

A photograph of golfer Rory McIlroy in the middle of a golf swing. He is wearing a white Nike cap with a 'PZN' logo on the side, a dark grey polo shirt, and a bright pink mesh golf skirt. The background is a soft-focus green field.

The
Prer **tere**

2016 NOV/DEC

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LUXURY LIFESTYLE

*Rory
McIlroy*

The Eagle has Landed

*2016's Sportsman
of the Year*

Lennar Homes

Quality & Integrity

The Cliffs

*South Carolina's Blue
Ridge Bliss*

Fort Lauderdale Boat Show

*On the Ground with Exclusive Live Coverage
from the World's Largest In-Water Show*





LUXURY

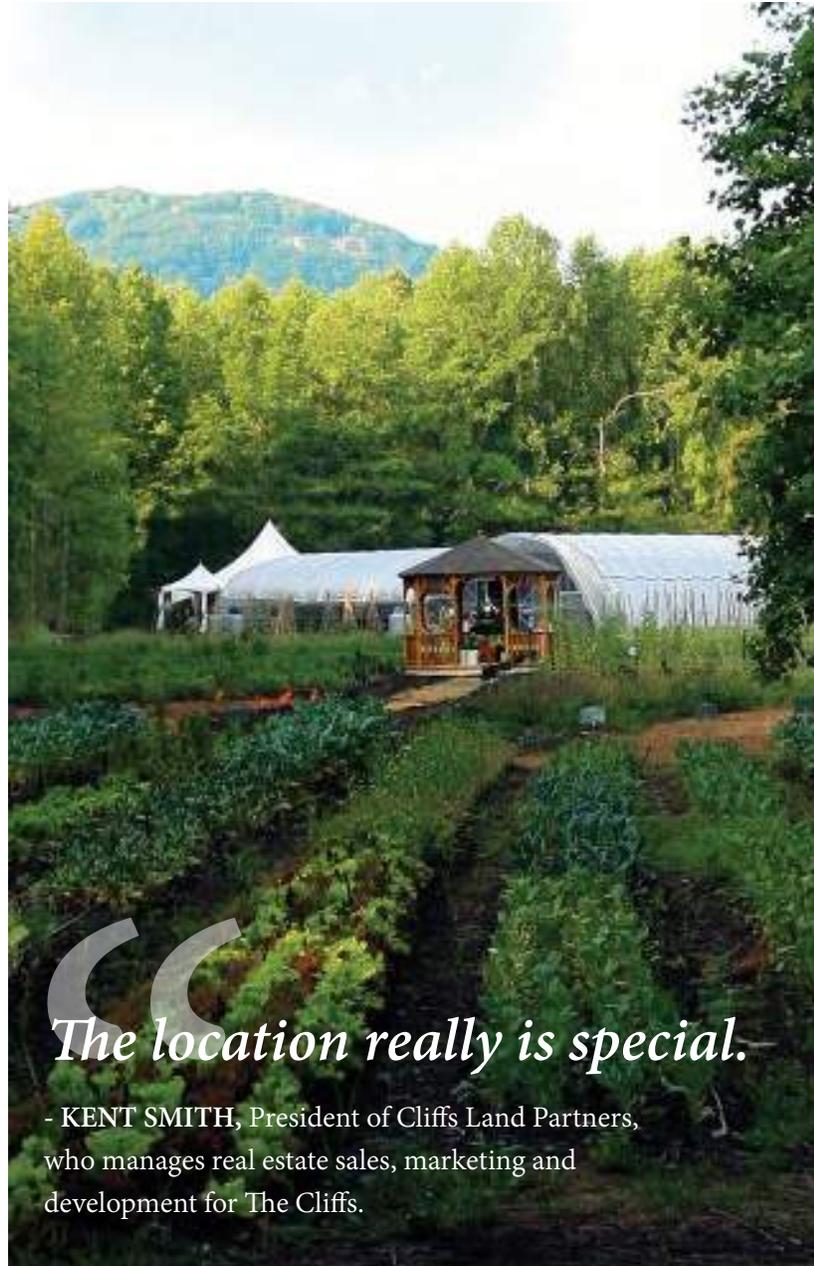
REAL ESTATE RESORTS

The Cliffs

Never a Dull Moment



The Cliffs has carved out seven perfect, master-planned luxury mountain and lake communities scattered throughout the beautiful Blue Ridge Mountains. Through a single membership, members of The Cliffs' seven clubs have access to sports and wellness amenities, nationally-ranked golf courses designed by acclaimed designers, more than 20 diverse dining and event venues, and over 4,000 events each year across all seven communities. The enviable southern mountain locations make it possible for members, of which there are nearly 6,000, to enjoy all four seasons while remaining active outdoors year-round.



The location really is special.

