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Snake River Sporting Club
Jackson Hole, Wyoming

Introducing
APPLETREE GOLF SOCIETY
ORGANIZING THE BEST GOLF FOR THE ULTRA AFFLUENT



Diamante Cabo San Lucas
Cabo San Lucas, Mexico

Introducing AppleTree Golf Society

A celebrated network of the best golf.



Bay Creek Resort & Club
Cape Charles, Virginia

JUPITER, FLORIDA: Inspired by the original Apple Tree Gang in New York, Nathaniel Crosby founded AppleTree Golf Society, a golf membership program providing access to a network of multimillion-dollar residences and golf access at over 20 rank-worthy private golf clubs and 10 renowned resorts throughout North America. **13 SEPARATE REGIONAL SOCIETIES** AppleTree Golf Society will have 13 intimate Regional Societies. Each Regional Society will have only 96 members who will each share 40 properties, region to region, valued at approximately \$2.5 million each. The destinations will be designed around where a prospective member lives and where they like to travel. Clustering the locations makes sense. If your primary home is in San Francisco, there will be an abundance of properties in Pebble Beach, Lake Tahoe, and Cabo San Lucas. Conversely, if your primary home is in Boston, there will be numerous properties in Cape Cod, Nantucket, and Palm Beach.

Each Regional Society, as its own separate limited liability

company, will have a maximum of 25% debt on the cumulative network of properties, and no financial ties to other Regional Societies. Each society will be designed to be self-sufficient by a wide margin after the acquisition of the first 32 founder members.

When AppleTree members are traveling outside their Regional Society, they can access residences in one of the other Regional Societies within a 28-day booking window. Theoretically, you can have access to homes and golf clubs 52 weeks per year.

Other residential networks have historically focused on price points, limited usage, and have had no concern of the proximity to a member's primary home. There has never been a program that has so many properties for so few members, or with destinations designed based on where the prospective member lives.

AppleTree Golf Society is specific to less sharing and more flexible access, which has been a deal breaker for the ultra-affluent in the past. While in-residence, AppleTree members have the same rights and restrictions as full members of the golf club. *(continued page 9)*

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

LETTER FROM THE FOUNDER

"With so many incredible golf courses having been developed in vacation and second home markets prior to the recession of 2007, the timing to create a product with 'meaningful residential reciprocity' became obvious.

"The genesis for founding AppleTree Golf Society started a decade ago with my involvement in former projects. I began producing the documents and approaching clubs with the concept in 2010. I have been diligently organizing over 20 'rank-worthy' private clubs and 10 of the best golf resorts into a residential reciprocal network by working with them to alter their membership covenants.

"In my opinion, 95 percent of the best golf experiences have been built in the last 15 years and many of these courses are underutilized and undiscovered. They compare favorably to the courses that annually rank in the 'top-50,' and certainly the 'top-100,' in most media outlets. These courses have clearly changed what were already desirable destinations. We intend to bring the right traffic to these incredible venues and get them the exposure that they deserve.

"The affluent market has embraced the concept of memberships to aviation programs but have yet to truly be presented with a product where it's compelling for them to share in a network of properties in vacation and second home markets. We are certain that over time our target market will want to access these properties once they understand how incredible they truly are.

"Never has there been a reciprocal residence network with so many properties shared by so few members. At buildout, each of our 13 Regional Societies will have 96 invited members sharing up to 40 properties. With one understandable, upfront expense and dues structure, our membership fees are well below the carry cost of owning just one additional luxury home and golf club membership.

"AppleTree Management Group, the managing company for AppleTree Golf Society, has and continues to recruit courses for its Regional Society 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. 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.



"It isn't and hasn't been easy to assemble this many incredible venues but we expect that the affluent golfer will appreciate and enjoy the venues as well as the associations with fellow members.

"We are certain that the target market will enjoy what we refer to as 'A celebrated network of the best golf.'"

