



Big Sky, Montana

PHOTO BY BRIAN MORGAN

# AppleTree Golf Society

A CELEBRATED NETWORK OF THE BEST GOLF

JUPITER, FLORIDA: From 1998 to 2007 an incredible amount of private golf clubs were built. It's the contention of AppleTree Management Group that 95 percent of the very best golf in existence was built during this time and that many of these courses are undiscovered and underutilized.

These courses truly created a golf course renaissance and AppleTree Management is organizing a residential network with these new undiscovered private golf clubs along with well-known famous golf resorts.

Many of these new private clubs want ultra high-end "blood flow" and need a constant mechanic for lead generation in addition to the purchasing of memberships and real estate that AppleTree societies will provide.

Through these designs so many new places have now become some of the most desirable retreats in North

America. Venues that have always had sheer beauty, and were fishing, beach, or ski destinations, now have become true contenders for one's second or extra home as well as a retirement consideration because of the incredible golf that now exists.

Imagine a total reciprocal network of residences that will have a projected 30 destinations and access to over 20 "rank worthy" private golf clubs and 10 well-known resorts in second home and vacation home markets.

## 13 APPLETREE REGIONAL SOCIETIES

*Customized selection of properties based on where you live:* Each region of the country has favorite destinations and travel patterns. AppleTree members will have customized properties and associated private and resort golf. All 13

"THE BEST IN PRIVATE AND RESORT GOLF has been built in the last 10-15 years and, in many cases, is underutilized and undiscovered. In normal times, there would be multi-year waiting lists to access memberships to clubs and destinations of such quality." – NATHANIEL CROSBY



Snake River Sporting Club,  
Jackson Hole, Wyoming

Appletree members are scheduled to have residences in both Big Sky, Montana, and Jackson Hole, Wyoming, separated by a three and one-half hour drive through Yellowstone National Park.

NATHANIEL CROSBY, son of famous crooner Bing Crosby, was destined to make his mark in the golf industry. He managed the Crosby Pro-Am for eight years and is the founder of AppleTree Golf Society.

Regional Societies are organized in geographic regions where member prospects live and like to travel.

## ITS ALL ABOUT ACCESS

*96 member societies accessing 40 multimillion-dollar properties:* The 13 Regional Societies are by design—96 member regional networks with 40 properties that are at or near \$2.5 million dollars each. Many of these properties will be with associated private and resort golf access. With so many properties for so few members, they would be able to use the network with the same frequency that they might if they had their own property in each location.

## EXCLUSIVITY IS ABOUT MATH

*A peer-to-peer invitation:* AppleTree Societies will organize the launch of the 13 separate societies this year with the organization of 32 "founder members" region to region. Each society will be organized by hand selected founder members. The founder members will, in turn, invite the 64-member balance of each society by pro-

posing two member prospects each over a 24-month period, forming a true "peer-to-peer" invitational travel group and an exclusive invitation.

## A PERMANENT ASSOCIATION

*Developing life-long friends:* The ultra affluent can certainly afford the purchasing and maintaining of a network of properties as well as a collection of private golf clubs; however, in many cases the expanded network results in underutilization of most of the properties. One may find themselves with a mirage of acquaintances instead of a collection of "life-long friends."

A regional travel society literally introduces members who likely have the same type of professional success, also share in the love of golf and travel, and live in close proximity to each other. These new friendships will likely thrive and flourish amidst different backdrops, as members will enjoy distinctive and separate memories at some of North America's most stunning vacation destinations. ►



THE 13 APPLETREE REGIONAL SOCIETIES

Northwest • Northern California • Southern California • Desert • Central/Mountain • Texas  
Midwest • Ohio Valley • New England • New York • Mid-Atlantic • Southeast • Florida



Diamante Cabo San Lucas  
Cabo San Lucas, Mexico



Casa de Campo  
La Romana, Dominican Republic



Quivira, Cabo San Lucas, Mexico

PIONEERING FOR A PERMANENT  
RETIREMENT OR RETREAT

*Exploring new venues:* With the advent of unbelievable new golf developments in lesser-known but incredible destinations one must now consider exploring new places that have just received an influx of multiple private and resort golf courses that can be considered the world’s finest alongside famous golf destinations.

AppleTree members will get to pioneer all of these retreats and be able to experience the new incredible private golf as well as accessing well-known established getaways. In many cases this exposure will result in a new permanent purchase for retirement, or the choice to own a more elaborate home in many of these new venues.

THE GUILT FACTOR AND  
VARIETIES OF EXPERIENCE

*Choosing one destination over another:* Once a decision has been made to purchase an “extra residence” there is likely still a need to experience a variety of destinations. “Buyer’s remorse” can be a common theme for choosing one destination over another, as is the guilt factor for spending vacation time away from one’s extra home.

Cabo San Lucas and The Dominican Republic are now comparable to Pebble Beach and Scotland as a top golf destinations worldwide.



PHOTO BY BRIAN MORGAN

Seven Canyons,  
Sedona, Arizona

UNDERUTILIZATION OF “EXTRA HOMES”

*Hands-free, management-free vacations:* Many are fortunate to be able to afford the flexibility of multiple residences, but it can become an annoying event when they discover over time that they are using their properties less than three weeks annually. The repairs, maintenance, taxes, insurance, and other headaches of home ownership do not go away because of the lack of use. Having on-site concierge and personal reservation agents who will act as travel planners make each “leisure trip” a true hassle-free experience. Imagine your residence being stocked with your favorite food and beverages and with no property management oversight.

THE MEMBERSHIP VALUE

*Fiscal sanity:* Each AppleTree member will pay a one million dollar refundable membership deposit and pay \$96,000 in annual dues. This amounts to well less than the purchase of just one extra \$2.5 million home and an associated golf membership.

A MEANINGFUL RECIPROCAL NETWORK

*So many properties for so few members:* Never has there been so many properties scheduled for so few members in any “residential society network.” With the advent of having access to the very best in golf, both private and resort, AppleTree is creating the first meaningful residential, reciprocal network tied to a celebrated network of the best golf. ■

Sedona, Arizona, and Lake Winnepesaukee, New Hampshire, are examples of where incredible and new private golf has recently been developed, creating demand for new destinations.



Lake Winnepesaukee Golf Club  
Lake Winnepesaukee, New Hampshire