



Classes

Stylistic Analysis Saturday, May 12	Rosemary Stiefel 10 am - 4 pm
Ceramic Sculpture Mondays and Wednesdays May 14, 16, 21, 23	Colette Clark 12 noon - 2 pm

Highlands, NC

TheBascom.org 828.526.4949

NOW SERVING BREAKFAST & LUNCH

Sports Page Sandwich Shoppe

Monday - Saturday

Breakfast: 7:30am - 10:30am • Lunch: 11am - 2:30pm

Full cooked-to-order breakfast featuring house-made:

- Three-egg Omelets and Egg Plates
- Triple-Stack Pancakes
- Southern French Toast
- Granny's Biscuits and Sausage Gravy
- Fresh Hot Biscuits with sausage, bacon, country ham...

Daily Lunch Specials!

Pick Two - Half sandwich, cup of soup, or small salad

314 main Street, Highlands

(828) 526-3555

• INVESTING AT 4,118 FT. •

Sagee Manor: An Innovative Marketing Approach

For those who follow Highlands, NC real estate, you are sure to have heard that the Fisher estate, Sagee Manor, is currently offered for sale.

Sagee Manor, located in Highlands, North Carolina, is the ultimate mountain retreat, featuring breathtaking 360-degree views, as well as exquisite architectural, interior and landscape design. Created by renowned architect Keith Summerour, this magnificent estate is ideally seated on approximately 22 acres (with additional acreage available). Discerning buyers will revel in the world-class craftsmanship, design, and artistry featured throughout Sagee Manor, which is offered for sale at \$17.9M.

Interestingly, the approach to marketing Sagee Manor is compelling as the property itself.

Earlier this year, Bob Fisher approached me, seeking my advice on how to market and sell his splendid estate. We had a brainstorming session and several conversations that led to my suggesting that he consider an innovative approach to promoting Sagee Manor. It was clear to me that it was in his best interests to hire an individual (rather than the traditional route of hiring a real estate firm or firms) to coordinate the massive marketing effort he was formulating, with Buyer's Agents (who were well trained in all the particulars of his estate) partnering in the process.

White Oak Realty Group is deeply honored to be a part of this endeavor. This is an opportunity to be involved in what may be an historic sales and marketing event, given not only the list price, but also the creative approach.

This method completely speaks to our entrepreneurial spirit! At White Oak Realty Group, we have a well-defined marketing process for each of our listings and clients. Each property demands a customized marketing strategy that begins with the end in mind, and works its way to fine tuning the ideal Buyer profile, which includes where he or she "lives." That is, where do they spend time online and in body? What



Susie deVille, ME, ABR, SFR
Owner/Broker-in-Charge
White Oak Realty Group

do they read? Where do they play? What gets them up early? What unspoken or spoken needs do they have? This is the same approach with the Sagee Manor marketing, albeit on a very different scale. It is very creative, agile, and I believe we will find, very successful.

Further, prospective Buyers have the advantage of working with a firm which would be working solely for that Buyer's interests. In other words, as

their Buyer's Agent, we would have a fiduciary responsibility only to the Buyer, not the Seller (Bob Fisher is representing himself in the transaction). This enables us to advocate for the Buyer throughout the entire process, ensuring world-class representation and negotiation.

It is also imperative to note that an estate like Sagee Manor requires uniquely trained and qualified agents who know every facet of the homes and grounds and who will be able to show and sell the property in a manner in which it deserves.

Finally, working as a Broker Affiliate for the sale of Sagee Manor gives us an opportunity to promote all of Highlands to the far corners of the world. This is a grand moment to put a very well deserved spotlight on our beautiful and beloved community, which I believe will benefit every home and business owner, as well as each resident and visitor.

• Susie deVille, ME, ABR, SFR, is Owner/Broker-in-Charge of White Oak Realty Group. Her areas of expertise include real estate investments, niche marketing, social media, and strategic property positioning. An expert in entrepreneurship and anthropology, Susie applies her acumen in human behavior toward negotiating and advocating on behalf of her clients. White Oak Realty Group's sales office is located at 125 South Fourth Street in the heart of the retail district in Highlands. For more information, visit WhiteOakRG.com or call (828) 526-8118.

Highlands Area Upcoming Events


PULL OUT

Wednesdays & Fridays

• Open AA meeting at noon at the Episcopal Church at Fifth and Main streets.

Thursdays

• AI-Anon meeting, noon at the Episcopal Church on Main and Fifth streets.

• The Highlands Writers Group meets at 1 p.m. at the Hudson Library on Thursdays. Call Anne Doggett at 526 8009.

• Free Dinner at the Cashiers Community Center from 5-7 p.m. Mostly organic, healthy food. Donations accepted. Call 743-5706 for more information. Volunteers needed!

Saturdays

• The Highlands Farmers Market 9am-12 every Saturday Starting June 2- mid October at the Highlands School.

• The Art Room, 45 East Main St. in Franklin is having free Make & Take Classes from 10am to 12:30. Come make a Card...Ages 15 and up please! For More

Information call Dianne 828-349-3777 or Robin 828-421-9891.

Every Third Saturday

• The Highlands Memorial Post #370 of the American Legion meets at the Shortoff Baptist Church. Breakfast is at 9 am. Meeting is at 10 a.m. All veterans are invited to attend.

