



THE CLIFFS

THE CLIFFS ANNOUNCES HIRE OF GENERAL MANAGER NICHOLAS CARLSON, PGA

*Experienced Private Club Manager and Golf Professional
Will Oversee The Cliffs at Glassy*

Travelers Rest, S.C., September 19, 2022 – The Cliffs is excited to announce its newest General Manager, Nicholas “Nick” Carlson, who will head operations for The Cliffs at Glassy. Nick brings with him an abundance of experience in both the management and tournament operations sectors, having managed clubs in California, Nebraska, Massachusetts, Texas, Washington, and Arizona. A PGA member, Nick has an extensive background in all aspects of the golf industry including playing professionally, working bag drop, directing merchandise outlets for FedEx Cup Playoffs, running PGA Tour Champions tournaments, and creating full Member-Guest events. Most recently, Nick served as the General Manager at The Legend at Arrowhead, the championship golf club in Glendale, Arizona known for its striking 18-hole Arnold Palmer-designed course.

“Nick’s wealth of experience within the golf world has rounded his skill set to a point that I know he will bring a hardworking, resourceful, and creative presence to an already outstanding club. His reputation for finding unique solutions for issues, and fostering a proactive, growth-centric culture, is perfectly aligned with our vision for The Cliffs,” said Rob Duckett, Vice President of South Street Partners, and President of The Cliffs.

A performance-driven manager, Nick’s primary passion is conceiving of – and implementing – new and fun golf and lifestyle events, particularly intimate dining experiences, which enhance Member interaction with the club and create lasting memories. Keenly aware that staff culture is something that informs the entire Member experience, Nick’s enthusiasm for team building has equipped him to grow the hospitality culture and surpass Member expectations at every job he has had. A self-motivated leader who uses consistent, firm pressure to inspire and drive change, he is committed to creating and maintaining a fantastic environment for his staff and Members.

An alumnus of Arizona State University with a bachelor’s in design studies, Nick achieved a PGA Class A Member ranking in 2016. He is excited to invest his energies into all aspects of the club, helping his team members grow, and ensuring the Member experience remains exceptional. Nick looks forward to meeting the membership and enhancing an already stellar operation.

A native Arizonan, Nick fell in love with South Carolina years ago and is excited to set family roots in the Palmetto State. Supported by his wonderful wife of five years, Kate, and almost 2-year-old son Bruin, the family arrives at The Cliffs with their three dogs named after their favorite teams: Colt (Indianapolis Colts), Hawk (Seattle Seahawks), and Ryder (Frisco Rough Riders).

As huge sports fans, Nick and his family are looking forward to going to a bunch of Swamp Rabbits & Drive games.

The Mountain Region — home to The Cliffs at Glassy, The Cliffs at Mountain Park, and The Cliffs Valley — is one of spectacular natural beauty, with soaring mountain peaks, towering waterfalls, and leafy country roads that lead to a charming collection of neighboring towns: Hendersonville, Flat Rock, and Greenville. Because they're minutes apart, they conveniently multiply sporting, dining, and socializing options for members, while also laying at the geographic heart of all seven clubs.

About The Cliffs

The Cliffs is a collection of seven private, luxury residential mountain and lake club communities located in the Carolina Blue Ridge Mountains, between two of the nation's top award-winning cities for quality of life – Greenville, S.C. and Asheville, N.C. – and Clemson, S.C., home to top-ranked Clemson University. The Cliffs' suite of amenities for club members includes six clubhouses, seven nationally recognized golf courses, seven wellness centers, multiple tennis and pickleball complexes, a marina, beach club, and equestrian center, more than a dozen restaurant and private event venues, and over 2,000 year-round programs and social activities to create timeless experiences. Homes at The Cliffs range in price from \$650,000 to \$6M+; homesites starting at \$125,000. For more information about The Cliffs, visit www.cliffsliving.com/buzz. Contact The Cliffs at 864.249.4364 to learn more about real estate, membership, or to arrange a visit.

Media Inquiries

Alex Malloy, Alex@AlexandraMalloy.com
Morgan Stewart, Morgan@AlexandraMalloy.com

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