

# SOUTHERN STYLE

## SOUTHERN REAL ESTATE: ENDURING VALUE ON THE CUMBERLAND PLATEAU

Call it an oasis. Both families and investors can discover their own private oasis atop more than 20,000 acres of the Cumberland Plateau. As the value of raw land has declined dramatically elsewhere in the U.S. market in recent years, holders of Southern Real Estate, LLC's properties continue to realize a healthy net gain from their investments.

Centered at the crossroads of a growing tri-state area, Southern Real Estate communities offer easy commuting to metro centers and family-friendly attractions. Families and investors have access to top-notch health care and continuing education opportunities. As folks become acquainted with the area, they learn of the Southern Real Estate developments and settle into a way of life in sync with the area's raw natural beauty.

Enhanced by luxury amenities that focus on family activities, the Preserve at Rising Fawn, a Southern Real Estate community, is no ordinary development. Property owners enjoy outdoor sports like golfing, hiking, boating, fishing, horseback-riding and wooded trails that encompass more than 400 acres of cultured green space.

Vacationing guests of the property will stay in furnished resort retreats with access to concierge services. And everyone can enjoy the four mild, but full seasons in a lush, expansive environment. The Preserve is dedicated to creating and maintaining the perfect harmony between modern lifestyles and the unspoiled beauty of nature.

Because Southern Real Estate is itself a family owned and operated enterprise, they are unusually committed to helping other families fulfill their dreams of owning a unique primary or vacation home in a spectacular setting within a growing market.

The Preserve at Rising Fawn community offers a lifestyle that many busy Americans assume to be extinct - or, at least, inaccessible. "The Preserve is built

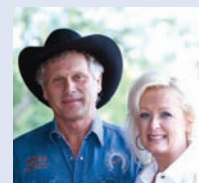


Tommy Dobson, Founder of Southern Real Estate with grandson, Luke

on the principle of re-connecting the family," says Josh Dobson, Co-Owner of Southern Real Estate. "Busy teenagers somehow find the time to go on hikes with other family members. Children catch their first fish here, or experience their first horse ride. Parents spend quality time on the porch with a glass of wine or a cup of coffee," he continued.

Within the Southern communities, televisions turn off and conversations help reconnect families.

An investment in the Southern Real Estate properties is a good one, both financially and personally. Because the company controls costs by managing development tasks, from land surveys to construction, everyone benefits. The savings are passed on to the buyers. In a down market, it's hard to figure out how real estate will fit into your portfolio, so amenities are being built within the next year and a half, creating value for property owners in our communities. And as for the Southern Real Estate property owners, they get to wake up to the quintessential American Dream.



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## SOUTHERN SPOTLIGHT

# EQUESTRIAN CENTER AND COMMUNITY STABLES AT THE PRESERVE

It is the newest and unquestionably the most exciting feature to be found on the Preserve at Rising Fawn: a world-class equestrian center, staffed by professionals, overlooking more than 400 acres of protected Cumberland wilderness.

"This is a horse-lover's paradise," said Tommy Dobson, Founder of Southern Real Estate. "The equestrian program is designed for riders of every age and skill level. We have experienced trainers," he said, "to provide instruction to everyone from the first-time rider through advanced students."

Indeed, property owners enjoy access to a community stable with more than 60 stalls available for boarding. Visitors can keep their horses at the community stable and stay in one of the Preserve's resort



Rick Wheat and wife, Penny

rentals when they visit. The low monthly boarding fee includes food, water, stall maintenance and daily exercise.

The only thing lacking at the equestrian center had been an affiliation with a world-class director. Until now. Enter Rick Wheat...

Rick has been described as a "cowboy's cowboy;" as evidenced by his selection as, "All-Around Cowboy and Pick-Up Man of the Year" for several years in a row by his peers in the Rodeo circuit. Rick then started his own rodeo company and soon won the coveted, "Producer of the Year," award.

