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Contact:

Jamie Prince

FLOURISH Integrated Communications

(864) 248-0255 | Jamie@startflourishing.com

THE RESERVE BREAKS GROUND ON GUEST HOUSE COTTAGES

New home packages meet today's market and immediately attract buyers

Sunset, S.C. – While there is debate about the speed with which the housing market is recovering across the country, there is at least one place where 2011 has begun very auspiciously. Last week, The Reserve at Lake Keowee celebrated the groundbreaking of the Guest House Cottages neighborhood, a new collection of retreat homes located in the heart of the community's Village. Plans for four Guest House Cottages were announced in December 2010. Within in a matter of weeks, at a time when real estate sales traditionally lag, the Guest House Cottages struck a chord with buyers, and immediately three of the four homes sold.

“We have been planning this kind of a home collection at The Reserve for more than a year,” stated Chuck Pigg, vice president of Greenwood Communities and Resorts and community manager of The Reserve at Lake Keowee. “Our goal, across the Greenwood



Communities and Resorts portfolio of communities, has been to lead the way out of the recession by creating homes that meet today's new reality of second home ownership. Buyers are seeking the utmost value, tending to favor smaller, more manageably sized homes in communities that give them the fullest spectrum of engaging activities, scenic beauty, and responsible development practices. The Guest House Cottages' success gives us great confidence for future, similar home offerings.”

Tucked among stately pine trees that border The Reserve's Guest House – a six suite, custom-built bed and breakfast style inn to accommodate non-resident Members, their guests, and prospective buyers during their stays – these Mill Creek-designed cottages feature a post and beam construction, an open floor plan with vaulted ceilings, and an abundance of natural materials and natural light, giving them a much larger feel than their average 1,860 heated square feet. (Each cottage is actually 2,250 square feet when including a screen room with fireplace and various decks.) At an average price of \$488,650 each, the smaller size and price point sacrifice nothing in the way of quality craftsmanship and creature comforts.

“We were looking for a place as a second home that could potentially turn into a retirement location,” explained Diane Throop. She and her husband, Tom, have a primary residence in Cincinnati, OH. They have three adult children and three grandchildren.

Throop continued, “The Guest House Cottages at The Reserve offered us a unique mix of the right size, design aesthetic and price point for a wonderful second home. The builder was flexible with the interior space plans, so we customized them to suit our needs now and with an eye to our future retirement

Features | Guest House Cottages

- Mill Creek Post & Beam Design
- Approximately 1,800 sq. ft. Rustic Style Cottage
- Rough sawn wood siding with natural stone accents and cedar shake roof
- Located in The Reserve’s Village, adjacent to the Guest House, within easy walk to the Orchard House Clubhouse and all amenities
- Two floor plans, each with three bedrooms, including a generous master suite
- Spacious, open great room with vaulted ceilings and a bank of windows allowing for plenty of natural light
- Kitchen with custom cabinetry, granite counter tops
- Two natural stone fireplaces (in great room and on screened porch)
- Hardwood floors in all main living areas
- Laundry room, pantry storage and owner’s closet
- Screened porch with outdoor fireplace
- Professionally landscaped grounds maintained by the neighborhood association
- Rental program available through The Reserve’s club concierge services, including guest privileges to breakfast and evening wine and cheese served daily in the Guest House

plans. We are thrilled with the location of the Guest House Cottages because we will have easy access to all of The Reserve’s amenities and will be able to enjoy that resort-type of golf cart living. The willingness of The Reserve’s team and Pyramid Construction to work with us to make this a true second ‘home’ has made all of this possible.”

The new home product also meets the needs of younger families, who still have financial responsibilities of school-aged children, and allows them an affordable, easily accessible retreat.

“We have been searching for years for a second home location away from the stress of the metro area we live in but close enough that we can use it often. The people we have met at The Reserve, the clubhouse and facilities, and the sheer beauty of the lake and mountains convinced us that we have finally found the perfect place for our family to relax,” said Scott Roberts, who lives in Atlanta with his wife, Dawn, and their three sons, Chase (17), Price (15), and Ford (11).

Dave and Debbie Baughman, already living full time at The Reserve at Lake Keowee, purchased a Guest House Cottage for exactly that – their guests:

“We have large extended families along the East Coast and friends who live in California, and it will be nice to have a place where they can all stay when they visit. Secondly, we thought it was a good

investment. We know not a lot of people are looking at investments right now, but the price was very inviting, coupled with the quality of the product. Finally, the option to rent out the cottage through the Club's rental program allows us to make it available to others when we're not using it. With those stars aligned, we knew it was the right thing for us to do."

The Guest House Cottages are a collaborative effort between The Reserve at Lake Keowee and Pyramid Construction, Inc., the builder and general contractor of the project. Led by Karl Knauff, an owner and resident of The Reserve at Lake Keowee since 2003, Pyramid Construction has more than a decade's



history building first-class facilities at The Reserve, including the community's pool complex, tennis facilities, main gate Greeter's Cottage, and halfway house on the Jack Nicklaus Signature Golf Course.

"We have several reasons to be encouraged and excited about this project," Karl Knauff said. "First, it's been a combined effort working with The Reserve, Mill Creek and the interior designer,

Fowler Interiors, to create a home product of the quality and stature reflective of this community. Second, it appeals to a diverse audience: young couples with children, pre-retirement Boomers, and current residents of The Reserve who need extra space for family and friends to come stay. Third, it has been successful right out of the gates. The families who purchased the first three cottages were exactly the target audiences we expected would be attracted to this collection. What we have learned through the Guest House Cottages will undoubtedly influence our collective thinking going forward."

Two of the three sold Guest House Cottages will be completed this summer, on a six-month build schedule, while the third cottage will be completed in the early fall.

About The Reserve at Lake Keowee

The Reserve spans 30 miles of shoreline on Lake Keowee with convenient access to Greenville, Asheville, and Clemson University, and more than \$100 million in completed family amenities including a 200-slip Marina and Village Center, Guest House, Pool Complex and Jack Nicklaus Signature Golf Course. The community has approximately 650 members from 30 different states. Members and their extended families—including parents, grandparents, children, and grandchildren – enjoy club privileges under the new, multi-generational Legacy Membership program. The Reserve was created in 2000 by Greenwood Communities and Resorts, and features 3,900 acres in the foothills of the Blue Ridge Mountains including 1,400 acres of parks, preserves, trails and green space. Homesites begin in the \$100,000s. To learn more, call 877-922-LAKE (5253), visit www.ReserveAtLakeKeowee.com, or read the official community blog at www.LifeOnKeowee.com.

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