

October 27, 2020

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The Cliffs Sees Record Sales and Demand during Third Quarter

*Overall sales volume in Q3 of 2020 increases 166% from Q3 of
2019; Cliffs Builders expands to The Lake Region to meet surge in demand*

(TRAVELERS REST, S.C.) - [The Cliffs](#) announced today that real estate sales by Cliffs Realty and Walnut Cove Realty totaled \$144,349,168 from January 1st through the third quarter of 2020. This represents 190 transactions and marks a 51% volume increase from the same period in 2019. Third quarter results alone represented a 161% increase in volume year-over-year. An additional 89 sales are currently pending across The Cliffs communities.

“The seven communities at The Cliffs continue to generate incredible interest among buyers as residential real estate trends shift and prospects increasingly seek private communities that enable them to work from home, feel like they are on vacation despite not being able to travel, and enjoy an array of outdoor activities in the era of social distancing,” said Rob Duckett, president of The Cliffs. “We commend our entire team for adapting to meet significantly increased demand and look forward to more great developments to come as we add new inventory from our successful Cliffs Builders program.”

In The Lake Region, which includes The Cliffs at Keowee Falls, The Cliffs at Keowee Springs and The Cliffs at Keowee Vineyards, Cliffs Realty closed 83 transactions for a sales volume of \$70,045,954 from January 1st through the third quarter of 2020, an increase of 135% from 2019. The Lake Region saw a 292% volume increase in the third quarter alone and has an additional 35 sales pending.

In The Mountain Region, which includes The Cliffs at Glassy, The Cliffs at Mountain Park and The Cliffs Valley, Cliffs Realty closed 56 transactions for a sales volume of \$27,614,850 from January 1st through the third quarter, a transaction increase of 21% from 2019. This region saw a 140% increase in transactions in the third quarter alone with 36 homes sold. There are currently 26 pending sales in The Mountain Region.

In The Asheville Region, which includes The Cliffs at Walnut Cove, Walnut Cove Realty closed 51 transactions for a sales volume of \$46,688,365 January 1st through the third quarter, an

increase of 30% from 2019. This region saw a 118% increase in volume in the third quarter alone. There are currently 28 pending sales in The Asheville Region.

The Cliffs recognizes top sales leaders including Tim Enterkin, who closed 24 sales for \$27,082,453 in The Lake Region. In The Mountain Region, Vince Roser was the top performer with 19 sales for \$7,522,150. Josh Smith achieved top performer in The Asheville Region with 13 sales for \$13,322,500.

The Cliffs is also pleased to report the continued success of Cliffs Builders, a homebuilding program entirely operated by The Cliffs that combines custom-build gratification with built-for-sale simplicity by offering buyers a range of unique floor plans and interior packages. The program's achievement to date includes surpassing sales goals for its first project, Meadowview at The Cliffs at Walnut Cove, with nearly 50% of homes already sold or under contract.

The success has allowed Cliffs Builders expand to The Cliffs at Keowee Springs and The Cliffs at Mountain Park to meet demand for this type of housing option in The Lake Region and The Mountain Region, and will be coming soon to other communities at The Cliffs. To match the demand, Cliffs Builders has added new team members in the recent months as the homebuilding program continues to develop its offerings to reach prospective buyers.

To learn more about real estate opportunities at The Cliffs, visit [here](#) or call 864.249.4364 to speak with a sales executive.

About The Cliffs

The Cliffs is a collection of seven private, luxury residential mountain and lake club communities located in the Carolina Blue Ridge Mountains, 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., home to top-ranked Clemson University. The Cliffs' suite of amenities for members includes seven clubs, seven nationally recognized golf courses, six wellness centers, multiple tennis complexes, a marina, beach club, and equestrian center, boating, watersports, cycling, paddle sports, hiking trails, wakeboarding, wine clubs, more than a dozen restaurant and private event venues, an organic farm, and over 2,000 year-round programs and 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 www.cliffsliving.com/buzz. Contact The Cliffs at 864.249.4364 to learn more about real estate, membership, or to arrange a visit.

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