— NATHANIEL CROSBY, FOUNDER AND CHAIRMAN

DRIVE-TO DESTINATIONS: AppleTree destinations in drive-to, second home markets such as Calistoga/Napa (California), Pebble Beach (California), Cape Cod (Massachusetts), Sea Island (Georgia), Harbor Springs (Michigan), Coeur d’Alene (Idaho), Cashiers/Highlands (North Carolina), Long Island (New York), Nantucket (Massachusetts), the Virginia mountains, and Sedona (Arizona) to mention a few. These destinations are generally the most obvious second home choices from certain major markets. It makes it possible for each member to access these destinations with a simple drive of a few hours or less.



TGC (The Golf Club)
Cape Cod, Massachusetts

COURSES AVAILABLE to AppleTree members have been designed by well-known golf architects such as Jack Nicklaus, Tom Fazio, Greg Norman, Ben Crenshaw, Bill Coore, Tom Weiskopf, and others.



Lake Tahoe, California



Bay Harbor Golf Club
Bay Harbor, Michigan



Lake Winnepesaukee Golf Club
Lake Winnepesaukee, New Hampshire



Pebble Beach, California

SPACE AVAILABLE RESERVATIONS - AppleTree Members will be able to access the primary network of properties within 35 days of arrival and will be able to access the universal networks for up to 4 weeks within 28 days of the day of arrival. Space Available Reservations will not count against Advanced Reservation allocations.

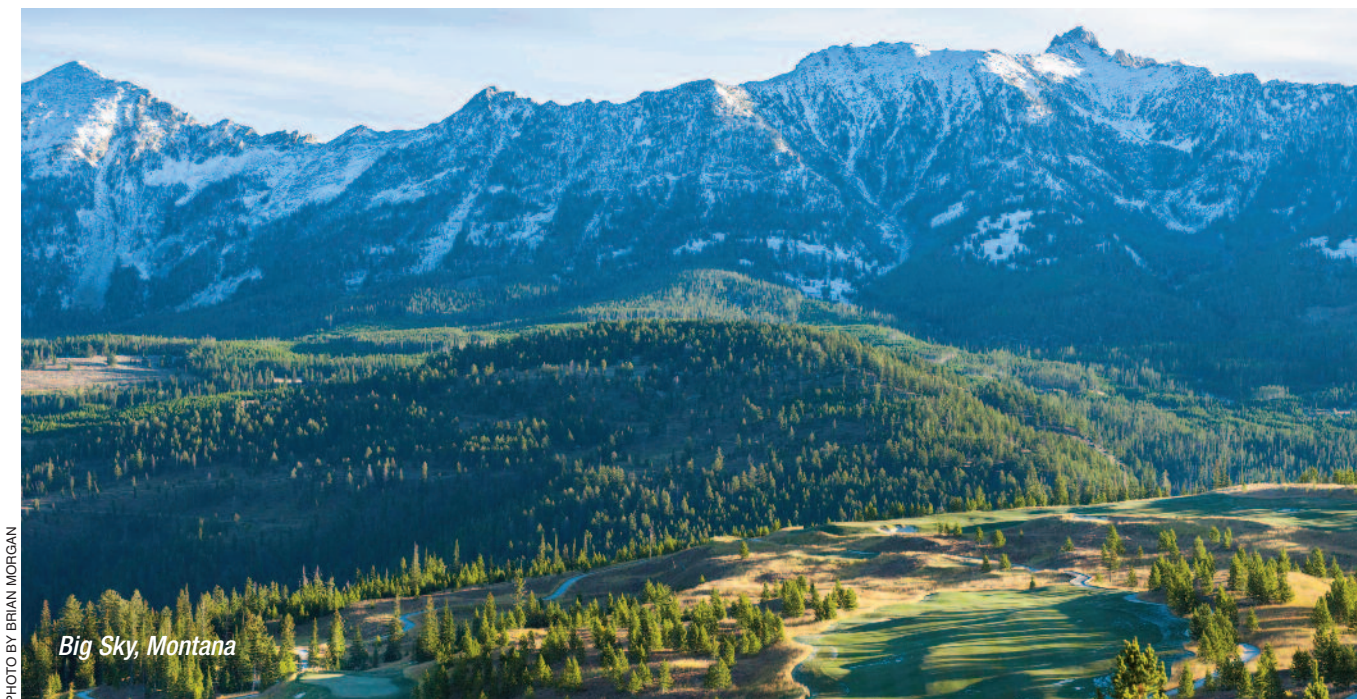


California Coast

SKI DESTINATIONS: Ski destinations that double as great summer retreats have an abundance of incredible private golf. Target destinations will include Jackson Hole (Wyoming); Big Sky (Montana); Vail, Aspen, and Telluride (Colorado); Park City (Utah); and Lake Tahoe (California).



