

# Renovations underway creating uptick in sales at Quail Creek Estates

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Real estate sales at Quail Creek Estates, as measured year over year and for the past several years, is growing significantly after Quail Creek Country Club (QCCC) announced a complete redesign of its golf and tennis facilities and improvements to its Clubhouse.

The redesign will introduce a state-of-the-art, holistic approach to the health and longevity of its membership. Indeed, with only 19 homes on the market for sale in the NABOR MLS, three pending sales, and 26 closed sales in 2018, the outlook at Quail Creek Estates has never looked better.

The extensive redesign of QCCC began late last year and offers a new cutting-edge approach — unique in country club settings — that blends dynamic fitness training with top-level golf and tennis instruction, all in a user-friendly, socially active environment.

In this \$18.5 million investment, the entire golf, tennis, fitness and leisure operations will be interfaced under the direction of certified physical trainers working in concert with the club's PGA, LPGA and USPTA instructors.

Under the watchful eye of Director of Golf, Jon Balyeat, and the Director of Racquet Sports, Jose Pastrello, the pro shop will have a 180-degree viewing access of the range and tennis courts to facilitate monitoring instruction and fitness.

Tiffany McQuaid, Broker/President at McQuaid & Company Real Estate in Naples, FL, echoes the positive sentiment regarding Quail Creek Estates' picture.

"Overall, there's been a significant increase in interest and excitement," McQuaid stated. "We're experiencing more showings and increased open house attendance among all price ranges."

Lynn Josephson, PGA Professional and President of Golf Life Navigators added; "Quail Creek Country Club is currently hitting on all cylinders. From top to bottom with great management,

staff, quality of golf for 36 holes, location and the new renovations currently underway, there is great appeal for the club and community. It is no coincidence that Golf Life Navigators has best matched 114 prospective members to Quail Creek Country Club in the past 12 months."

Juliane Callis, a realtor with John R. Wood Properties based in Southwest Florida, notes that the renovations to QCCC are creating a huge opportunity for those considering selling their homes and a big motivation for those who want to buy.

"Property values will skyrocket, driving prices up, when the renovations are complete," she points out. "Another drive to buy in Quail Creek is that membership is getting younger each year. In addition, new management will bring in fresh ideas and new programs, for all areas of the club, which will appeal to everyone. QCCC will be one of the hottest clubs in Naples, and now is the time to buy in this community!"

QCCC is seizing on a coming trend among country clubs, as identified by researcher Frank Vain, President of the McMahon Group, a private-club consulting firm.

"In addition to golf, successful clubs of the future will offer fitness and wellness," said Vain. "This means there will be standard exercise options and functional training, as well as spa, nutrition, joint rehab, physical therapy and athletic and sport-specific training."

He added, "Over the next decade, the average country club will look more like a sports center surrounded by a golf course. Or in the case of QCCC, two highly regarded 18-hole golf courses designed by Arthur Hills, the Quail Course and the Creek Course."

"We have taken a very aggressive fiscal and creative approach to position the club positively for generations to come," says QCCC General Manager Zack Wygant. "Our mission is to enable our members to play better and longer at whatever sport or activity they choose, whether that's golf or tennis or the newly popular pickleball."

Wygant notes that one of the goals at



The renovations at Quail Creek Country Club, including its new Sports Center & Spa, are propelling sales in adjacent neighborhoods. SUBMITTED

QCCC is to differentiate it as the best amateur/recreational player-support club in the area for the growing retirement market. "This directly impacts the club's real estate sales and positions QCCC to attract the next wave of retirees (ages 55-65) who plan to move to the Naples area and purchase a home," he said.

There are 650 Golf and Social/Sports members at QCCC, many of whom live on property. Early reports indicate they are excited about the future of the club, including the positive stories they are hearing regarding real estate sales. That forward thinking will go hand-in-hand with QCCC's innovative, new direction.

The \$18.5 million capital project was approved by club members in March 2018 and is scheduled to be completed in early 2020.

The just torn down tennis and fitness buildings will be integrated into an innovative 18,000-square-foot Sports Center & Spa, which will encompass golf and tennis operations, the Blue Zones-certified fitness, wellness & spa offerings, as well as the club's swimming pool.

In addition, the refurbishment of the

club's tennis facility will result in 10 tennis courts, an exhibition court and four pickleball courts. Three bocce courts and a croquet court will also be built.

The interior and exterior of the 56,000-square-foot clubhouse at Quail Creek Country Club will also be refreshed as part of the project.

In the casual Greenside Grille, 2018 Chef of the Year, Executive Chef Scott Ross, has designed an expanded kitchen and commissary, plus a wine room that will double as a private dining room.

Quail Creek's two Arthur Hills 18-hole championship golf courses have undergone extensive renovations over the past six years and have hosted the Florida Women's Open and Senior Open.

"The club is active year round, with over 40 percent of the members residing in the Naples area more than nine months of the year," said Wygant. "In addition, family activities and junior golf and tennis programs are active throughout the year."

For additional information about the renovation project or membership opportunities, visit [quailcreekcc.com](http://quailcreekcc.com). For real estate sales visit [qcrealty.com](http://qcrealty.com).



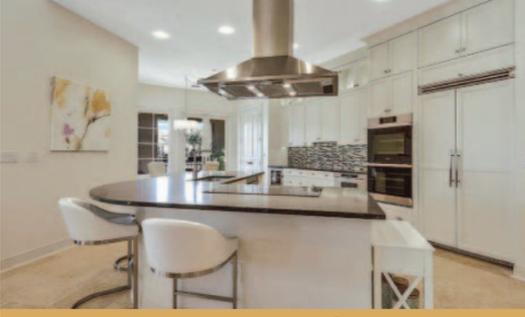
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