

BRASADA RANCH

A HAVEN *of* WONDER

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designer: **BARBARA SUMNER DESIGN**

We hear a lot about the "Central Oregon Lifestyle" being the greatest. The numbers of urbanites who've migrated to the region over the past few years support that idea, but what actually makes it so great?

It boils down to being a place where a typical winter day may consist of waking up and getting fresh tracks in a foot of powder at Mt. Bachelor – the sixth largest ski resort in North America – and then heading into town for a delicious farm-to-table meal and finishing the day playing nine holes of golf in the sun. Having a basecamp with such diverse opportunities for recreation and culture forms a positive impact on wellbeing. Life is good in Central Oregon because the place encourages fun. It allows a person to slow down to experience the marrow of life, prioritizing how life is lived and with whom it is lived.

About 20 miles northeast of Bend, 1,800 acres of high desert is preserved with the goal of encouraging people to walk softly on the land. Having accumulated numerous accolades and rankings from *Conde Nast Traveler* to *Sunset Magazine, Brides Magazine* to *Golfweek* to *USA Today*, Brasada Ranch lures people who are ready to live more intentionally than the speed that life in larger cities generally permits.

From world-class dining to spa treatments, golf, horseback riding, and amenities harnessing the best of the season and the natural beauty of the region, the property provides enrichment for all and a wondrous experience in the high desert. What differentiates Brasada are the people who choose to make it home. They know that Central Oregon is a great place to live life to the fullest.

Brasada was designed thoughtfully, with respect for the natural environment. Every building is LEED Gold-certified. Half of Brasada's 1,800 acres are protected, making it a haven to enjoy the area's 300 days of sunlight per year. The majority of meals on The Ranch are prepared by food sourced from neighboring farms. People who appreciate the sublime beauty of the high desert landscape find themselves at home here.

While privacy, space, and solitude are central to the Brasada experience, so is living in a community of like-minded people. All property owners participate in the Athletic Club and can also add on the private Golf and/or Equestrian Clubs as desired to fully immerse in the lifestyle and activities that they value most. Located amid sweeping mountain vistas and rugged Central Oregon terrain, Brasada is a sanctuary crafted with unparalleled tranquility and adventure in mind. Each amenity and event is curated to celebrate panoramic living and the creation of memorable experiences.

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NEW HEIGHTS AT THE TREEHOUSES

At the gateway of the Eastside Highlands – Brasada's newest terrain – perch the Treehouses. They set the architectural tone of a new era at Brasada. Set high atop the land with suspended driveways, these 22 homes offer expansive views of the Cascades through grand glass windows with clean modern lines. Designed by one of Brasada's approved architects and designers, Central Oregon's Rozewski & Co. Designers, LLC, interior design by Becky Rozewski of Innerface Interiors, and built by Baxter Builders, the Treehouses offer elevated mountain contemporary design – physically and intellectually – a streamlined buy and build process, and environmentally-friendly spaces. They were designed to require minimum maintenance, from xeriscaping and the preservation of the natural landscape to the individual homes that are so efficient they can be "locked and left" should owners care to visit them only seasonally.

Building designer Jim Rozewski speaks to the philosophy behind Eastside Highlands and the Treehouses, saying, "I've been designing homes at Brasada for a number of years and have watched the trend move from the original dawning of The Ranch House concept – that is still quite appealing – to our clientele desiring more contemporary architecture now." He notes that Phase 14 and 15 have new design guidelines that allow for more modern homes.

"The combination of contemporary lines and age-old materials like rough timber and etched metals make for a mountain modern statement that we're using in all of the new models," Rozewski says. Another feature are the views. "When people buy a piece of property here, they're most interested in the view, so the more expansiveness we can give the better," he adds. Brasada is a particularly special environment for getting the best views, so they opened up sight lines as much as they could. Rozewski shares, "These designs have the effect of making it feel like you're in a treehouse out in the open in harmony with the elements."

With efficiency and ease being the priority, Brasada crafted a seamless ownership process in the Treehouses. Three distinct models, the Grand Fir (3,500 square feet), the Aspen (2,153 square feet), and the Tamarack (2,156 square feet) offer taste and innovation as well as ease. Using pre-selected building plans as a base model, owners have the option to customize their homes with upgrade options including appliances from Wolf/Sub-Zero, Kohler plumbing fixtures, flooring, countertops, backsplashes, and more. All options have been pre-curated by Brasada's award-winning design professionals specifically for each model.











Aesthetics and quality of the homes have always been a top priority at Brasada. The Central Oregon Builders Association has awarded previous Ranch designs Best of Show, Best Kitchen, Best Value, and Best Interior Finish over the past five years. The Treehouses are an exciting evolution of Brasada's award-winning architecture with a distinctly contemporary perspective. Perhaps most exciting is that they are projected to be delivered to owners within a year of signing a contract.

With most of Brasada's owners coming from Seattle, Portland, and the Bay Area, the community draws people with diverse experiences who wish to get away from the larger cities. The common factor is that in their success, they have developed an understanding of their true priorities. Living in symbiosis with the land and enjoying the activities Central Oregon offers top their list.

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–Jim Rozewski, Designer, Rozewski & Co.

