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## Sagee Manor advertising to benefit Highlands

Bob and Cathy Fisher, owners of Sagee Manor in Highlands are setting out to market their grand estate in an expansive advertising campaign.

The home and grounds of this 22-acre estate is being offered at \$17.9 million. Bob has already engaged about \$250,000 in advertising over a three-month time period, including The New York Times, Veranda Magazine, Gun and Garden Magazine, The Wall Street Journal and International Herald Tribune's special edition for the Cannes International Film Festival.

Bob readily acknowledges that his high-end national and international advertising must sell the Town of Highlands first to attract a buyer of this financial stature.

To that end, Bob has produced a new video of the town with help from many local photographers which has received over 2,500 hits on YouTube in the first 7 days.

He has paid for a website in multiple languages, including Chinese and Russian, with videos of the home and a brand new video of Highlands. Bob will be leaving on a four-week road trip to high-dollar towns such as Dallas, Houston, Aspen, Vail and New York City to persuade friends and business contacts to come to Highlands. This type of campaign is far reaching as these contacts have contacts and so on.

Highlands is the beneficiary of such a promotion. Shops, restaurants, services, Realtors and contractors are just some of the businesses which could benefit by this engagement.

This comes on the heels of the recent Barron's Magazine which chose Highlands as one of 20 best places in the country to have a second home.

When asked why Bob would take on the job of being a "for sale by owner," his answer might surprise you.

This move was not inspired by saving money on Realtor fees, he estimates he will spend \$500,000 marketing the home and in addition is willing to pay a substantial broker referral fee. Bob has the contacts to promote this limited number of potential buyers for such a home and he has the ability to pay for such an endeavor.

In addition, some preferred local real estate firms, including Meadows Mountain Realty, have been engaged as Broker Affiliates to represent this property in hopes of generating a buyer for Sagee Manor, as well



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as making contact with buyers for other properties on the Highlands Plateau.

The 12,500-square-foot Sagee Manor has seven bedrooms, a wine cellar, two offices and 10 fireplaces on 22 mountaintop acres. It is landscaped by one of the world's experts in English gardens. The home's white oak beams and paneling are hand-shaped, and its views take in surrounding valleys in a 360-degree circumference.

I am on record to say "Thank you Bob and Cathy" for bringing such an opportunity to our community.

If you want a good overall introduction of our area and to search available properties, you are invited to visit my user friendly website at [www.signatureproperties-nc.com](http://www.signatureproperties-nc.com).

Meadows Mountain Realty has two locations, one will be moving its downtown location in April to Church Street in the Old Edwards Inn complex and the other is on the Cashiers Road across from Highlands Falls Country Club. Lynn Kimball can be reached at 828-526-4101 or by email at [Lynn@MeadowsMtnRealty.com](mailto:Lynn@MeadowsMtnRealty.com).



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