*Snake River Sporting Club
Jackson Hole, Wyoming*



Big Sky, Montana

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.



Quintero Golf Club
Phoenix, Arizona

SNOWBIRD MIGRATION: Winter migration destinations, including South Florida, Arizona, and Palm Springs (California), are go-to areas for the golfing elite during the winter months. To add to these markets, AppleTree will include significant schedules in the Dominican Republic, Cabo San Lucas (Mexico), and The Bahamas as new private and semi-private golf courses in these locales—truly some of the best in the world. Many of these courses have as many as 10 oceanfront holes with limited or no real estate. The fact that AppleTree will have so many properties for so few, a member could literally spend his entire winter in multiple AppleTree properties to get away from the cold.

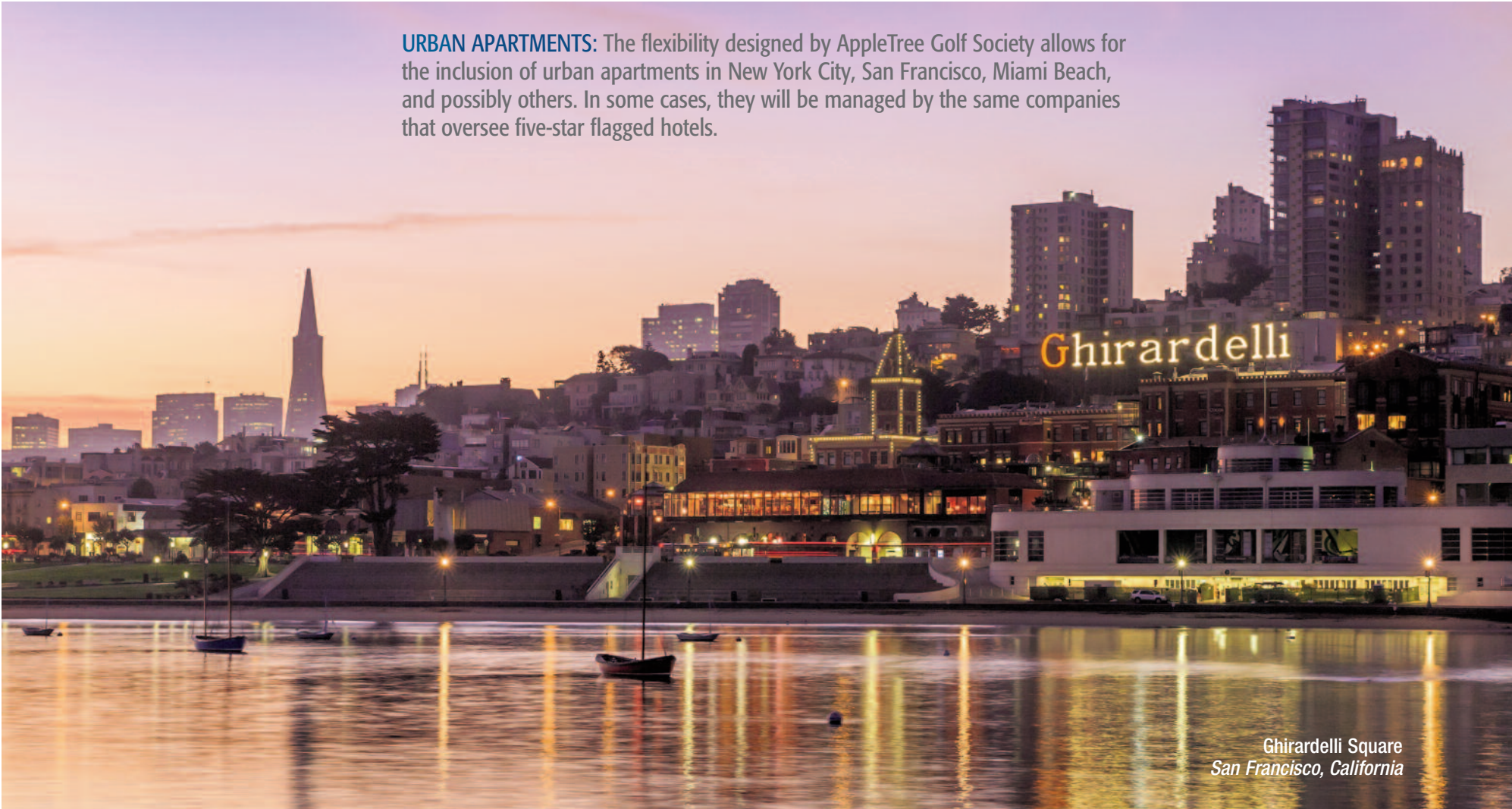


Diamante Cabo San Lucas
Cabo San Lucas, Mexico



Quivira Golf Club
Cabo San Lucas, Mexico

URBAN APARTMENTS: The flexibility designed by AppleTree Golf Society allows for the inclusion of urban apartments in New York City, San Francisco, Miami Beach, and possibly others. In some cases, they will be managed by the same companies that oversee five-star flagged hotels.



Ghirardelli Square
San Francisco, California



ADVANCED RESERVATIONS: AppleTree Members will be afforded 14 weeks of Advanced Reservations annually in their primary networks.

TGC (The Golf Club)
Cape Cod, Massachusetts

EXTENDED STAYS of a month or more may be available in many destinations and can be reserved well in advance.

ACCESS AND AVAILABILITY

Members will have primary access to the destinations associated with their Regional Society, and will have secondary access to any of the destinations throughout the Regional Society network. Members will be able to reserve up to 14 weeks of advanced reservations for their primary destinations.

Members can make unlimited reservations at any destination in the Regional Society network within 28 days of the day of arrival for two-week intervals on a space available basis.

With so many properties for so few members, it's a virtual certainty that a member could access the network of

