



# *The Crowns*

*A Bold Vision...*

*A Solid Plan...*

*and Prime North Carolina Mountain Real Estate...*

**NORTH CAROLINA**

*Crown Point*



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## *The Dream*

Since the first westward treks of the earliest pioneers across North Carolina's Blue Ridge Mountains, homesteaders have been drawn to the area's remarkable beauty and "down-home" way of life. Over the centuries, little has changed – unspoiled forests, abundant wildlife, and endless vistas from mountaintop to mountaintop.

What has changed is the increasing desire for one-of-a-kind mountain sites that match the dreams of those seeking the ideal location for a new or second home.

# CROWN POINT

AN EXCLUSIVE GATED COMMUNITY  
UNDER CONSTRUCTION

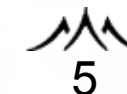
## *Crown Point*

In anticipation of this growing demand in the North Carolina High Country, a spectacular 500-acre tract of prime North Carolina Mountain property, known as Big Tree Mountain, was divided into two tracts by Lin and Matt Horton in 1995. The first 380 acres were subdivided into 144 home-sites ranging in size from two to 20 acres. Within eight years, 95 percent of these home-sites were sold with increasing sale prices. Additionally, 65 homes have been constructed and are valued between \$300,000 and \$1.5 million.

The remaining 120-acres, situated on a mile-long ridge -- long-considered the Mountain's prime location -- remained undeveloped until Crown Point Associates recognized the vast potential of this unique site. In December 2003, Crown Point Associates acquired this mile-long mountaintop property.



**KRENT WIELAND DESIGN**



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## *The Vision*

Crown Point Associates' primary goal has been to create an uncompromising, up-scale residential community that would complement its distinctive 4,600 foot elevation. The development plan would ensure that:

- \* Each of 77 sites would be platted from one to three acres and take advantage of the gently sloping topography and "mountain-tops" long-range vistas.
- \* Each site would easily accommodate a custom residence of up to 12,000 square feet of living area.

With this mandate and a desire to maximize the natural resources of the mountaintop, site planning and improvements started in 2004. When septic permits were received for all home-sites, construction began on the first home in October, 2007. The development and paving of all interior roads as well as a scenic two-mile road up the mountain leading to the Crown Point entrance were completed by the end of 2008.

Since 2006, 37 of the home-sites have been sold, representing 48 percent of Crown Point's total.



## *The Reality*

*N*ow, no longer a dream, Crown Point is a reality. Currently, three homes are under construction with four more in the planning stages. Meanwhile, the community has been enhanced further as:

- \* Interior roads were completed and beautified with additional landscaping
- \* A tranquil and beautiful four-acre park, with multiple water features, was added
- \* A gated entrance was expanded and enhanced with additional landscaping

The Crown Point staff continues to assist its owners and potential owners in all aspects of the construction process – from recommending highly-motivated contractors and suppliers to offering suggestions on taking advantage of historically low mortgage rates. An approach emphasizing forward thinking and proactive reaction to the current and future market climates has been adopted by the Crown Point staff.

The next generation of product is currently under development for Crown Point. This development is being undertaken with a critical eye toward highly cost-effective construction methods, cutting edge interior/exterior design, and features that add true value to both the home and the lifestyle of each of our clients.



## Location

The “crown jewel” of Crown Point is its location – a location that is unmatched, unequalled and unrivaled.





## *Unmatched*

*...B*reathtaking panoramas of the majestic Blue Ridge Mountains.

Situated on the mile-long ridge, Crown Point offers vistas of three states and a landscape displaying all of nature's beauty – from abundant wildlife to a rainbow of colorful wildflowers.

The site plan has been meticulously designed to maximize Crown Point's unique locale – and its marketability. Each of the 77 sites takes full advantage of never-ending views.

Perched some 4,600 feet above sea level, the community's elevation adds to its desirability, with temperatures that range from cool, comfortable summers to moderate winters that make four-season living the envy of international resorts.

# Unequaled

... *Out of the Way* – Not Out of Reach.

Between July 2007 and July 2008, North Carolina gained almost 181,000 residents -- an increase of more than two percent. The population spurt earned the Tar Heel State the distinction as the nation's fourth fastest growing state and the number one fastest growing state east of Texas. (CharlotteObserver.com Jan. 16, 2009).

Situated in the heart of North Carolina's High Country, Crown Point offers residents a unique combination of a quaint, rural lifestyle with ready access to nearby artistic and cultural communities, as well as to metropolitan areas.

The High Country boasts a full range of services and amenities that rival any cosmopolitan area -- from first-class hospitals and a leading university, numerous museums and art galleries to picturesque, intimate neighborhoods and upscale restaurants. Music, art and other cultural festivals and events abound throughout the year.

In addition, some of the South's most prominent cities are nearby and are as welcoming as their small town cousins. Crown Point's central location easily affords residents an exciting night on-the-town or a weekend retreat. Nearby airports provide a convenient way to "get-away."

