



MEDIA CONTACT: Christopher Finley, Director of Marketing and PR
chris@thewillardcompanies.com
(540) 721-5288

FOR IMMEDIATE RELEASE

THE WILLARD COMPANIES ANNOUNCE PARTNERSHIP WITH AMOS ESTATE *South Harbour will be Smith Mountain Lake's newest waterfront community*

Smith Mountain Lake, VA (November 20, 2014) – The Willard Companies and its real estate division, Berkshire Hathaway HomeServices, announced a formal partnership with the Amos Estate to complete and market South Harbour, a newly planned residential community located on Dudley Amos Road off Scruggs Rd. at Smith Mountain Lake. The property is part of a 250-acre farm that has been in Amos family prior to the lake being filled.

“We are very excited our companies were selected to work with the Amos Estate to finalize the development as well as manage the sales and marketing of the South Harbour community, formerly The Lakewatch Club. We’ve already been hard at work rebranding the project with a new name and consulting with the estate to offer prospective buyers premium investment opportunities,” stated Ron Willard, president of The Willard Companies.

The companies are currently constructing a commanding Colonial brick entrance accented with nautical inspired lighting which will welcome residents and their guests to a community infused with spectacular views and walking trails. Hundreds of native hardwood trees are planned along with manicured landscaping and state-of-the-art street lighting.

Willard added, “Highlighting the area will be a landmark observation deck built around a historic red oak tree at South Harbour’s highest point where rustic wooden Adirondack chairs and whimsical lighted spheres will welcome casual conversation with neighbors and friends. In addition, the community will showcase three restored tobacco barns located throughout the project.”

- MORE -



MEDIA CONTACT: Christopher Finley, Director of Marketing and PR
chris@thewillardcompanies.com
(540) 721-5288

(cont.)

Encompassing approximately 100 gently sloping acres, South Harbour is planned for a total of 40 properties. Current properties for sale include 21 waterfront lots ranging from 1 to 2.5 acres ranging from \$224,500 to \$1,399,500 and 10 water access cottage lots averaging 0.5 acres ranging from \$49,500 to \$74,500. A convenient common area is located within South Harbour which will enable access to Smith Mountain Lake for water access cottage lots. Boaters can find South Harbour between the B10 and B11 channel markers on beautiful Blackwater River overlooking Sailaway and Chimney Islands.

In addition, ownership at South Harbour presents the opportunity to join The Waterfront Country Club with no initiation fee. The Waterfront Country Club, just minutes away, offers championship golf, tennis, swimming, fine dining and social activities. This opportunity perfectly blends luxury living with all the recreational amenities that Smith Mountain Lake has to offer.

For sales information, contact Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate at 540-721-8659 or visit the community website at www.SouthHarbourSML.com. For media inquiries, contact Christopher Finley, marketing director, at 540-721-5288.

###

The Willard Companies is the umbrella for Willard Construction of Roanoke Valley, Inc., Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate, The Waterfront, The Water's Edge and The Westlake Country Clubs. The company is involved in country clubs, building, developing, marketing and real estate. The Willard Companies is also affiliated with Westlake Towne Center, Westlake Cinema, Smith Mountain Building Supply, Window & Door Design Gallery, The Cabinet Gallery and Westlake Salon & Spa. Visit online at www.thewillardcompanies.com.

Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate markets property throughout SML and the surrounding areas. As members of the Multiple Listing Service, our REALTORS® are able to assist buyers and sellers with all listed properties in a variety of price ranges and locations throughout the lake and surrounding areas. Our REALTORS® are consistent leaders in sales as well as customer and client service. Visit online www.smithmtnlake.com.