



Balsam Mountain Preserve A Higher Standard of Everything

Development has been careful and light, with nature always playing the lead role.

OUTSIDE ASHEVILLE, NORTH CAROLINA: Michelle Andrewartha, luxury executive associate at Balsam Mountain Preserve, has seen a lot of changes at the community in the time she's been there.

"When I came on board, Balsam was going through a bit of a rebirth," said Andrewartha. "New owner David Southworth was bringing an exciting vision—and equally importantly, experience—to a property that was ripe to explode. And that's exactly what has happened. The community and club have grown substantially, with new investment, new home options, and new programs spurring strong sales and interest. Along with our incredible Arnold Palmer golf course and other amenities, Balsam's proximity to the airport and low density are strong selling points.

"There's a four-lane highway from the airport that leads straight to our door. So unlike some of the nearby towns like Cashiers and Highlands, it's not necessary to traverse miles of winding roads to get to your mountain home. And with 4,400 acres, including 3,400 preserved in a natural trust, you never have to be concerned about a new home blocking your view.



"Balsam is the lowest-density community in the Carolinas, so residents have elbow room galore. If you're looking for manicured lawns, we may not be for you. But if you want easy access to rustic mountain luxury, where 60 acres may separate you from your neighbor, we hit a lot of your high notes," continued Andrewartha.

HIGHER IS BETTER

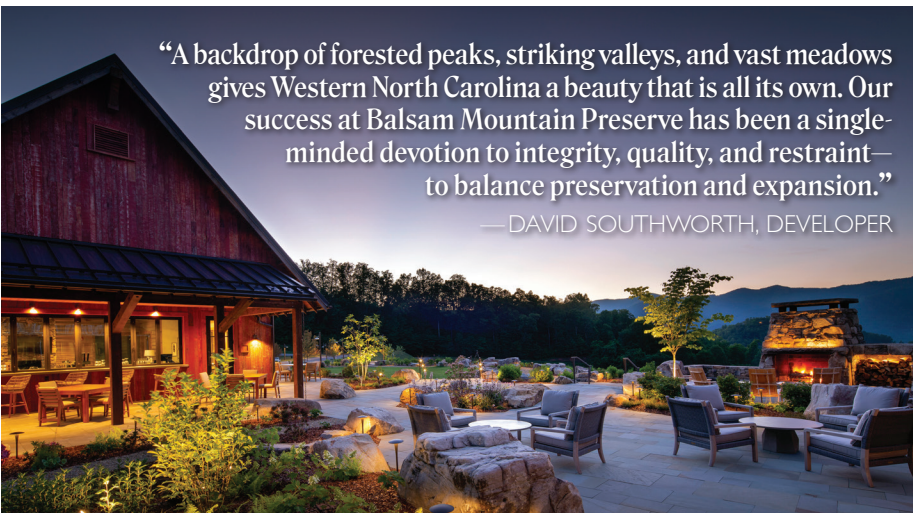
"Another major lead generator for us is the fact that nearby private communities aren't at elevations high enough to take the sting out of summertime temperatures and humidity," added Sean McLaughlin, director of sales. "Here, with homes at elevations up to a cool 4,700 feet, we never have to grapple with uncomfortable temperatures, even at the height of summer.

"I love meeting our buyers and showing them Balsam," concluded McLaughlin. "They're much more educated than they were a generation ago. Often, when a couple

makes their first visit, we're one of a dozen communities they're researching. My job is to help them understand why Balsam stands out from all the others, which ends up being pretty easy for the right clients. Fortunately, this is the kind of place that speaks for itself." ■

"A backdrop of forested peaks, striking valleys, and vast meadows gives Western North Carolina a beauty that is all its own. Our success at Balsam Mountain Preserve has been a single-minded devotion to integrity, quality, and restraint—to balance preservation and expansion."

—DAVID SOUTHWORTH, DEVELOPER



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