More recently, Rick has become equally renowned as a trainer and clinician. He has had the opportunity to teach at the top horseshoeing schools all over the U.S.A. and at several veterinarian universities, primarily discussing his own invention; the Noavel Headstall and Training Technique. Using his own patented equipment, Rick has developed one of the most effective horse training systems available anywhere. The Noavel system has helped riders of all abilities to have safer and more enjoyable equestrian experiences with minimum discomfort to the horse.

Rick has provided the Preserve with an on-site trainer fully versed in the Noavel



training technique, and as a consultant, Rick will be a frequent presence at the equestrian center.

The equestrian center program ensures that everyone in the family can enjoy the facility's amenities, including a large indoor arena, two warm-up pens and extensive riding trails. There is also a second-story reception and concession area.

"The Preserve is going to become a real hub of the equine world," said Tommy Dobson. "We have several clinics planned, and hope to host professional events in this facility soon."

We'd love to introduce you to the horses and equestrian center staff. Please contact us at [horse@sreland.com](mailto:horse@sreland.com).



Lorie Blalock,  
Construction Operations Manager

### Another addition to the Southern Real Estate team... Meet Lorie Blalock

There is an old axiom in the business world that states; "If you want the best results, hire the best people." Sound advice...So when Southern Group, LLC went searching for the best possible Construction Operations Manager, they made an obvious choice; Lorie Blalock.

"Lorie just seemed to exemplify so many of the qualities we were looking for," said Travis Shields, Co-Owner of

Southern Group, "she has a wealth of related experience that illustrates her dedication to excellence. And most important from our standpoint, is that Lorie has demonstrated an unwavering commitment to building long term relationships with clients by providing quality products and services."

Before joining Southern Group, Lorie served as project manager where she oversaw road and infrastructure construction, home building and served on the architectural review board of four of the active Southern Land Company communities, a local land developer. After these communities were constructed, Lorie worked with affiliated builder C.T. Williams, supervising the construction of waterfront condominiums in downtown Chattanooga.

Lorie's primary focus at Southern Group is to work with a team to implement an aggressive home building program at the Preserve at Rising Fawn, Georgia. She will also oversee the construction of the Preserve's amenities which include a fitness center complex, a restaurant and the best destination spa in the region.

"I really see this as a unique opportunity," Lorie said. "I will be closer to my own hometown and working on a project that is unquestionably one of the most fascinating and rewarding I have ever been associated with."

Southern Real Estate, LLC is offering a special two year lease-back program that will have you comfortably situated in your newly built home sooner than you think.

Please contact Amir Peleg, Sales Executive/Office Manager at 301.996.9439 or [apeleg@sreland.com](mailto:apeleg@sreland.com) regarding the properties below or construction of a new property.

## Preserve at Rising Fawn

### Phase 3 - Lot 3

2.7 acres, two story plus loft, 3740 square feet, 3 bedroom/3.5 bath, natural stone fireplace and chimney, kitchen island featuring natural stone, double furnished kitchens, wrap around porch, bonus room, spa tubs and walkout basement

### Phase 1 - Lot 15

2.3 acres, two story, 2185 square feet, 3 bedroom/2.5 bath, natural stone fireplace and chimney, furnished kitchen, wrap around porch, beautiful views of nature in its purest and most beautiful form

### Phase 8 - Lot 8A

1 acre, one story plus loft, 1254 square feet, 2 bedroom/1 bath, tongue and groove interior, furnished kitchen, lofted area for additional floor space, offers both beautiful lake and nature enriched views

**FOR SALE • FOR SALE • FOR SALE**

# Southern - Sissy's Style

## Let Nature Provide Luxury

As I set out to decorate the new resort retreats at the Preserve, I wondered what the word 'luxury' means to me. Instantly, I recalled the view outside of my own front window. Our family has been here for 30 years, and the magnificent Cumberland Plateau environment continues to inspire me every day.

Erasing boundaries between the spacious interior and spectacular exterior spaces became my design goal. Each cabin offers the comfort and organic elegance of natural luxury: stone masonry and spa elements; light-filled loft areas; and tongue and groove interiors.

