and Dye courses offering two distinct playing experiences, Colleton River serves up a rare duality: water on both sides, but a different flavor in every round. “If golf is your passion, we are your club. It’s in our DNA,” says Robert Sereci, CEO of Colleton River Club.

That passion extends beyond the course. The community is increasingly shaped by the habits and expectations of its evolving membership. “Our ‘old’ model was simple: if rounds were up, food and beverage revenue followed,” says Sereci. “Now, even as total rounds have ticked slightly lower—a post-COVID norm—we’re seeing our dining revenue trend higher.”

He credits two shifts. “First, our demographics are broadening and skewing younger, so more meals are being shared on property. Second—

and most importantly—as we expand our non-golf facilities like the pool, racquets, and fitness center, members are spending their time in different ways. The day may begin with movement and end with a drink or a meal.”

COLLETON’S GROWTH AMIDST LOWCOUNTRY BEAUTY

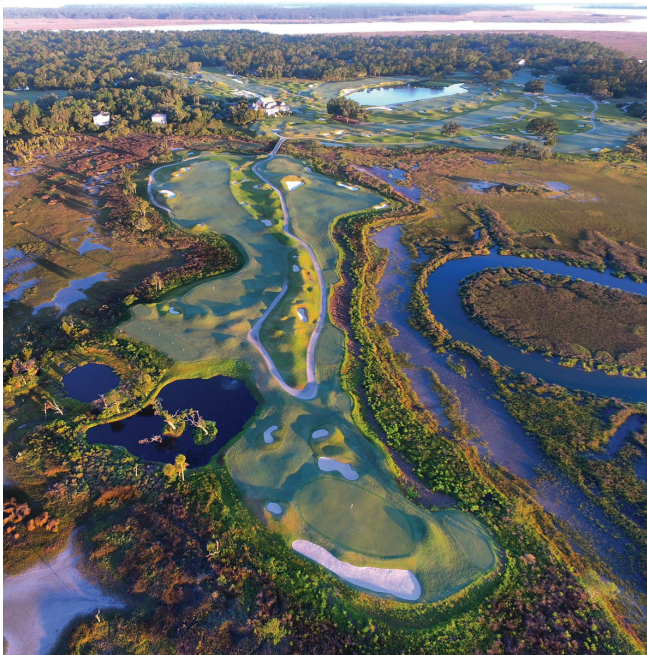
Right now, approximately 45 homes are under construction at Colleton River. “Warren Buffett said, ‘Price is what you pay, value is what you get,’” notes Sereci. “Our price per square foot ranks among the highest in the Lowcountry—but so does the value. That’s why our tagline, ‘Life Lived Well,’ resonates so deeply.”

Surrounded by water on three sides and bordered by a 1,100-acre nature preserve, Colleton River offers a rare blend of seclusion and connection. Members enjoy access to two championship golf courses, a Bruce Borland par-3 short course, and two modern clubhouses—including a Rooftop Lounge with sweeping views of the Chechessee River. The community also features a Sports & Wellness Complex, a Junior Olympic swimming pool, a Tennis Center with six Har-Tru courts, three bocce courts, eight cushioned pickleball courts, and a community dock.

“We maintain 1,100 acres of common space,” Sereci adds. “There are a lot of moving parts, and I cannot be everywhere at once. That is why we have one of the most experienced teams in the business—leaders who earned their stripes at Pine Valley, Medinah, Quail Hollow and the Four Seasons.” ■

Jason Sutton, director of instruction at Colleton River Club, is the 2024 Carolinas PGA Golf Professional of the Year, and considered a “Top-100” teacher by *Golf Magazine*.

Colleton River Club is referred to as the “land between two rivers.”



For membership information, visit ColletonRiverClub.com.