



DESERT MOUNTAIN SETS THE TREND WITH DIVERSITY OF HOME PRODUCT, MEMBERSHIP
Younger Members Seek Active, Secure Lifestyle in Upscale Arizona Community



Scottsdale, Ariz. (October 29, 2019) – There’s change in the air at Desert Mountain this fall, where an increase in new members and real estate sales exhibits a downward trend – a youth movement.

Entering fourth quarter 2019 there are a record number of homes under construction, while resales are robust. The 7,600-square-foot “Hidden Canyon Retreat” at Desert Mountain was recently sold by Tami Henderson of Russ Lyon Sotheby’s Realty international for \$9.3 million, the highest overall priced home in the community this year. The buyers, both under 50, were attracted by the community’s active lifestyle, abundance of activities options, and welcoming, inclusive environment.

“People are staying active longer and want to find communities where they can remain physically fit and engaged long into adulthood,” Henderson observed. “Yes, Desert Mountain offers exceptional golf, but it’s the additional amenities, such as the many dining options, the expansive Sonoran Fitness Center and Spa, miles of hiking trails, racquet sports and other recreational pursuits, that set it apart.”

Already this year, Desert Mountain has surpassed their all-time record for custom home sales volume, nearing \$200 million year-to-date. In the past six months, the community has welcomed 90 new members, with 85% of membership sales tied to home purchases. Incoming members and home buyers have come from within Arizona, throughout the West Coast, and the Midwest, including a large contingent from Illinois, Minnesota, and Wisconsin.

According to Nicole Forbes, Director of Membership Sales, the perception of Desert Mountain as retirement community is no longer valid. “More than 500 of our members are under 55,” she explained, “and are a combination of families and empty nesters.”

Many of these new members are taking advantage of opportunities such as the Junior Legacy membership. As a result, the average age at Desert Mountain keeps getting younger: The average age of new members is 55, many with children. In fact, Desert Mountain launched a “double nickel” club that offers fun, social activities for parents (cocktail parties, bocce ball), along with concurrent children’s programs, bringing younger, family-centric members to meet one another, while their children bond, too.

Not only are the ages lower at Desert Mountain, so are the temperatures, which average 5-10 degrees cooler than downtown Phoenix and even Scottsdale. As the Valley of the Sun has expanded, it has grown toward Desert Mountain. Pima and 101 are only 15 minutes away, and the community is minutes from grocery stores, retail complexes, and medical offices.

“We’re finding more people looking for a place to get away from the hustle and bustle. They’re seeking a community with a vacation environment that can become their primary home,” Forbes added. “People are buying a lifestyle and with Desert Mountain’s full slate of amenities, they’re finding an ideal fit.”

The options for different types of homes was enhanced with the recently unveiled Seven Desert Mountain™ residential enclave. Brand new models are now open. Distinctive home designs are available from three select luxury builders: Cullum Homes, Camelot Homes and Family Development. Each home incorporates the highest level of craftsmanship, energy-efficient building methods, and “smart home” technology. Ranging from 2,300-to 6,500-square-foot residences, options include single-story and two-story floor plans, two to four bedrooms, and 2.5 to 4.5 baths, priced from \$1.4 to \$5 million. All but three of the homesites sit directly on the engaging new 18-hole, par-54 championship golf course, aptly named No. 7 at Desert Mountain™.

Another draw has been the recent planting of new turf on four of Desert Mountain’s six Jack Nicklaus Signature Courses—grass that allows year-round play no matter the weather conditions. Couple the numerous golf options with The Jim Flick Golf Performance Center, one of the most advanced teaching facilities in the country, and all the necessary ingredients for learning, mastery, and lifetime enjoyment of the game are available in one place.

For additional information about Desert Mountain, access the web site at www.desertmountain.com.

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About Desert Mountain

The picturesque Sonoran Desert of Scottsdale, Arizona is the backdrop for Desert Mountain, one of the finest private golf and recreational communities in the world and consistently ranked among the top private clubs in the nation. Often referred to as The Best Golf Club in the World, Desert Mountain is recognized as a Distinguished Club from Boardroom Magazine and is among the top 100 Platinum Golf and Country Clubs in the world and the only club in Arizona to be ranked in the top 20. Visit <http://www.desertmountain.com> for more information and membership details.

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