



Perfect Timing

Introducing the AppleTree Golf Society,
a celebrated network of the best of golf.

JUPITER, FLORIDA: The AppleTree Golf Society is organizing 13 separate regional golf societies. Each of the 13 societies will have a membership cap of 96 members; have access to 40 multimillion-dollar residences; and will be financially independent of one another, but will have reciprocal rights within 28 days of the day of arrival.

In total there is projected to be approximately 25 rank-worthy private golf clubs and 10 acclaimed resorts that will have associated multimillion-dollar properties. Members from each society will have access to their primary network of properties for up to 14 weeks of advanced reservations and an unlimited amount of access to all of the properties in the universal network within 28 days of the day of arrival.

An AppleTree member will pay a \$1 million, fully refundable deposit and initially pay \$96,000 in annual dues. This compares most favorably to the carrying cost of just one \$2.5 million property.

DESTINATIONS AND THE RECRUITMENT OF RESIDENTIAL MEMBERSHIPS

AppleTree Management has been and continues to be on a quest to recruit “residential memberships” at rank-wor-

thy private golf clubs so that an AppleTree member has the same rights and restrictions as a full member of the club but only while in residence.

Vacation and second home destinations will be scheduled, “where members live and where they like to travel.” These will include “drive to” second home markets, Winter migration markets, ski destinations that double as summer retreats, urban apartments, and core golf destinations.

INVITATION ONLY PROCESS, “EXCLUSIVITY IS ABOUT MATH!”

Each society will become populated with the recruitment of just 32 “hand selected” founders who will each select the 64—membership balance over a 12-24 month period after the “launch.” All 13 regional societies are expected to launch within the next year.

Recruited members will have the common interests of a love for golf and travel, will have been substantially successful, and will live in the same geographic region. New lifelong friends and acquaintances will inevitably be a result of the association as well as the ability to explore so many new venues with an associated multimillion-dollar property and golf membership.



Corales Golf Club
Punta Cana, Dominican Republic



Diamante Cabo San Lucas
Cabo San Lucas, Mexico

TIMING TO FORM APPLETREE SOCIETIES

Prior to the recession of 2007, so many incredible private golf courses were developed in vacation and second home markets. In fact, AppleTree Management contends that 95 percent of the best golf worldwide has been built in the last 20 years. Many of these incredible courses are underutilized and undiscovered. AppleTree Management has and continues to recruit courses for its network by campaigning to developers and membership committees to adjust their membership documents so that an AppleTree member can have the same rights and restrictions as a full member of the club while in residence. In effect, an AppleTree member will essentially belong to a projected 25 rank-worthy private golf clubs and associated multimillion-dollar properties.

Most desired private golf clubs are receptive as they want and need the positive exposure to the ultra affluent golf enthusiast and their guests as well as interest from forthcoming generations.

A TRUE REPLACEMENT CONCEPT FOR AN EXTRA PROPERTY

AppleTree Management doesn't expect to be a replacement for the target market's second property, but any additional property beyond one's second home becomes more of an “extra job” as opposed to an extra luxury.

AppleTree Management will offer a personal reservation agent who will coordinate with an on-site concierge to ensure the arrival to any property is inclusive of a well lighted residence, and a well-stocked refrigerator of groceries and beverages. Repairs will also be an AppleTree concern and not yours.

32 FOUNDERS CREATES A FINANCIAL ROCK AND AN ORGANIC FINANCING EVENT

The AppleTree effort is being financed organically to ensure permanent financial stability.

Organizing 32 members “up front” who will create a

“financial rock.” Each 96-member AppleTree society will then begin to accumulate a greater cash reserve and real estate equity during the membership drive.

With the recruitment of outside funding, it would be “highly unlikely” that any investment company would allow such an incredible amount of liquidity to “sit idle” simply to protect the AppleTree membership deposits.

FINANCIAL OVERSIGHT

When a membership deposit is placed, it has to be secured to be “real.” Not only is there a need to have real assets to protect the deposits, but also there has to be stringent cash controls to ensure that the sources and uses of the deposits are being utilized as intended.

All deposits from AppleTree Management will be controlled by a trustee from a major well-known bank who will oversee the distributions of cash for the intended uses as described in the AppleTree membership document plan.

SUSTAINABILITY

With the strategy of “organic financing,” each AppleTree society will have tremendous cash reserves, annual contingencies, and close to \$50 million in real estate equity to protect each 96 member society.

The beauty of “small elite regional clubs” is that they can be insulated and protected in perpetuity. The old question of course is, “What can go wrong?” As with any type of membership program, annual dues have to be paid, and the sustainability of AppleTree regional societies are no different. AppleTree will however vet every member prospect both personally and financially before being admitted. Unlike many other efforts, the focus will be strictly on those who can afford the product. As J.P. Morgan once stated, “If you have to think about it, you can't afford it!” ■

For more information, visit AppleTreeGolfSociety.com, call (561) 747-1712, or e-mail info@appletreemgmt.com.