

BUSINESS

Anthony evolves role at

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Jim Anthony, a former telephone company lineman who founded the Travelers Rest-based Cliffs Communities in 1991, said Monday he is relinquishing his role as the real estate company's chief executive, but will continue as president and become chairman.

A four-member executive management team that includes his son, Lu-

cas, will assume his CEO duties and report to him, Anthony told *The Greenville News*.

He also said the company has sold 38 of a planned 50 lots for \$40 million at the 3,000-acre Cliffs at High Carolina, where Anthony reached an agreement with Tiger Woods to design the golf



Anthony

course that will be part of the residential community east of Asheville.

At The Cliffs, he will continue as company president and become chairman of its board of advisors, Anthony said.

He said he would reduce his role in the company's day-to-day operations, and take time to focus on new corporate marketing initiatives and promote The Cliffs' emphasis on lifestyle and good health.

"Over the past couple of years, we have transitioned into a new management structure," Anthony, 65, said. "It's a changed management structure."

"Branding's always been kind of my first love, anyway, along with walking the land," he said.

The company's executive committee includes Lucas Anthony, vice president of construction and development; Scott Beville, president of The Cliffs Real Estate; J.

Cliffs

Scott Carlton, senior vice president of operations; and Timothy Cherry, chief financial officer.

Jim Anthony said the High Carolina lots were sold at "pre-development prices" to buyers who should benefit from construction costs that have declined in the past year.

The Cliffs' properties include eight private master-planned communities near Asheville and Greenville. Homesites range from \$200,000 to more than \$3 million.