

By Nathaniel Crosby



A Celebrated Network of the Best of Golf

JUPITER, FLORIDA: The great Florentine Renaissance historian, diplomat, and philosopher, Niccolò Machiavelli wrote in his book *The Prince*, “It must be considered that there is nothing more difficult to carry out . . . than to initiate a new order of things.”

For generations, affluent families typically purchased seasonal residences and multiple private club memberships. AppleTree Management Group, the managing company of AppleTree Golf Society, through a diligent process of altering bylaws at private golf clubs, is attempting to change the order of how these well-to-do families spend their leisure time.

THE FORMATION OF PRIVATE SOCIETIES WITH 32 FOUNDER MEMBERS

In the days of yore, Skull and Bones, Knights Templar, and Free Masons were the primary invitation-only organizations. Eventually small, private societies gave way to less serious endeavors like college fraternities, dining clubs, hunting clubs, and, of course, private golf clubs. Bonds

formed are often life-long and friendships significant. Access to certain private golf clubs continues to be a “career maker” for many.

AppleTree Golf Society will be creating a new category of golf membership by organizing affluent travel groups in 13 separate regions of the country. Each regional society will be formed with an orchestration of hand-selecting 32 founder members that, in turn, will select the remaining 64 members for a membership cap of 96.

Each of the 96-member regional societies will have access to 40 multi-million dollar residential properties in or near rank-worthy private and resort golf developments.

The format of recruiting the first 32 members (known as founder members) in each regional society lends itself to a highly selective process. These founders act as gatekeepers in the membership process.

DIFFERENT AND DISTINCT MEMORIES

“Remember when we did...” is a common vacation refrain. Repeatedly traveling to the same destination provides a



Bay Harbor Golf Club
Bay Harbor, Michigan

PHOTO BY EVAN SCHILLER



Bay Creek Golf Club
Cape Charles, Virginia

“I believe 95 percent of the best golf courses have been built in the last 15 years. Many of these clubs are underutilized and unrecognized. The rankings from most, if not all, national publications weigh who belongs to the clubs and not strictly on the quality of the design and overall golf experience.” – NATHANIEL CROSBY



Corales Golf Club
Punta Cana, Dominican Republic



Diamante Cabo San Lucas
Cabo San Lucas, Mexico

“When an AppleTree member stays in an AppleTree-owned residence, they have the same rights and restrictions as a full member of the associated golf club.” – NATHANIEL CROSBY

certain comfort and familiarity. Whether for retirement, spending time with your family, friends and loved ones, or meeting others through AppleTree Golf Society, members will find that they can continuously scratch their exploration itch with the ability to visit different venues.

If you own more than one residence, you know all too well that managing an additional home comes with a set of responsibilities. Often, the time commitment becomes akin to a second job.

AppleTree will have an on-site concierge and dedicated reservation agent working in tandem to create a stress-free, management-free experience. Everything from transportation, event schedules, tee times, spa appointments, childcare, food and liquor stocking, and daily housekeeping are prearranged to avoid eating into your leisure time.

The destinations available for each regional society will be distinctly different. Each will include “drive-to” destinations that can be reached within a few hours for frequent getaways.

Complementing the drive-to residences, members will be able to seek a reprieve from winter in destinations including Hawaii, Cabo San Lucas, the Dominican Republic, and the Caribbean. With access to destinations such as Sea Island, Pebble Beach, and the Southern California Coast, members will have virtually limitless access to desirable year-round markets.



Big Sky, Montana

PHOTO BY BRIAN MORGAN

DECISIONS AND DESTINATIONS

Winter Wonderland: Big Sky, Montana; Jackson Hole, Wyoming; Lake Tahoe, California; Park City, Utah; and Vail, Colorado.

Urban Chic: New York City, San Francisco, and Miami Beach

Off the Beaten Path: Oregon Coast, Eastern Colorado, Nebraska Sand Hills, West Virginia Mountains, Northern Wisconsin, and California Wine Country.



Quivira Golf Club
Los Cabos, Mexico

Never before has a destination program offered so many properties for so few. AppleTree’s member to residence ratio is 2.4:1 (at the membership cap), which ensures that at any given time there will be one property available for every 2.4 members.

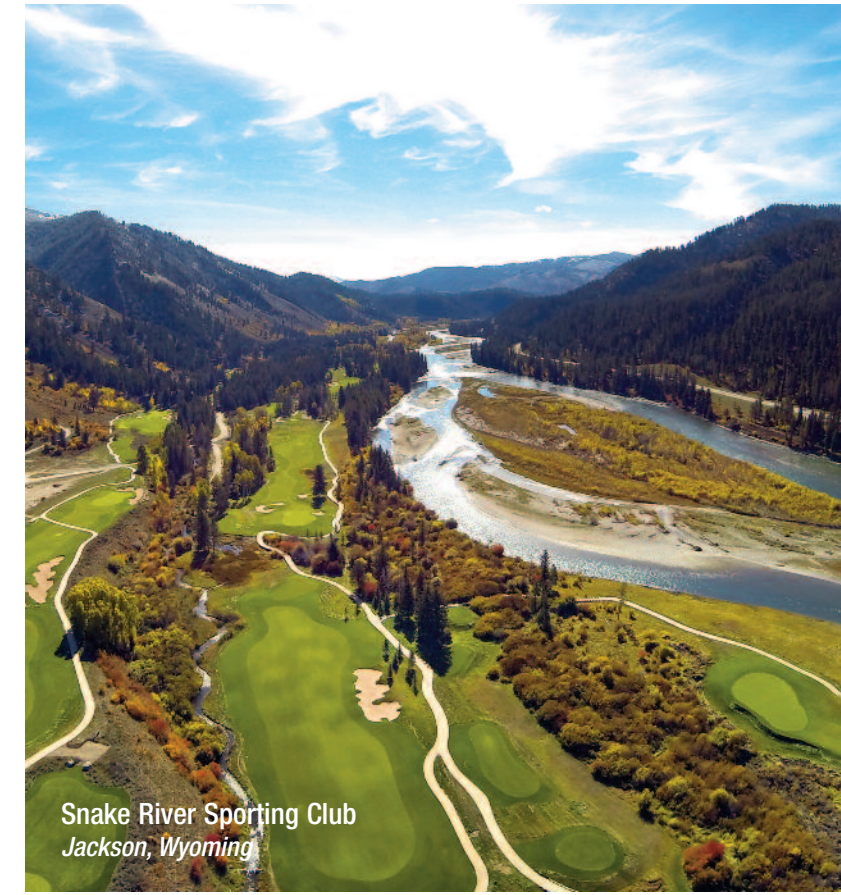
Each regional society will be a separate legal entity and financed organically through refundable membership deposits. This structure provides tremendous cash reserves and a business plan for debt-free real estate. There is no financier anxiously awaiting a rate of return on their investment at the expense of the security of the membership deposit.

TALKING TO THE RIGHT AUDIENCE

Undoubtedly, future generations will look at new and better ways to experience leisure travel. In fact, AppleTree is the only effort to date that is attempting to organize a series of small, intimate societies that are tied to private golf and multi-million dollar residences.

With only 96 families in each regional society, it’s likely members will quickly become acquainted. AppleTree Golf Society likely won’t become the next Knights Templar, but it’s highly likely new friendships will be formed. ■

For more information, visit AppleTreeGolfSociety.com.



Snake River Sporting Club
Jackson, Wyoming