

The Land of a THOUSAND DREAMS

by Adrienne Papp

DESTINATION BLUE RIDGE MOUNTAINS AT LAKE LURE

Waterfall at Grey Roack, Sunset at Lake Lure, Mountain and Lake View.

Imagine a land of lush woods and forests, pristine lakes, scenic mountains and free flowing rivers, a landscape of natural wonders that characterized our first national parks.

That's exactly the kind of environment you will find at a new luxury lifestyle spot called Grey Rock at Lake Lure in North Carolina. This new resort-like development, located up in the Blue Ridge Mountains on 4,000 acres of prime forested land just southeast of Asheville, is one of the most scenic areas in the country. It's a landscape of untouched wilderness, with fourteen large natural waterfalls and numerous streams.

This extraordinary site was located by a real estate investment-consulting firm headed by Ron Berg. Berg, with a Ivy League MBA and 25-years of experience in real estate development, specializes in offering custom

options to a wide range of discriminating buyers, investors and partners. "We started investing in Grey Rock three and a half years ago," he says. "The location is one of the most ideal I've seen. It has a temperate climate (40 to 85 degrees F), four distinct seasons, and some of the most breathtaking mountain and lake views in the country."

With its idyllic, lushly forested setting, it's no surprise that *Home and Garden* selected Grey Rock for their *Dream Home of the year*. The area has also been very popular with filmmakers, who have used the pristine environment to shoot movies like *Dirty Dancing* and *The Last of the Mohicans*.

Grey Rock is a luxury resort-like living overlooking majestic Lake Lure. Two thousand of the four thousand acres have been held

aside to preserve the naturally lush landscape. The community area has numerous homesites averaging over 1.5 acres, and will include 2 clubhouses (one at Lake Lure), multiple pools, tennis courts, an equestrian center, 3 helipads, parks, pavilions, libraries and a multitude of hiking, biking, and horse trails. In addition, golfers have access to approximately 50 golf courses within a 45-minute radius of the area, and if you're a skier, there are great slopes conveniently located within an hour's drive.

What makes Grey Rock so appealing, apart from the untouched natural beauty is the sense of privacy in a national park setting. With this serene atmosphere, the area has earned a reputation as a great place to get away from it all, and even to work. The incredible lake and mountain views continually serve as an inspiration to stimulate

the creative juices of the creative types. The mountainous location also provides a natural barrier against overdevelopment, so there will never be a concern about overcrowding.


A big plus for those who want city-life amenities, Asheville is only a 30-minute drive from Grey Rock. The largest city in western NC, with a metro area population of nearly half-million, Asheville has placed well on numerous "best" lists, including *The Happiest Place in the U.S.* in Eric Weiner's book, *The Geography of Bliss*, and was also named one of the top seven places to live in the U.S. in a recent *Frommer's Guide*. Asheville offers numerous activities and nightlife with clubs, live music venues, theaters, festivals, museums and a wealth of first class restaurants in many different cuisines.

Lake Lure, with 23 miles of coastline, is a

crown jewel for buyers who purchase stunning lake view for themselves, but sometimes also end up purchasing additional lots as investments in other parts of Grey Rock. The strong demographic growth in the area has helped maintain continued strong appreciation, which, in this economy, translates into excellent values and investment opportunities.

With this strong appreciation, Grey Rock has equally become an excellent choice for second or third home buyers. "We are excited about the investment returns that the area is generating," says Berg. "More than half of the lots have been sold." The average rate of return for investors has exceeded 250%, with the lowest return being 40% on a property for a 7-month hold period. An especially nice feature for owners is that are no requirements to build, no minimum hold

period, and no restrictions on resales. These properties are clearly very appealing on many, many levels.

As Grey Rock continues to develop, the values of these properties will only increase. If you're looking for natural beauty and tranquility, in a location that offers serenity and isolation from natural disasters, then Grey Rock offers investors a unique opportunity in a pristine natural setting. 

Grey Rock is currently offering courtesy fly-in visits to interested parties and investors to Asheville Regional Airport (AVL). For more information please call 201.723.5171 or visit rnr-solutions.com 