

**For Immediate Release**

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**GPI VENTURES SELECTS BEVERLY-HANKS TO  
MARKET THE FITZGERALD CONDOMINIUMS**

ASHEVILLE, NORTH CAROLINA (August 26, 2009) -- GPI Ventures LLC—the wholly owned development entity of The Grove Park Inn Resort & Spa—recently selected Asheville-based real estate firm Beverly-Hanks & Associates, Inc. as the listing agent to drive sales at The Fitzgerald Condominiums, located on the historic grounds of The Grove Park Inn. “We’re very excited to be selected to represent The Fitzgerald,” said Neal Hanks, President of Beverly-Hanks. “The Fitzgerald is a premier offering in Asheville. It has a coveted location at the historic Grove Park Inn, just minutes from downtown. And it offers a finished product with finished amenities.”

The Fitzgerald is a picture of strength in today’s market, offering itself as a limited collection of 24 elegant residences. Each unit overlooks the celebrated Donald Ross Golf Course and provides breathtaking views of the Blue Ridge Mountains and downtown Asheville. Units range in size from 1,969 to 2,843 square feet, with prices beginning at \$1 million. A host of privileges and amenities are available to owners through an exclusive Grove Park Inn Community Membership, including complimentary, unlimited access to the nationally acclaimed, award-winning Spa, golf privileges at the Inn’s Donald Ross Golf Course and access to a 50,000 square-foot Sports Complex.

Already, The Fitzgerald has generated a lot of interest and momentum—25% of the units have closed and the first residents have moved in. To help Beverly-Hanks drive sales at The Fitzgerald, GPI Ventures has also enlisted the help of a local sales and marketing firm, The Carolina Agency, a small group of Senior-Level only marketing specialists who have a great deal of experience in high-end real estate and master-planned communities. Additionally, The

Fitzgerald is listed as a featured community at downtown Asheville's Private Mountain Communities (PMC), the recognized authority on Western North Carolina real estate and mountain living.

According to Craig Madison—a former marketing agency owner and current President and CEO of The Grove Park Inn—the combination of Beverly-Hanks, The Carolina Agency and PMC offers exactly the right mix of experience and talent to take The Fitzgerald to the next level. “We’ve enjoyed a good deal of early success in the local market,” he says, “but it’s now time to take a more targeted and integrated message to the regional and national markets. The team of players we’ve assembled—with their industry experience in upscale lifestyle-based communities and extensive knowledge of our market—enables us to do that.”

For anyone desiring to learn more about The Fitzgerald or to take an up-close tour of the property, a model residence is now open daily—Monday-Saturday from 11:00 a.m. to 5:00 p.m.; and Sunday from 1:00 to 4:00 p.m.

To learn more about the ownership opportunities at The Fitzgerald, please call 828.251.1140 or visit [www.thefitzgerald.info](http://www.thefitzgerald.info).

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#### **About The Grove Park Inn Resort & Spa**

The Grove Park Inn Resort & Spa is a four-diamond resort overlooking Asheville's skyline and the Blue Ridge Mountains. Built in 1913, the Inn is on the National Register of Historic Places and a member of Historic Hotels of America and among Travel + Leisure's Top five Spa Resorts in the United States. Amenities include a world-class spa, Club Floor, award winning fine dining, Donald Ross golf course, tennis, swimming, sports complex, retail shops, nightly entertainment and children's programs.

For information on The Grove Park Inn Resort & Spa go to: <http://www.groveparkinn.com>