## Driving Distances

165 miles  
100 miles  
112 miles  
189 miles  
85 miles

## Major City

Chapel Hill  
Charlotte  
Greensboro  
Raleigh  
Winston Salem

## Airport

Horace Williams Public-Use Airport  
Charlotte Douglas International Airport  
Piedmont Triad International Airport  
Raleigh Durham International Airport  
Winston Salem General Aviation Airport





## *Unrivaled*

*...A* world-class destination.

Once at Crown Point, residents have many options. The most popular is relaxing on the deck of their home while watching the clouds drift by -- or taking full advantage of the cornucopia of community-wide “happenings” and attractions that have made the High Country one of America’s fastest growing regions and tourist “hot-spots.”

Sports fans and outdoor enthusiasts can take their pick of an array of year-round recreational opportunities: a dozen golf courses; state parks; campsites; fishing, horseback riding and rock climbing venues; or amusement parks and the South’s finest ski resorts.

For those seeking the less strenuous, there are community events most weekends. The region is home to such diverse activities as The Appalachian Performing Arts Series, The Appalachian Film Festival, Busy Mountain Apple Festival, Woolly Worm Festival, Rhododendron Arts Festival and North Carolina Symphony Series. If enjoying a concert, play or attending an exhibition is preferable, six nearby performing arts centers offer a change of venue and a change of pace.

And, perhaps most important of all, North Carolina’s world-famous Blue Ridge Parkway – the National Park System’s most visited park -- is nearby and offers motorists endless, incomparable views.



## *Tranquility*

The greatest of all amenities is Crown Point itself. Our community's quiet atmosphere of elegance and serenity gives owners the opportunity to socialize with a diverse community of warm and interesting people or the ability to simply lounge and relax in their homes, soaking in the beauty and solitude.

*Crown River*





# CROWN RIVER

ASHE COUNTY, NORTH CAROLINA  
CONCEPTUAL MASTER PLAN



*A Plan for Tomorrow...*

## *A Sister Community: Crown River*

Crown Point Associates' commitment will continue while the vision expands. An additional focus will be another one-of-a-kind opportunity for homeowners who demand a "top-of-the-line" lifestyle, but prefer a waterfront location.

A sister community, Crown River, will be a 168-acre, mixed-use development of town homes, cottages and single-family homes designed with the same cutting edge design that is being implemented at Crown Point. Crown River will meet the exacting standards and preferences of the most discerning homebuyers while adding the benefit of diverse price points.



## *Location*

Crown River's exceptional setting, bordered on two sides by the New River, will boast equally high standards as its Crown Point sister. Crown River's natural setting takes full advantage of the same unspoiled surroundings and majestic pine forests that have remained undisturbed over the centuries.

Besides the recreational opportunities afforded by bordering the New River, along with the abundant wildlife and outdoor facilities, Crown River will feature the finest in amenities including:

- \*A Clubhouse
- \*Health Club
- \*Tennis Courts
- \*Boutique Hotel and Restaurant

Crown River will strategically complement Crown Point by appealing to broad, rapidly growing market segments. Collectively, they offer the further advantage of cross-marketing and the increased sales opportunities of a more diverse marketplace.

## *In Summary*

These two exceptional communities ensure that Crown Point Associates remains the High Country's "developer of choice."

They are **ideally located**. Both take full advantage of their pristine settings and views that remain peerless and timeless.

They are **brilliantly planned**. The Crown communities offer the right mix of amenities designed to satisfy the most discriminating of homestead and residential buyers without exorbitant amounts of additional carry.

They are **tactically positioned**. Both are poised to immediately respond to inevitable changes in the marketplace, and strategically meet the new demands of tomorrow's market for diverse residences with cutting-edge design and forward-thinking communities.

Crown Point and Crown River, from planning to execution, exceed the high expectations of today's discriminating consumer, making them an unparalleled value in today's real estate market.



## *Crown Point Senior Principals*

**Ronnie Pertnoy**, a founding partner of The Shapiro/Pertnoy Companies, has brought his organization to the forefront in developing, constructing and managing luxury estates as well as up-scale commercial and office park properties in the Southeast.

For more than 30 years Shapiro/Pertnoy has been the premier choice of discriminating homebuyers from developing spectacular, multi-million-dollar compounds to exclusive residences in numerous equestrian and country club communities. Under his leadership, The Shapiro/Pertnoy Companies have earned an industry-leading reputation for unexcelled customer service and satisfaction.

**Josh Pertnoy** began at Shapiro/Pertnoy Companies ten years ago. Today, as a Florida licensed general contractor, he oversees a staff of 15 personnel while simultaneously managing all Florida residential construction projects. The most recent is an 18,000 square foot ocean-front estate that is about to begin in Palm Beach.

**Sanford (Sandy) Miot** adds his extensive expertise, as a veteran real estate consultant, developer and homebuilder, to Crown Point's development. Previously, he was President/CEO of GemCraft Homes and directed the yearly construction of some 3,000 homes in seven cities. Also, Miot had been President and General Contractor of Arvida Southern responsible for planning and developing seven large-scale communities of more than 4,000 homes in Florida.