Supplementing rooms with functional, family-friendly décor - overstuffed furnishings, wood tones and minimal window dressings - creates a light-filled atmosphere where nature can reach in to embrace the space. Family members connect with the outdoor environment, even as they enjoy the luxurious indoor amenities.

Visitors often ask what they can do to bring that "rustic elegance" into their homes. My advice is to invite the outdoors in: begin with potted plants, natural light and materials.

You can bring the Cumberlands home, even if you live in downtown Atlanta ... that is what I call a memorable souvenir.

*Sissy Dobson, Co-Founder of Southern Real Estate, LLC*



# INVITING ATLANTA'S 'DREAMERS' HOME



"We call them 'Dreamers,'" says Amir Peleg, Sales Executive/Office Manager "Busy, high-functioning folks who want to do more than just slow down. They are looking to rewind, to put themselves in a time and place where families function naturally again - the way many of us remember our own childhoods."

Until recently, the company's strategy focused primarily on the investor market: buyers purchasing raw land for its resale value. Now, homesteading landowners are building even brighter prospects as families arrive and real communities take shape. As Southern Real Estate, LLC

focuses on capturing the hearts of dreamers, activities are centered around families and things to do right on the properties.

The Southern Real Estate communities are retreats where communication happens face-to-face, not device-to-device. "When you get here," says Amir, "it's time to start building memories. Frogs are singing, fireflies lighting up - you open that cabin door and go straight through to some of the best days you will ever remember."

Larry Ziegler, Sales Executive/Office Manager, says the transition from the investor to consumer market comes just as the company completes construction of major amenities - including expansive new equestrian facilities and the area's largest fitness center at the Preserve at Rising Fawn, only two hours from Atlanta and minutes off the highway. Plans are also underway to develop a luxury spa facility, and to expand the clubhouse with an up-scale restaurant.

"We're reaching out to individuals who are searching for a stress free lifestyle or luxury vacation destination that is within reach of the metro area but still delivers a pristine environment," says Larry.

The Southern Real Estate properties span a 20,000 acre tri-state area that lies within commuting distance of five thriving metropolises: Atlanta, GA; Chattanooga and Nashville, TN; Huntsville and Birmingham, AL. Careful development and investments in world-class amenities combine to create a resort destination that directly appeals to consumers in nearby regions.

"Folks take that two hours drive from Atlanta," says Amir "and the pressures of city living peel off with the miles. They get here, and discover a setting and a lifestyle that they just didn't think possible in today's fast-paced society. They fall in love with it." Surely you know someone that would appreciate the *dream come true* at Southern Real Estate. Call us at 877.NOW.SOUTHERN and we'll introduce them to an affordable lifestyle where families come first and relaxation happens naturally in the midst of a fun and active community.



## Client Close up:

What current clients are saying about Southern

"The TN/GA/AL region appealed to me for a number of reasons. As a business person, my research proved to me that this area is a hugely emerging market and will see enormous growth in the coming years-especially with the baby boomers retiring. As a homeowner, husband and father, I personally fell in love with the region for its beauty, outdoor activities and serenity. What made me ultimately invest, however, was my faith in Josh Dobson, Co-Owner of Southern Real Estate, LLC. Seeing his experience and hearing his visions for the Preserve at Rising Fawn, I couldn't help but get

excited about the financial prospects of investing.

It has been almost 2 years since I first invested, and Josh has proven not only to be true to his word, but he has gone far beyond what he promised. He has consistently added to his development plans with things like tennis and golf courses, a spa, a restaurant and more that will increase my return. And he did this with no additional investment from me.

Ultimately, an investor needs to invest in the right development at the right time, but more importantly with the right partners. Southern Real Estate has proven to be the right partner for me."

*Steve Cohen, Rockville, MD*



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Go to <http://sreland.com/southernnews.shtml>**



We are proud of the quality of life already in place at the Preserve at Rising Fawn, but we know with your help we can do even better. Why not be part of the team that shapes our community for tomorrow and for years to come?