destinations 52 weeks per year, if they so desired. The number of properties per member also ensures for lengthy stays and readily available access of the desired location. Christmas and New Year's are the only two holidays that have any reservation restrictions.

A TRUE REPLACEMENT CONCEPT FOR AN EXTRA PROPERTY

The intimate regional approach, where properties are in destinations specific to where the member lives, offers a true replacement concept for someone who may otherwise carry three, four, or even more properties and have to manage them.



Diamante Cabo San Lucas
Cabo San Lucas, Mexico



Wai'ula'ula at Mauna Kea
Waimea, Hawaii



Rancho Mirage, California



Punta Cana, Dominican Republic



Diamante Cabo San Lucas
Cabo San Lucas, Mexico

HANDS FREE, MANAGEMENT FREE

It's a known fact that no matter how many properties one can afford, there is the inevitable upkeep cost. The idea of having to oversee repairs, property management, travel, and other nuisances of home ownership, generally restricts

anyone with an appetite to collect too many properties. The examination of the lack of utilization eventually becomes the question, "Why am I doing this?"

AppleTree will offer a personal reservation agent who will coordinate with an on-site concierge to ensure the arrival to any property includes a well-stocked refrigerator of groceries and beverages. Property maintenance and repairs will also be an AppleTree concern and not yours. The team can also assist with coordinating travel arrangements, scheduling tee times, making dining reservations, acquiring event tickets, and a host of other à la carte services.

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 and carry cost of just one extra \$2.5 million home and an associated golf membership.

APPLETREE IS SLATED TO INSTITUTE A PROGRAM to charter private aviation that will coordinate members to fly with each other and bifurcate the expense of private travel.



Punta Cana
Dominican Republic

CABO SAN LUCAS AND THE DOMINICAN REPUBLIC are now comparable to Pebble Beach and Scotland as top golf destinations worldwide.

INVITATION ONLY

Exclusivity is about math. With only 96 members who will be handpicked for each Regional Society, the AppleTree proposition is truly an invitation and not a sale.