Thursday-Sunday, May 10-13

• Highlands-Cashiers Players, The Dixie Swim Club at the Performing Arts Center on Chestnut Street 7:30 p.m. and Sunday 2:30 matinee. For tickets call 526-8084.

Thursday, May 10

• The May meeting of The Western North Carolina Woodturners Club will meet on Thursday at 6 PM at the Blue Ridge School, in Glenville. Drive to the back of the school to the woodworking shop.

• Keller Williams Realty Blood Drive, 1573 Highlands Road, Franklin, 8:30 am to 1 pm. Please call 524-0100 for more information or to schedule an appointment.

Walk-Ins Welcome, Appointments preferred! For more information or to schedule an appointment to donate, please call 1-800-RED CROSS (1-800-733-2767).

• The Macon County Cancer Support Group will meet Thursday at 7 p.m. in the cafeteria of Angel Medical Center, Franklin. In recognition of May as Brain Cancer Awareness Month, the special guest speaker will be Leigh Tabor of the Macon County Public Health Department and wife of Charles Tabor, 7 1/2 year Brain Cancer Survivor. Light refreshments will be served. A \$50 gift certificate to Fatz Cafe will be given away. Everyone is welcome to attend. For more info, call 828-369-9221.

• The Macon County League of Women Voters will host a program by Brent Martin, Southern Appalachian Program Director for the Wilderness Society, and a long-time Macon County resident. Martin will present a brief history of western North Carolina's National Forests and Wilderness areas, and provide an overview of the Wilder-

ness Act and what the possibilities are for future designations. Lunch is \$5. To reserve call Kristina at 371-0527. The program starts at 12:15 in Tartan Hall in the Presbyterian Church.

Friday & Saturday, May 11-12

• The Highlands Biological Station's Wildflower Whimsy to celebrate the Highlands Botanical Garden's 50th anniversary. The event will feature Patrick McMillan, the host, co-creator, and writer of the popular and award-winning ETV nature program Expeditions with Patrick McMillan. Friday's event 5-8pm and it's free. Saturday's event is \$50 for members and \$60 for non-members. For more information, call (828) 526-2221 or visit highlandsbiological.org/wildflower-whimsy. Hosted by the Highlands Biological Foundation, a 501(c)(3) non-profit organization.

Friday, May 11

• See EVENTS age 18

HCP's Dixie Swim Club opens Thursday



The long awaited and much anticipated return of Sheree, Lexie, Dinah, Vernetta, and Jeri Neal, the ladies of "The Dixie Swim Club" is here and opening Thursday even, May 10 at The Performing Arts Center.

Early ticket sales have been brisk, and when it was last here, the ladies played to full houses and standing ovations.

If you missed it the first time around, you have a second chance! Evening performances are Thursday, Friday, and Saturday, the 10, 11, 12, 17, 18, and 19 of May at 7:30, with matinee shows Sunday at 2:30 on the 13 and 20 of May. For ticket information, call the HCP Box office at 526-8084.

Collective Spirits Friday night Fun Fest at The Bascom

Collective Spirits Wine and Food Festival, a celebration of wine, food and the arts, from May 17th – 19th, will feature some amazing auction lots including fabulous rare and large-bottle format wines, spectacular wine themed trips and specialty dinners during Saturday night's Gala Benefit Dinner and Auction. A wonderful assortment of wine

Wine lots include a 5L bottle of 1998 Joseph Phelps Insignia; a wooden case of 1989 Chateau Lagrange; a horizontal of five Bordeaux First Growth vintage 2000; a "Highlands Starter Wine Cellar"; a 6L bottle of Beychevelle; and wines from Ramey Wine Cellars.

Other featured lots include trips to Napa/Sonoma wine country; San Miguel de Allende; France; the Bahamas; or a wine/ski excursion to your choice of Beaver Creek or Lake Tahoe. Plus, you could host a party on The Bascom Bridge; get your own custom tuxedo; "Name The Bascom" wine; or be a part of a 100 point wine dinner at Sagee Manor.

Other Collective Spirits 2012 events include Private Home Wine Dinners dinner on Thursday evening and Friday's Wine Tasting and Market and Collective Spirits and Soul Dance Party.



Collective Spirits raises essential operating funds to maintain quality exhibitions, enrichment activities and studio art instruction for learners of all ages. For additional

information about receiving an invitation to become a Benefactor or to attend Collective Spirits, please visit TheBascom.org/collectivespirits or call 828.787.2896.

Wilmington Trust is the Platinum Sponsor of the 2012 Collective Spirits Wine and Food Festival. Support is provided by Delta Air Lines; Old Edwards Inn and Spa; The Laurel Magazine; Franklin Ford and Moss Robertson Cadillac; J.T. Turner Construction; and Sysco.

An art center, destination and 501 (c)3 charity, The Bascom serves audiences in Western North Carolina and beyond; providing a dynamic experience that inspires and attracts residents and visitors through interaction with all forms of visual arts. The Bascom is located at 323 Franklin Road, Highlands, NC 28741. Phone (828) 526-4949. The Bascom® and The Bascom® logo are registered trademarks of The Bascom Corporation