Help us out by taking a short survey and telling us a story concerning an experience you or a member of your family has had at the Preserve and you could end up with a brand new Garmin Nuvi 600 GPS. The best story will be published in our next newsletter.

What amenities would you like to see at the Preserve? Golf carts used for transportation? Bicycle rentals? How about jet ski rentals for nearby Nickajack lake? Let your imagination guide you.

We take seriously our commitment that the Preserve at Rising Fawn will always be a reflection of your ideas. Our survey has a list of possibilities,

## Survey Says...Southern Real Estate Responsive to Your Needs

## Lazy Bones BBQ & Grill

We always serve **fresh**, never frozen **hand cut steaks** and vegetables fresh from our garden.

Our specialties include **pulled pork**, **half smoked chicken** and **beef brisket**. Choose from our selection of salads topped with grilled, fried or bbq chicken.



**Family Restaurant**

Catering available • We deliver to the Preserve

Phone: 706.462.2096 • Hours: Monday thru Saturday 11:00 am - 9:00 pm  
Off exit 4 on Route 59 • Next to the Pilot Travel Center

## COMING THIS FALL- VACATION AT THE PRESERVE

Upscale accommodations, full-service amenities, dramatic landscapes - all within driving distance to Atlanta, Chattanooga or Birmingham. The Preserve at Rising Fawn invites you to vacation in any one of its private, fully-furnished resort retreats. Each property features a "rustic elegance" interior, plush with luxury, fashioned by Sissy Dobson, Co-Founder of Southern Real Estate, LLC.

Guests enjoy access to ample community amenities including lakes, hiking trails and the new equestrian center. Boat and fishing gear rentals are also available. The fitness center/personal trainer, swimming pool, game room, kiddie pool/playground, hot tubs, pavilions/cook out area, guided fishing tours and guided trails rides will be available in Spring 2009. An on-site concierge provides reservation services for local attractions. Kids love the nearby Chattanooga Aquarium, Discovery Museum, Rock City and the Chattanooga Riverboat.

Choose a generous Family package featuring hearty lunch and breakfast fare - or our Romance package, perfect for get-away couples.

The Preserve: two hours, and a whole world apart. For more information, or to schedule your stay, please email Larry Ziegler, Sales Executive/Office Manager at [rentals@sreland.com](mailto:rentals@sreland.com).



## Southern Side Chat



**Tommy Dobson, Founder of Southern Real Estate, LLC**

### What is it about what you are developing on the Cumberland Plateau that is important for your clients to understand?

It is important for our clients to understand that we love the land and we design our developments with nature in mind. We do not tear through the land, flattening hills and devastating the natural beauty simply to make more room in order to maximize profit. We allow our

developments to move with the land. You will notice that roads and walkways flow with the natural curves of the mountains resulting in a better choice of lots. You will find that lots ranging from one to ten acres can all be found within our developments.

It is also important to note that here at Southern Real Estate, LLC, we are not simply selling our clients a piece of land; we are selling them a lifestyle; a chance to leave their normal hectic life behind and find a place to relax and reflect. We strive in any way possible to create an atmosphere that not only reflects our desire to embrace nature but to create a haven for our clients. Most of our properties offer a myriad of amenities and activities. This allows a client a better chance of finding plenty to do and hopefully a good chance of finding a passion that will allow them to better enjoy the property and their time spent there.

### Can you tell us about the building standards you have set for homeowners in the community?

Southern developments are always designed to keep the consumer in mind. All of our properties have a set of Restrictive Covenants that help protect the value of the land a client purchases; however, we strive to leave the design of a client's home to their discretion. In many gated communities you are given a nearly endless set of conditions and regulations in regards to building a home. They may restrict a homebuilder from using dark red brick because a home within three blocks has dark red brick. They may tell a client they cannot have a tree over ten feet tall. That is not the way we do business. We are here to help a client build a dream, their dream, not ours. That is why we keep our restrictive covenants as non-invasive as possible. We are very proud of this "freedom" to create your dream. It is not only a major selling point for us here at Southern but a guiding principle of the way we operate.