Each Regional Society will be organized by invitation committees who will preselect the first 32 members or "Founder Members." The Founder Members will, in turn, invite the balance of the membership over the next 24 months.

Our whole membership drive is based around vetting each member prospect both personally and financially. This will lead to an exclusive travel group, region to region, who will share in the love of golf and the desire to travel and explore. The added benefit is that they will all live in close proximity to each other. As J.P. Morgan once stated, "If you have to think about it, you can't afford it!"

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 desire 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. AppleTree solves

this by providing access to a plethora of destinations that are sure to whet the appetite of travel enthusiasts.

ORGANIC FINANCING STRUCTURE & SUSTAINABILITY
AppleTree Golf Society is being financed organically to ensure permanent financial stability.

Each Regional Society will launch operations upon the acceptance of its initial 32 Founder Members, creating a "financial rock." Once each Regional Society reaches the membership cap of 96 members, it will have tremendous cash reserves, annual contingencies, and close to \$45 million in real estate equity to protect the refundable membership deposits in perpetuity.

AppleTree chose this financing structure as it is highly unlikely that any outside financier or investment company would allow such an incredible amount of liquidity to sit idle simply to protect the membership deposits.

As with any type of membership program, annual dues have to be paid in order for the program to function long term, and AppleTree is no different. However, because of the organic financing structure and safe guards in the form of cash reserves, annual contingency funds, and real estate equity the Regional Society is designed to be self-sufficient in the event of an unforeseen financial event.



Sedona, Arizona

PHOTO BY BRIAN MORGAN



Steamboat, Colorado



Quivira Golf Club
Cabo San Lucas, Mexico



Punta Cana
Dominican Republic

THE APPLETREE MEMBERSHIP cap of 96 members has been specifically designed so that members can easily exit the Regional Society if they so desire and that each Regional Society is self-sufficient by a wide margin.

FINANCIAL OVERSIGHT

Membership deposits paid by the members must be secured to be “real.” Not only will there be real assets to protect the deposits, but there will also be stringent cash controls to ensure that the sources and uses of the deposits are being utilized as intended. An appointed trustee will oversee the distributions and spending of all of AppleTree’s financial transactions to ensure the transactions abide by the restrictions and allowances described in the membership plan.

A PERMANENT ASSOCIATION

Developing life-long friends: The ultra affluent can certainly afford to purchase and maintain a host of properties as well as a collection of private golf clubs; however, in many cases owning multiple properties 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.”

IN EFFECT, an AppleTree member will essentially belong to a projected 20 rank-worthy private golf clubs and associated multimillion-dollar properties.

With just 96 members in each Regional Society, members will develop friendships with other members as they will likely have the same type of professional success, 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.

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. ■

OUR STORY

OUR STORY begins in 1888 on a brisk day in Yonkers, New York. John Reid, the father of American golf, invited some friends to a cow pasture to try out the new golf clubs he had recently purchased from Scotland.

With an armful of clubs, the friends set out to play on their handmade three-hole course. They used a nearby apple tree as a makeshift clubhouse to hang their coats and flasks of whiskey.

UNBEKNOWNST to them, this little "Apple Tree Gang" launched what would become the oldest, contiguously existing golf club in America, The Saint Andrew's Golf Club. In keeping with the Apple Tree Gang's passion for good times, good friends, and good golf, AppleTree Golf Society has pioneered a new lifestyle for affluent golf enthusiasts to enjoy an abundance of stunning golf courses. By utilizing AppleTree's Residence Membership program, members can enjoy and explore 20 of the best private golf clubs and 10 of the finest golf resorts throughout North America with a single membership.



The Old Apple Tree Gang. Illustration by Leland Gustavson

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"NEVER HAS THERE BEEN a reciprocal residence network with so many properties shared by so few members, or a program where destinations are designed based on where the prospective member lives.

At buildout, each of the 13 Regional Societies will have 96 invited members sharing up to 40 properties. With one understandable upfront expense and dues structure, our membership fees are well below the carry cost of owning a second luxury home and golf club membership. In my opinion, 95 percent of the best golf experiences have been built in the last 15 years and many of these courses are underutilized and undiscovered."

— NATHANIEL CROSBY, FOUNDER AND CHAIRMAN