



“There’s Something Special About Sapelo Hammock AT Shellman Bluff”

June 7, 2019

To: Sapelo Hammock Owners and Members

From: Martin NeSmith

Re: Wall Street Journal Article Published on Friday, June 7, 2019

On January 11, 2019 the Wall Street Journal published an article referencing the significant number of closings of golf courses throughout the country. They also highlighted the negative impact of property and home values around the golf courses that have closed. Mike Hardy contacted them on January 13th and stated that we have lived it and have done something about it. After multiple conversations, they decided to do an article on our success and particularly were interested in our volunteerism. They sent a photographer, and after multiple interviews, the article was completed. Included in the article is a similar story about a course in Chattanooga, TN and one in Colorado.

The readership reach of the Wall Street Journal is tremendous. The multiple pictures of our course and our success story will bring much attention to our golf course and our area in general.



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Mike’s persistence in getting this opportunity with the WSJ is the same persistence he has demonstrated for 8½ years in the the sale of stock and doing his part to make the golf course a success. We appreciate his total commitment and taking the lead on the initial purchase of Sapelo Hammock. This article can be a marketing tool for us to use to maximize our success.

Unfortunately, some of the interpretations of our expenses that were included in the article can be misleading. They reference the golf cart expense as \$600,000. We have bought three fleets of carts since 2011 at \$200,000 a fleet. They provided a cumulative number. Despite that, this prestigious newspaper gave us a reach of perspective customers that far exceeds anything we could do on our own.

The uniqueness of our story is that there are 140 families (still increasing) that have contributed their financial resources and many of us have given unprecedented volunteerism to make it happen. Perhaps the article can encourage others and be an outline for them to obtain the same success. Feel proud of our accomplishments----we have set a high standard of excellence.



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Yes, there is something special about Sapelo Hammock: It’s all of us working together to make a difference and enjoying our many friendships!

Martin NeSmith
President
Shellman Bluff Acquisition, LLC