



## THE CLIFFS

### **THE CLIFFS ANNOUNCES NEW DIRECTOR OF SALES**

*Respected Industry Veteran, Richard Seay, to Oversee Real Estate Sales Across  
The Cliffs' Seven Luxury Mountain and Lake Club Communities*

**TRAVELERS REST, S.C., May 14, 2024** – The Cliffs is pleased to announce the hire of Richard Seay as their new Director of Sales. An admired and capable leader with the ability to manage simultaneously on vision and execution – while retaining focus on achieving long-term goals and critical business objectives – Richard arrives at The Cliffs during an incredibly exciting, but complex, next stage of growth. Having spent the last 30+ years working as a sales leader in the luxury real estate industry across the US and the Caribbean, he is singularly well positioned to assume this new role.

*“We are looking forward to Richard’s stewardship of real estate operations at The Cliffs as the new Director of Sales at Cliffs Realty. Our communities are entering a phase of considerable growth, and his comprehensive experience will be integral to our success,”* said Rob Duckett, President of Operations for South Street Partners.

As the Director of Sales, Richard will manage the Cliffs Realty sales teams in the Lake and Mountain Regions, which encompass The Cliffs’ six private luxury communities within South Carolina as well as the firm’s newest brokerage office in the Asheville Region, which includes The Cliffs at Walnut Cove, the sole community in North Carolina. Before arriving at The Cliffs, Richard served as Director of Sales and Vice President at luxury, four season resort communities in Park City and the Pacific Northwest where he was responsible for the creation, development and implementation of all sales and marketing strategies while overseeing record breaking numbers of transactions and a 60% increase in the average sales price of lots. Prior to this, Richard founded an international resort real estate sales and marketing consulting firm on the island of St. Maarten which negotiated multiple deals with international developers, including the sellout of a 20-acre mixed-use luxury condominium community. A Greenville native, Richard began his real estate career at IMI Resort Holdings, Inc., where he held multiple positions throughout a dynamic tenure that included an appointment to Executive Vice President of Sales, to strengthen the company’s general management and sales operation throughout the US, Mexico, and the Caribbean, for this leader in the resort real estate sales and marketing industry.

Richard attended The University of South Carolina, receiving a Bachelor of Science in Hotel, Restaurant, and Tourism Administration. Raised in Greenville, his father was in the restaurant business for over 20 years and Richard is excited to be returning to the beautiful Upstate to be close to family and friends. His daughter attends law school at Charleston School of Law and his son is attending Clemson, majoring in chemical engineering. His family is his passion – along with golf – and a new puppy named Ryder Cup.

In the first quarter of 2024, 63 properties were closed across the seven communities at The Cliffs, totaling a volume of \$39,469,500 from all brokerages operating within their gates. Cliffs Realty, the Official Brokerage of The Cliffs, achieved significant success with 35 properties sold, totaling \$26,777,500 in volume, and has an additional 35 sales pending to close over the next few months.

The spotlight in Q1 was on homesite transactions, accounting for 46 of the total transactions, while home construction maintains a steady pace with 292 homes currently under construction across their seven communities. Notably, Cliffs Builders, the homebuilding company of The Cliffs, has introduced an exciting new opportunity in Cove Park at Walnut Cove, featuring homes strategically located near the wellness center. This offering includes 11 homesites and three distinct home plans.

### **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 seven 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 real estate, membership, or to arrange a visit to The Cliffs, please contact 864.249.4364 or go to [CliffsLiving.com](https://CliffsLiving.com)

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