



THE CLIFFS

The Cliffs Welcomes JoAnn Roser as Sales Executive

TRAVELERS REST, S.C., January 25, 2022 – The Cliffs is pleased to welcome JoAnn Roser to its Cliffs Realty team as a sales executive. Roser joins The Mountain Region sales office, which includes The Cliffs at Glassy, The Cliffs at Mountain Park and The Cliffs Valley.

Roser brings 30 years of sales experience to The Cliffs along with a deep understanding of the local real estate market and national real estate trends. Her previous real estate experience includes working as an agent for Conservus Realty, where she provided sales and services to high-net-worth clients, along with Arthur Rutenberg, where she worked as a sales consultant helping clients identify land to purchase in the upstate. In this role, she also helped select builder home design packages for challenging lots.

Earlier in her career, Roser was a recognized sales executive within the healthcare industry and received local awards including the *GSA Business* Health Care Hero Award and the Spartanburg Regional Healthcare System Pineapple Award.

“We are very pleased to welcome JoAnn to our Cliffs Realty team in The Mountain Region,” said Lauren Buckland, director of sales at The Cliffs. *“JoAnn brings great experience and a proven-track record in sales to our team, and we look forward to her many contributions to Cliffs Realty.”*

Roser has resided in the upstate for more than 20 years and is an active member of the Travelers Rest Chamber of Commerce, a membership committee representative for The Commerce Club, and a volunteer mentor with Serenity Place. Over her career, Roser has worked as a volunteer with Greenville Literary Association teaching English as a second language and a team leader for the Susan G. Komen Mountains to Midlands Race for the Cure. Roser and her husband live at The Cliffs at Glassy and are Cliffs members.

Cliffs Realty has announced another record-breaking year in real estate sales by its brokerage teams totaling \$247,040,945 across 367 transactions for 2021, which represents a 99% increase in transactions and a 90% increase in volume since the beginning of the pandemic. An additional 67 sales for \$44,705,834 are currently closed and pending across The Cliffs’ seven mountain and lake club communities.

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, six wellness centers, multiple tennis and pickleball complexes, a marina, beach club, lake 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 \$500,000 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.

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