



## THE CLIFFS

### **THE CLIFFS ANNOUNCES NEW SALES EXECUTIVE AT CLIFFS BUILDERS**

*Matt O' Shaughnessy, Dynamic Sales Professional Known for Driving Revenue Growth,  
Joins The Cliffs' Signature Construction Program*

**TRAVELERS REST, S.C., November 20, 2024** – The Cliffs is pleased to announce the hire of Matt O' Shaughnessy as the new Sales Executive at Cliffs Builders, The Cliffs' innovative construction program that combines custom-build gratification with the simplicity of a turn-key home. A results-oriented sales professional and Veteran, with a proven track record of driving revenue growth and cultivating strong client relationships, Matt is skilled in identifying new business opportunities, negotiating deals, and exceeding sales targets. Proficient in leveraging market trends and customer insights to develop effective sales strategies and deliver exceptional customer service, he is well positioned to apply his passion for driving business success through strategic partnerships and innovative sales approaches to Cliffs Builders' expanding footprint.

*"Matt's reputation as a determined and trustworthy team-oriented leader, guided by a growth mindset, felt like an immediate fit for Cliffs Builders. His personal qualities, combined with his professional experience developing lead generation strategies and establishing relationships with client generating organizations, will prove integral to Cliffs Builders' next stage of growth,"* said Rob Duckett, President of The Cliffs.

Cliffs Builders has released a number of exciting projects in the past few years, including two offerings at The Cliffs at Keowee Springs, Waterscape and Clubhouse Village, which have introduced a distinctly original architectural aesthetic to the lake community. The newest addition to their portfolio, Cove Park at The Cliffs at Walnut Cove, has introduced three home plans boasting Southern charm and amazing proximity to the community's world class amenities, into an established and popular neighborhood.

As a Cliffs Builders Sales Executive, Matt will serve as the client-facing portion of the Cliffs Builders team, guiding buyers through the entire process, from plot selection and floor plan selection to design, and the building of their home. Prior to The Cliffs, he was employed at Shoreline Construction in Bluffton, South Carolina, for almost a decade. Initially hired as superintendent, responsible for supervising construction of high-end custom homes and managing complex projects within time and budgetary constraints, Matt was quickly promoted to a position overseeing business development and sales. Tasked with tracking and managing a lead base consisting of hundreds of leads, he presented initial sales presentations to high-net-worth individuals, developed lead generation strategies, established relationships with lead/client generating organizations and served as the main point of contact for the company's clients throughout the 6 - 8-month design-build process. Matt was also responsible for assembling project budgets, facilitating architectural plan design around clients input and budget, working closely with premier architecture firms and managing individual Architectural Review Board processes

depending on the given neighborhood. Working in conjunction with the Project Management team to accurately assemble budgets and proposals in line with their clients' vision, he was also responsible for assembling detailed construction contracts and navigating contract negotiations with clients.

Matt attended Florida Gulf Coast University where he received a Bachelor of Science, majoring in criminal justice as well as receiving a Bachelor of Science in construction management from Georgia Southern University. He was also an active-duty officer in the United States Coast Guard as a crew member aboard a patrol boat tasked with Search and Rescue, Drug and Migrant Interdiction and Fisheries Patrol.

Matt and his wife Heather are excited to be in the Upstate and look forward to exploring the mountains and spending time on the lake alongside their 9-year-old daughter Kylie, 6-year-old son Colton and 4-month-old son Cooper.

### **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](http://CliffsLiving.com)

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