



# A TOUCH OF ASPEN IN NORTH CAROLINA

**Discover breathtaking Grey Rock at Lake Lure surrounded by North Carolina's world famous Blue Ridge Mountains.**

By Adrienne Papp

Imagine for a moment discovering a resort location that offers all the scenic beauty of Aspen, Colorado, but without the over development and a much greater upside for investment, which should be long term, stable and steady.

That description fits a relatively undiscovered luxury resort located in North Carolina's beautiful Blue Ridge Mountains called Grey Rock. This 4,000-acre development offers all the scenic wonders of a national park, and tremendous potential for homeowners and investors. It's an area that's been compared to Aspen in terms of natural splendor, but with a mountainous location that makes it immune from invasive development.

Grey Rock is located in southwestern North Carolina near Asheville. It's a landscape of scenic waterfalls, numerous streams and what National Geographic called "one of the most beautiful man-made lakes in the world," Lake Lure.

"The area also has a mild climate, four distinct seasons and some of the most breathtaking views in the country," says Ron Berg, managing partner of investment consulting firm RnR Solutions, which has been active in Grey Rock.

With its national park-like atmosphere, it's no surprise that Home and Garden selected Grey Rock for their Dream Home of the Year. Filmmakers have also used the area to shoot movies like *Dirty Dancing*, *The Last of the Mohicans* and many others.

Grey Rock will include two clubhouses, multiple pools,



tennis courts, an equestrian center, three helipads, parks, pavilions, libraries and a multitude of hiking, biking, and horse trails. There are also approximately 50 nearby golf courses and great ski slopes within an hour's drive. Nearby Asheville, a 30-minute drive from Grey Rock, offers all the fine dining and nightlife anyone could want.

From an investment point of view, the story only gets better. "We're excited about the returns Grey Rock has generated," says Berg. "Most have exceeded 100%, with the lowest being 40% on a property for a 7-month hold period. Another big advantage at the resort is that there are no requirements to build, no minimum hold period, and no restrictions on resales."

With those advantages, it's especially attractive for Europeans who are benefiting from advantageous exchange rates these days.

Grey Rock is shaping up to have the potential that Aspen had thirty years ago. It's a place that attracts buyers not only for its beauty and sense of serenity and privacy, but also for its economic potential. And, with its mountainous location, the area

will never have to worry about being spoiled by over development or crowds.

*Courtesy weekend getaways are currently offered to the HGTV Dream Home for interested parties and investors.*

*For more information please call 201.723.5171 or visit [www.rnr-solutions.com](http://www.rnr-solutions.com)*