

Residents flocking to golf communities, a good place to sell landscape services

Because two-income families are so busy, even traveling to and from leisure activities can be regarded as a waste of time. Perhaps that's why there's such high demand for homes in private golf course communities.

"Developers can't build golf course communities fast enough," says Mary Ann Wands, director of marketing and management for Macom Corp., Naperville, Ill., developers of the new White Eagle Club in Illinois. The 754-acre recreational-residential community will have some 800 custom-built, single-family homes and about 700 townhouses surrounding an 18-hole, Arnold Palmer-signature golf course.

Pleasure-seekers

According to Wands, the primary attraction of private golf course communities are ambiance, lifestyle, and prestige. The association with an elite and elegant community linked to an exclusively country club gives homeowners an image of success and achievement.

"There's also the assurance that

Teamwork between the developer, designer, merchandiser and the landscape architect is vital to creating the community's image.

residents will have beautifully landscaped open space to look at for many years," Wands adds.

Landscaping is critical to the image of these communities, says Dean MacMorris of the Brickman Group Ltd., Long Grove, Ill. "The entries and perimeters along the major roads were landscaped well before amenities like the clubhouse and recreation center, so that buyers immediately can see the high-quality image that the whole community will have when it's finished. A good first impression conveys the message that the homes are high-quality too."

Landscaping sells

"It's important that the landscaping



Golf course communities such as Four Seasons, in Lakewood, New Jersey, convey a sense of stature and ambiance with intensely-manicured landscapes.

not only accent the exteriors of the homes, but also convey a feeling of 'greenness' while maintaining continuity with the naturalistic setting of the rolling site and trees," says developer Don Meyer, executive vice president and chief operating officer of McIntosh Ltd.

Wands adds that teamwork between the developer, designer, interior designer/merchandiser and

landscape architect is vital to creating the community's image.

"You must be sure that all the pieces fit together, that everyone's on the same wavelength," she said.

According to Wands, landscaped grounds, including the golf course, are a key part of the amenities that attract home buyers to a golfing community. "And you can't have enough amenities," she adds. **LM**