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**HGTV Dream Home**

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# Land Resource Companies' Experience and Expertise Bring Another HGTV Dream Home Win

In a feat unequalled by any other community development company in the nation, a *Land Resource*

*Companies'* property was chosen as the location of the *Home and Garden Television Dream Home* for the

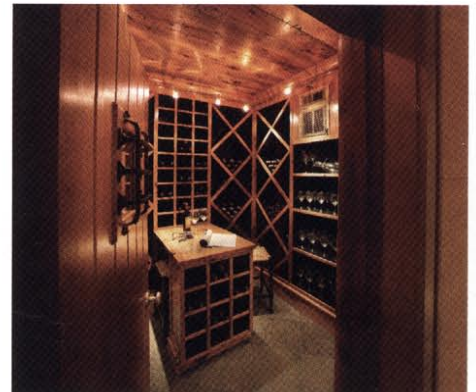
second time in three years. *Grey Rock* at Lake Lure, one of the most exclusive luxury mountain-living



A project room with plenty of counter space and cubbies for everyone in the family.



The billiards table is a part of the downstairs family room in the HGTV Dream Home.



The HGTV Dream Home wine cellar offers seating for two.

PHOTOS COURTESY HGTV

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communities on the East Coast, was selected as the site for the *HGTV Dream Home 2006*.

Located in highly desirable *Western North Carolina*, *Grey Rock* is a gated, master-planned community, which overlooks spectacular Lake Lure. *Grey Rock* was selected from among hundreds of potential locations across the country for the *HGTV Dream Home 2006* site.

"Obviously, we are thrilled to be selected for this honor as the *HGTV Dream Home* celebrates its 10th year anniversary," said Bob Ward, CEO of Atlanta-based *Land Resource Companies*. "I'd like to thank HGTV for their continued confidence in *Land Resource Companies* — it says a lot about the quality of our company and the quality of our people."

Since the 1997 founding of *Land Resource Companies*, Bob has depended on his team of experts to create and market unique waterfront and mountain communities. The properties offer a comfortable lifestyle choice, while preserving the existing environment and history of the areas in which they are located. Currently, they have 17 communities in various stages of completion all over the Southeastern United States.

Possessing the natural beauty of a national park, *Land Resource Companies' Grey Rock* offers a remarkable portfolio of generously sized home sites that are thoughtfully balanced within the nature that surrounds them. With 3,917 acres

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of land comprising the property, 2,000 acres has been left untouched, creating a preserved, natural environment for the community's residents.

The *HGTV Dream Home* is fully packed with amenities. The 5,450-square-foot home was designed by the Brevard, NC-based father-son team of Al and Parker Platt of *Platt Architecture*, built by *Builder/Architect's* May/June Builder of the Month, Black Mountain-based *MWB Construction*, and the interior design work done by *HGTV's* Lisa Woodrum.

The first floor holds an exercise room complete with a ballet bar and treadmill. There is a generously sized sauna bath with an indoor/outdoor shower, a wine cellar with a built-in table for two, a family room with a kitchenette and a custom-made billiards table, and a project room with plenty of counter space and cubbies for everyone in the family.

Located on the second floor, or the main floor, the heart of the home is actually outside. The outdoor living room/dining room, known as a dogtrot, features an enormous outdoor fireplace and connects the main house to the guest quarters. The second-floor interior is occupied by the living room, whose decor deeply reflects its North Carolina heritage. Off the living room, a kitchen with a beautiful breakfast nook is full of state-of-the-art appliances and custom-made countertops and cabinets. The master bedroom is connected to the master bathroom, complete with a magnificent walk-in shower and Jacuzzi tub. The main floor also



The back of the HGTV Dream Home.



Artist's rendering

houses a guest laundry room/kitchenette with log cabin walls and cupboards.

The upstairs portion of the *HGTV Dream Home* has a home office lined with built-in bookshelves, desk and counter space. The sky bedroom holds twin beds and was created to make the occupant feel like they were resting in the clouds. The sitting room, also called the bridge room, connects

the guest wing with the main part of the house. The guest portion of the home has a bunkroom, where five bright-red bunk beds with the top bunk almost 10 feet off the ground represent a child's fantasy. It is completed by a connecting bathroom with a sink large enough for multiple people to wash up at one time. The attic bedroom and bath offer a rustic retreat for any guest. A special addition, directly off the attic bedroom, is a screened-in sleeping porch, complete with a pull-down, queen-size bed.

"We are extremely proud of this year's *HGTV Dream Home*," said Jack Thomasson, *HGTV* house planner. "It is a wonderful tribute to the efforts of the *HGTV Dream Home* team, which includes our very important partner, *Land Resource Companies*, developer of *Grey Rock* at Lake Lure. As the only developer to work on two *HGTV Dream Homes*, *Land Resource Companies* has the experience to help us bring our viewers' dreams to life."

Referring to the *HGTV Dream Home 2004*, which is located in the *Land Resource Companies'* community Cumberland Harbour in St. Marys, GA, Ward continued, "I am very pleased that we have the opportunity to offer another community that is on the level of Cumberland Harbour. *Grey Rock* is our premier mountain community with some of the most beautiful lake and mountain views in the Southeast."

Every year since 1997, *HGTV* has built a beautiful, fully furnished home for the sole purpose of giving it away to one lucky viewer. The 2006 giveaway sweepstakes began January 1, when the *Dream Home* special aired on *HGTV*, and ran through February 17. The Grand Prize winner will receive the keys to the home on Saturday, April 22, at 8 p.m. ET, during a live grand-finale half-hour special, "Live ... Winning *HGTV's Dream Home 2006*."

Over the years, the *HGTV Dream Home* giveaway has grown in popularity by leaps and bounds to become a mainstay in the hearts and minds of people throughout the country. Last year's giveaway drew more than 39 million entries. In 2006, it is estimated that the number of entries could top 60 million.

When asked how he felt about the future, Ward commented, "As *Land Resource Companies* continues to forge ahead, we certainly look forward to the possibility of a third *Dream Home* win." He added, "LRC is committed to offering a variety of price points for our valued customers from all walks of life. We will continue to offer great property at a great value wherever opportunity leads us."

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