The Cliffs Announces Strong Sales and Momentum in 2016

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Western Carolina Luxury Communities Announce Record 2015 Real Estate Transactions And Begins 2016 With Accolades, New Members and Plans for Continued Growth

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A strong upward growth trend continues within The Cliffs, (https://cliffsliving.com/) a collection of seven private luxury mountain and lake communities in the western Carolinas. A total of 146 real estate transactions closed in 2015, representing a 20% increase over 2014 sales, and year-to-date sales in the first quarter of 2016 are up 16% over last year. The Cliffs continues to see an increase in land and home values across all seven communities, and sales leads with prospective buyers have increased 129% since 2014. To date, there are 1,532 completed homes and 111 homes under construction.

"We entered 2016 with strategic plans to build on the strong momentum generated in 2015," says Kent Smith, President of Cliffs Land Partners. "At The Cliffs, our goal is to capture and perfect the four-season appeal of the Carolinas, and the recent activity not only showcases that we have sustainable and successful communities, but also validates our core belief that The Cliffs offers one of the most unique and diverse real estate opportunities in the country."

The Cliffs Makes the Grade:

Located between two of the nation's most award-winning cities for quality of life – Greenville, South Carolina and Asheville, North Carolina – The Cliffs provides access to an incredible range of amenities across all seven communities; a member of one is a member of all, offering a truly distinctive lifestyle that has placed the communities at the top of numerous "Best Of" lists.

The Cliffs has already received two significant awards in 2016, including recognition as the "Happiest Community in America" (http://realestatescorecard.com/news/real-estate-news/national/2016-bliss-awards-best-communities-year/page/1/the-cliffs-happiest-community-in-america) by Real Estate Scorecard, the industry leader in online real estate reviews. The award took into consideration rave reviews from property owners, who praised The Cliffs' quality of life and unique blend of family recreation, entertaining, well-being and life-enriching experiences.

The Cliffs was also honored in the February 2016 issue of GOLF Magazine as one of the "25 Best Golf Communities in North America," (http://www.golf.com/golf-gold/25-best-golf-communities-north-america) showcasing The Cliffs' seven championship golf courses, as well as the diverse lifestyle and comprehensive membership offering.

New Members Come to The Cliffs:

Recognizing the unique appeal that membership offers, The Cliffs introduced new Corporate and National membership programs last year. In 2015 The Cliffs welcomed 202 new members including 20 new Corporate and National members, with plans to grow the program in 2016.

A limited number of memberships are currently available and provide a way for select businesses and corporately connected individuals to experience and entertain at The Cliffs. Similar to homeowners, members can access all amenities within the seven communities, including seven championship golf courses, cycling programs, wake-boarding, shooting sports, six wellness centers, more than fifty restaurant and private event venues, clubhouses, a marina, beach club, tennis complexes, an equestrian center, fly fishing, miles of hiking trails, wine clubs, an organic farm and a number of year-round social activities.

Continued Expansion on Lake Keowee & Mountain Park:

The Cliffs' suite of amenities continues to expand. Later this year, The Cliffs at Mountain Park (https://cliffsliving.com/the-cliffs-at-mountain-park) will open a wellness center to include a cardio theater with state-of-the-art equipment, group exercise classes, and personal training.

The next phase of The Cliffs will launch this summer with the unveiling of The Landing at Keowee Springs, (https://thelanding.cliffsliving.com/) a new 600-acre waterfront neighborhood within The Cliffs at Keowee Springs. Offering more than 150 premier lakefront homesites, The Landing will significantly increase The Cliffs' prime real estate offering along Lake Keowee and is part of the ongoing development of the Keowee Springs community, which started last year with the successful release of the Dockside at Keowee Springs neighborhood. Additional planned developments for Keowee Springs incorporate a comprehensive amenity expansion, including a Clubhouse with a restaurant and bar; Wellness Center with an indoor pool, spa and tennis courts; and an outdoor pavilion and garden.

"It is exciting to embark on the next chapter of development at The Cliffs and continue the accelerated growth initiated by Dockside in 2015," says David Sawyer, President of The Cliffs Clubs. "The exclusive addition of The Landing will bring a fresh perspective on lakefront lifestyle and we are looking forward to welcoming new members and families into this energetic community."

The Cliffs at Keowee Springs was introduced in 2004 and spans 1,500 acres on the shore of Lake Keowee. Current amenities include the Beach Club that offers two pools, water slides, kayaks, canoes and paddleboards; The Porch that includes a fitness studio, member lounge, and golf shop; and the Carolina Smokehouse and Market.

For more information on The Cliffs, please visit http://www.CliffsLiving.com (http://www.CliffsLiving.com) or call 866-411-5771.

About The Cliffs:

The Cliffs is a collection of seven premier private, luxury residential mountain and lake communities located in the Blue Ridge Mountains of the western Carolinas, between two of the nation's top award-winning cities for quality of life – Greenville, S.C. and Asheville, N.C. – and Clemson, S.C. The Cliffs' suite of amenities for members includes seven clubs, six wellness centers, 50 restaurant and private event venues, seven championship golf courses, marinas, beach club, cycling, paddle sports, tennis complexes, equestrian center, hiking trails, wakeboarding, wine clubs, an organic farm and more than 4,000 year-round social activities to create timeless experiences. Homes at The Cliffs range in price from $500,000 to $6 million+; homesites, from $125,000. For more information about The Cliffs, visit http://www.CliffsLiving.com (http://www.CliffsLiving.com). Contact The Cliffs at 866-411-5771 or info(at)cliffsliving(dot)com to arrange a Discovery Visit.

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