- KENT SMITH, President of Cliffs Land Partners, who manages real estate sales, marketing and development for The Cliffs.

All seven clubs are built along the dramatic face of the Blue Ridge Escarpment, which runs up from Georgia into Virginia.

- Smith adds





The Cliffs, though not exactly branded as a golfer's getaway, is virtually a temple built to worship the sport. Golfers can ascend 3,000 feet to the top of the Glassy Mountain course for panoramic views or play alongside picturesque vineyards and a clear blue lake, or beside a river and in protected woodlands.

Recognized for its commitment to promoting wellness, The Cliffs has developed comprehensive wellness programming, including hundreds of sports, exercise and outdoor adventures across its communities including a thriving cycling community helmed by world-renowned American cycling legend George Hincapie who organized the Tour de Cliffs: an ambitious race along the face of the Blue Ridge Escarpment.

A single club membership opens the door to seven visionary courses from the world's top course architects and designers, including Gary Player, Tom Fazio, Jack Nicklaus, Ben Wright and Tom Jackson.

With plenty of real estate opportunities to go around, from custom builds to expansive homesites, The Cliffs somehow balances between exclusive and accessible. And the flexible membership options can suit the needs of almost any aspiring member. Starting with the Active Membership, then the Sports Membership all the way up to the Legacy Golf Membership, which, Smith describes as “a family membership instead of a personal membership because it extends to your immediate family including members’ parents, children and grandchildren, not just members who live with you.”





| Mountain Park Cabin

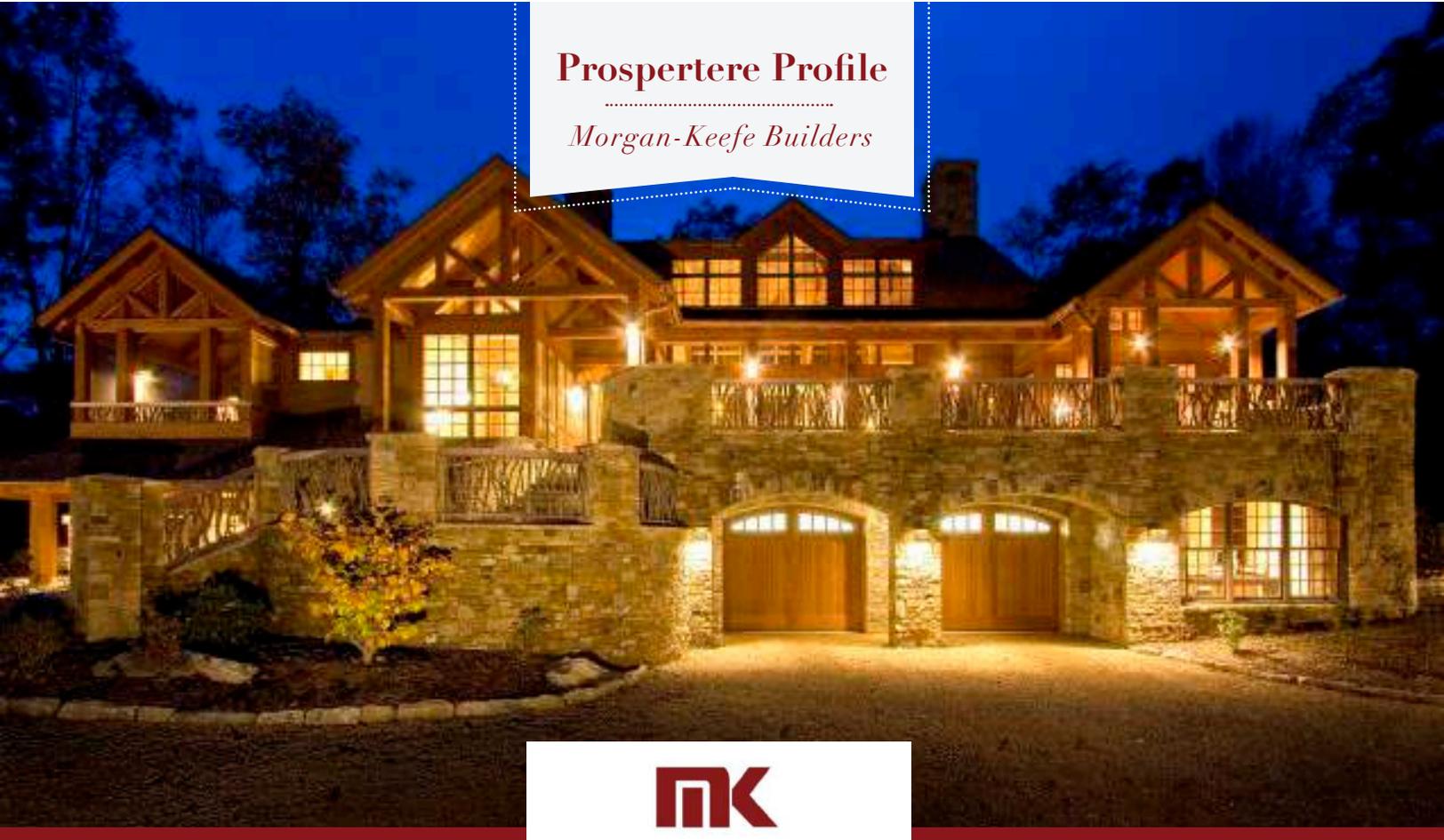
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*We’ve just opened a
new community called
The Landing at Keowee
Springs.*

