

International Escapes *page 12*

# 2nd home

2006 • Number 2

*journal*

**7 Green Homes**  
*page 46*

**Hawaii**

US Island Paradise *page 6*

**Golf Communities**  
Stay and play *page 26*

**Perennial Gardens**  
Planting Your 2nd home *page 32*

**Beachfront Living**  
Well built, well maintained *page 20*

WWW.2NDHOME.NET  
2006 • NUMBER 2

\$4.95US \$6.95CAN



DISPLAY UNTIL AUG 15, 2006

Visit **2ndHome.net** to Buy or Sell

# Stay & Play

Golf Communities in Full Swing. **By Ellen Newbury**



El Darado, Los Cabos, Mexico

Photo by Bruce Herman

As the second home market continues to boom, golf communities are playing right into the hands of baby boomers looking to invest, relax, and play a few rounds. The choices are becoming more diverse. Destinations like Arizona, Georgia and Oregon have joined the ranks of the ever popular communities in Florida and California.

The early 90's marked a slowdown in the golf community market, but it seems that golf communities are once again in full swing. According to the first quarter report for 2005 by the National Golf Foundation (NGF), "every year since 2000, 50-60 percent of all new golf courses built in the U.S. have been related to residential real estate development." Compared to the numbers in the 90s, which were consistently around 35-40 percent, it seems that real estate has become one of the main driving forces behind new course construction.

Michael Maynard is a principal at the

Quechee Lakes Development Company, developers of Quechee Lakes, a rural, luxury community in Vermont's Ottauquechee River valley. Maynard says golf communities are on the rise again and that the trend is spreading. "The locations may change but the themes continue—ski, beach or golf. The sunbelt continues to dominate new development, but mountainous areas continue to grow in popularity, and areas such as the Carolinas, northern New England and the Northwest are also seeing new growth."

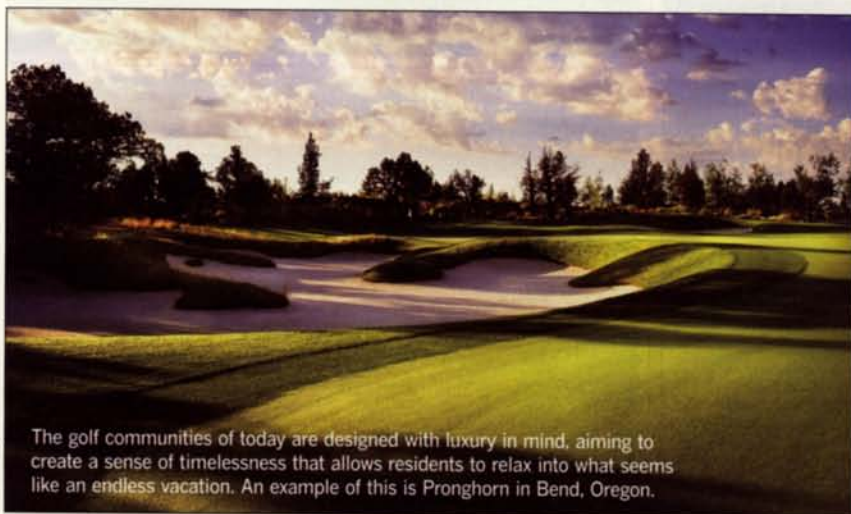
In today's market, the combination of golf and real estate is redefining the traditional community and creating a new golf lifestyle. The golf communities of today are designed with luxury in mind, aiming to create a sense of timelessness that allows residents to relax into what seems like an endless vacation. Not only do they offer some of the most beautiful and well designed fairways in history, they also offer amenities that will appeal to the entire family, golf enthusiast or not. From

concierge service and private jets, to five star chefs and spas, for many, this is the definition of luxury living. Communities are also demonstrating their diversity with activities like hiking trails, horseback riding and, for those water lovers, plenty of opportunities to boat, fish and swim.

Thomas Hix, is President & CEO of Hix Rubenstein Companies. The company controls over 8,000 acres and has several golf development projects underway, one of which is Pronghorn, located in Bend, Oregon. Hix agrees that in today's golf community market the second home buyer wants choices beyond golf. "I believe that 'lifestyle' is what they are looking for, not just golf. By that, I mean an environment where they can feel special and be connected to people seeking similar interests. Whether that includes golf, spas, outdoor adventures or just the social functions associated with a club."

Golf communities with a wide variety of activities are a draw for the second home buyer looking for an environment where they can bring their families together. Lisa Guthrie is the Director of Marketing for the Santa Lucia Preserve in Carmel, California, a 20,000 acre ranch, 18,000 of which are preserved as private open space by the Santa Lucia Conservancy. Guthrie says, "really what has made this place special is that it's a place for families to gather. People are interested in their kids coming back and bringing the grandkids."

For Marty and Chris Whitney, family was one of the main considerations when deciding to build a home in Quechee Lakes. The Whitneys wanted, among other things, to create an environment that would offer



The golf communities of today are designed with luxury in mind, aiming to create a sense of timelessness that allows residents to relax into what seems like an endless vacation. An example of this is Pronghorn in Bend, Oregon.

Photo by Allen Kennedy

## Golf

Quechee Lakes, Vermont.  
Photo courtesy of Quechee  
Lakes Development Company.

their children and grandchildren a variety of activities when they visited. "One of the reasons we moved out of Massachusetts was that with the kids off on their own we thought, 'when they come to visit would they rather see us in a neighborhood, or a place like this with so many amenities?' We have certainly had more visitors since we moved here!"

The "gated community" remains ever popular, providing residents with a sense of belonging, assured of their security, and soaking up the beauty of their resort like surroundings. And no matter where you might be considering buying, residences in luxury golf communities are historically solid real estate opportunities. Marty sees

the purchase of his family residence in Quechee as part of a long term plan. "I definitely see this home as an investment. I can keep this as a second home when I retire, or sell it. Either way, as an investment it's really important to me. It has appreciated dramatically in the time that we've owned it..."

And, if your jet setting appetite just can't be satiated with a community in the U.S., not to worry, there are plenty of international golf community destinations out there that will welcome you with open arms. Hix has seen a change in the interest in international communities in recent years, with "more willingness to go to distant

locations... I think the international market is ripe for similar US style communities."

Discovery Land Company (DLC) is a San Francisco based real estate development firm specializing in high-end golf and residential communities. Steve Adelson, a partner in DLC says that "Mexico and Caribbean destinations are hot because of their proximity to the U.S. market and availability of ocean front property." DLC has two such developments. El Darado in Los Cabos, Mexico, and Baker's Bay in the Bahamas. Both of these communities, and others like them, offer their residents luxury living combined with the draw of exotic locales.

Experts agree that there are plenty of luxury communities available for the interested buyer, so do your research. Make sure you're buying into a community that will meet most, if not all, of your needs. With the market as competitive as it is, the buyer is in a position to be discerning. 🏌️