



Southcliff Introduces A New Kind Of Open House

Buying a luxury home is just about to get easier. Southcliff is building two models that will help prospective homebuyers create their own beautiful home in this award-winning community close to downtown Asheville.

The luxury housing market's newfound vigor is bringing with it a knowledgeable clientele who want to see what they're buying before they buy it. Artist renderings, two-dimensional blueprints and 3-D models are excellent conceptualizing tools. But there's nothing like walking through a model to show buyers exactly how they can adapt the home to make it their own.

"This discriminating type of buyer wants to see what the kitchen is going to look like and how the granite countertops coordinate with the cabinetry," said Mike Romero, Southcliff's onsite sales representative for Beverly-Hanks & Associates Community Marketing Group, the exclusive sales and marketing partner for the community. "They want to see how the space 'lives,'" Romero said.

To help them visualize that, Living Stone Construction, winner of the Viewers' Choice award during last year's Asheville Parade of Homes, is building two display homes that will be ready this fall. Living Stone will maintain a design center in each to help homeowners select from a wide array of surfaces, finishes, trims, colors and fabrics. With Living Stone's help, they can even change floor plans.

"This is the time for the fun stuff,"

Romero said. "This is where they get to pick the hardwood floors, the faucets in the master bath, that sort of thing. We want to make it as easy as possible."

The Alexandra Cottage is the model in East Owl, a community of family homes a secluded drive from Southcliff's entrance. The 2,159-square-foot, three-bedroom cottage has 1,800 square feet of

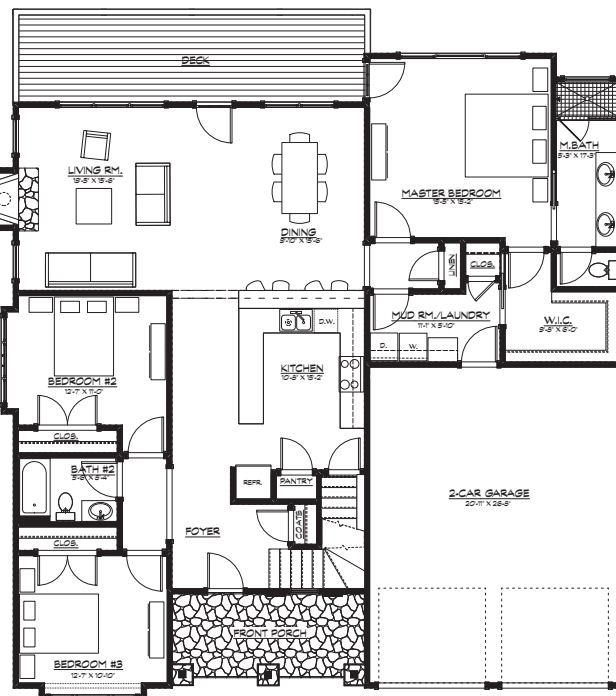
own family's use.

Two hundred feet higher on Cedar Cliff Mountain, at an elevation of 2,700 feet, is The Rockcliff, a 2,840-square-foot model with a master suite and office on the main floor and two bedrooms on the upper floor. With its huge, vaulted ceilings, its wall of windows and a porch that frames the view beautifully, this house in the elegant Elkmont enclave has a huge stone chimney with fireplaces on both levels and room for an elevator.

Behind the large lots in Elkmont are acres of forest full of flowering rhododendron, giving the homes a feeling of seclusion and privacy. Indeed, residents and guests of all homes at Southcliff will enjoy the 175 acres of protected woodlands. Trails provide unparalleled views that will refresh the senses for the inspiring walk back home.

With low-maintenance exterior finishes, both houses are Energy Star version 3-certified (the most aggressive certification). And with wide doorways, curbless showers and barrier-free transit from garage to living quarters, they are designed with permanence in mind.

If you like the models, you'll be pleased to know they're for sale. Southcliff is marketing them to prospective owners – near-retirees or people whose jobs are bringing them to town - who won't need to move in right away. Southcliff will lease the homes from their new owners for 12 months so that it can continue to show prospective buyers the kind of high quality homes that Southcliff builds.



THE ALEXANDRA COTTAGE - FIRST FLOOR PLAN
 FIRST FLOOR - 1896 S.F. HEATED/FINISHED
 SECOND FLOOR - 263 S.F. HEATED/FINISHED
 TOTAL HEATED/FINISHED S.F. = 2159 S.F.
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living space on the main floor and, upstairs, another 359 square feet of bonus room (and bath) that could be an office, a children's play area or an exercise studio. Beneath is a large unfinished basement that could be used for just about anything. The fully furnished model will provide homeowners with plenty of ideas for individualizing the house for their

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