

# In His Own Words

## ORGANIZING A CELEBRATED NETWORK OF *the Best of Golf*

JUPITER, FLORIDA: “The very best of golf has been built in just the past 15 years. Our company, AppleTree Golf Society, is organizing a residential network of top private and resort golf clubs in second and vacation home markets. Many of these are relatively undiscovered and compare favorably to the great courses from yesteryear.

“A generation ago, these clubs would have commanded waiting lists. Now, through our innovative partnerships, we provide access to truly some of golf’s finest.

“Many of these new private clubs want ultra high-end ‘blood flow’ and need a mechanism for lead generation in addition to the purchasing of memberships and real estate that AppleTree societies will provide. Through these designs, destinations have now become some of the most desirable golf retreats in North America [like Cabo San Lucas, Mexico, and Punta Cana, Dominican Republic]. Venues that have always had sheer beauty—and were



Bay Harbor Golf Club – Bay Harbor, Michigan

fishing, beach, or ski destinations—now have become true contenders for a second home because of the incredible golf that now exists.

“AppleTree Golf Society management has established what will be a network of over 20 private golf clubs and 10 well-known resorts providing club-wide access and the finest of residential accommodations. When in-residence, AppleTree owners will be a full member at the club. This includes having the ability to host guests and provide unaccompanied family member access when applicable.

“AppleTree will ultimately be organized into 13 separate golf societies, each with 96 members, that will have access to 40 multimillion-dollar properties region to region. Destinations will be customized to match where AppleTree member’s live and like to travel.

“If you have entered the stage in your life where you can enjoy the fruits of your labor, don’t want to be tied down to one location, and have the love of golf and travel, AppleTree might be a fit for your lifestyle. The value is unmistakable with access to a network of properties for well below the carry cost of owning just one second home.” – NATHANIEL CROSBY,

FOUNDER, APPLETREE GOLF SOCIETY



California Coast

**MANY OF APPLETREE’S PROPERTIES** will be located in drive-to/second home destinations, such as Northern Michigan and Coastal California.

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