- says Smith

An exclusive addition of more than 600 acres at The Cliffs at Keowee Springs along the 26-mile long Lake Keowee, the new area is both tranquil and exhilarating allowing residents to enjoy the peace of life at the water’s edge, as well as all the excitement of living at The Cliffs. Whether teeing up for a round of golf, kayaking along shimmering shores, wakeboarding, horse back riding or hiking through protected forests or sharing a meal with friends and family, the new Landing at Keowee Springs lives up to the promises of all of The Cliffs’ other properties: breathtaking surroundings, an active lifestyle, and a community to call home.

Prospertere Profile

Morgan-Keefe Builders



MORGAN-KEEFE
BUILDERS
— EST. 1980 —

Luxury elevated to an art form": it can only be accomplished by the pursuit of perfection, a dedication to detail and an indisputable integrity. Malcolm Morgan of Morgan-Keefe Builders in Asheville, NC has dedicated his life's work to turning each client's dream into a luxurious masterpiece which they proudly and joyously call home. A sanctuary which both stirs the senses and assures the sensibilities.

The same durable balance is found in the lifestyle offered at all seven of the Cliffs Communities. Kent Smith, President of Cliffs Land Partners, and Malcolm met more than 25 years ago when The Cliffs was only two communities strong. "I understand the history, vision and commitment to quality which makes The Cliffs experience singular, timeless. I learned early on that quality comes from accepting only the best from the moment ground is broken to the thrill of handing over the keys." That philosophy is shared by Smith, which is why MKB is a Preferred Builder with more than 50 homes in the Cliffs Communities, one of which was recently featured in Architectural Digest. MKB's impressive portfolio also includes dozens of lakefront and mountain estates stretching across the Carolinas.

Some years ago, Malcolm had the opportunity to caddy for PGA Pro Tommy Tolles. "Witnessing the tour from inside the ropes was a once-in-a-lifetime experience," says Malcolm. The experience also imbued an appreciation for something closer to home: "I got to experience many of the best courses in the nation. And I have to say, The Cliffs facilities are every bit as impressive — in fact, they often surpass what I saw. But then, I've witnessed the building of The Cliffs from its early days — the unrelenting passion for providing something of quality that will outlive us all." Toward that end, Malcolm deeply values collaboration. That's been true since 1980 when he created his company, to now, when MKB is recognized as a premier builder in the Carolinas with clients from California to New York and Illinois to Texas. He credits his success to a highly evolved process, the project managers, estimators and support staff of MKB as well as the architects, landscapers, interior designers and sub-contractors with whom it has been his honor to work with for decades.

Caddy and golfer, artist and subject, conductor and orchestra: all creating masterpieces in collaboration. That's life...and, luxury elevated to an art form.

6 Legend Drive Arden, NC 28704 | p: (828) 693.8562

www.morgankeefe.com





LUXURY ELEVATED *To an Art Form*

The Morgan-Keefe Builders process is highly evolved and refined, creating a building experience that is as rewarding as living in your new home. Each project is a well-planned collaborative masterpiece in the making, bringing to life your architectural vision with the highest of quality and artistic craftsmanship.



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EST. 1980

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Arthur Rutenberg Homes

Arthur Rutenberg Homes and American Eagle Builders, Inc., an independently owned and operated franchise, are passionate about building custom dream homes in The Cliffs. By taking the time to understand your dream, the Arthur Rutenberg Homes team can design your vision, and create the perfect custom home for your future.

A proud member of The Cliffs Preferred Builder Program, Bruce Pasquarella and his team have worked closely with Cliffs' residents for over a decade to make their dream homes a reality.

Arthur Rutenberg Homes invites you to discover the elegance, craftsmanship and lasting

value expressed in every home the American Eagle Builder team builds, whether it's one of many award-winning Arthur Rutenberg Homes models... or your home.

Arthur Rutenberg has been a respected name in homebuilding since 1953, when he built his first home upon the four "cornerstones" that would make him legendary: design, craftsmanship, service and responsibility. American Eagle Builders, together with Arthur Rutenberg Homes, is committed to continuing that legacy today and upholding these four cornerstones of building homes and relationships.

For more information please visit:

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