THE EASTSIDE HIGHLANDS

Situated at the easternmost edge of Brasada Ranch, Eastside Highlands offers 50 total homesites, ranging in size from a half-acre to two-acres. Expansive views draw the eye across the high desert as the topography transitions to the peaks of the Cascades, and all homesites are adjacent to The Ranch's Outback Trail Network. Brasada has a carefully curated selection of approved designers. One of Brasada's approved building designers, Jim Rozewski, has created bespoke plans that accentuate the agrarian contemporary style that is relevant in high-country communities throughout the world. The new designs artfully blend elements of rustic and modern. Clean lines and tall ceilings create dramatic views in a relaxed feel that fits the terrain as never before.

"The homes you can build on these lots harness the grand diversity and essence of outdoor activities in Central Oregon," Alan Cornelius of Brasada Ranch Real Estate explains. "From paddleboarding and hiking in the summer to skiing in the winter, Brasada is a special place in this unique landscape of microclimates."

There is a characteristic understated manner about residents, or as Alan calls it, a preference for anti-drama that does not exist at other private luxury resorts. "People come here to slow down to the speed of life," he says. "Brasada allows us to reflect on all that is in life and what's to come." The place lends itself to that introspection and prioritization of what really matters in life, whether playing golf, taking a horseback ride, or having a holistic spa experience.

The expansive views set the stage, but the members are the heartbeat of what makes Brasada what it is. Looking over the high-desert terrain that gradually rises up to seven Cascade peaks is rivaled only by the joy of sharing views of the best sunsets in Central Oregon with other community members at events such as bring-your-own-wine potlucks by the lake.

At its core, experiences are what Brasada provides. Last year, Brasada's PGA professional, Kyle Johnson, took a group of golfers to play in Ireland. "The club is the catalyst for camaraderie and where we build our sense of community," Alan shares. Unlike other private communities, over half of the currently completed 350 homes are owned by full-time residents. Brasada is a full-time destination with people ready to immerse themselves in the Central Oregon lifestyle.

Being at Brasada creates a sense of peace and belonging, even though the property is less than 20 minutes away from modern amenities such as Whole Foods and Costco and Safeway. There is a general store for basics when driving into town is less than ideal. The general store also sells local beers, wines, and cheeses, and the culinary team offers Ranch Platters of seasoned selections ready to throw on the grill. The staff is genuinely caring and attentive. Their goal is to make sure members and guests alike have a good experience. The high desert and the curated experiences at Brasada offer a solace from the hustle and bustle of Bend and larger cities today.

Alan should know, having spent his career working in luxury resort developments in the world's most desirable locations, from Europe to the Caribbean and beyond, he is an expert at identifying where to build a meaningful lifestyle and how to take the steps and commit to living it. Alan says that the new Eastside Highlands are a blend of some of the best homesites ever released in conjunction with more contemporary architectural capabilities. With this new phase, Brasada revisited their design review guidelines in order to offer the best of modern preferences and amenities. Additionally, working with Alan's Brasada Ranch Real Estate team is a seamless process.

"We have narrowed it down and have vetted our list of Preferred Builders who have done many custom homes here," Alan explains. "It's our job to convey the complete knowledge of buying your homesite and getting into the design and building process to make it as comfortable and easy as possible." Indeed, while things always come up when building a home, Alan's team removes as much of the uncertainty and unknown out of the process and partners buyers with the right people. Whether it's one of the 91 cabins, a house, raw land, or new construction, the firm is a boutique brokerage that only focuses on the elements of Brasada Ranch. Unlike other brokers working in Bend or Redmond who may be caught off-guard with the minutia of a transaction at Brasada, Alan's firm exclusively specializes in real estate at The Ranch.

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–Alan Cornelius, Brasada Ranch Real Estate

The benefit of working with Alan's firm cannot be overstated, especially for out-of-town clients. "If you're in Sonoma, I'll be sending you pictures from time to time," he says. He is that person on the ground looking out for future residents who has relationships with the builder, designer, and interior designer. The concierge experience they offer is unrivaled and their success speaks for itself. Brasada currently has 350 built homes, 29 homes under construction, and another 20 in design review, including the first Grand Fir Treehouse that will be delivered in a year. Brasada is growing exponentially and will cap out with an expected 750 completed homes comprising a market valued at 120M in the next five to seven years.





Photot Credit, Builder: Rae Company Homes
Interior Designer: Barbar Sumner Design



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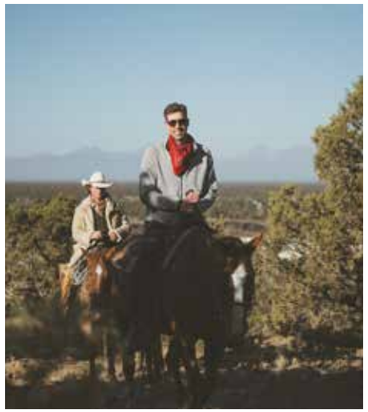
NEW AMENITIES

Brasada's master planning is based on density and critical mass data. As the community grows, more amenities are added to ensure that the experience is the best it can be. In 2019, the ownership group added an adults-only pool to the five other pools on site, and also built a 10-stall barn in the private Equestrian Club. The Club is the hub of life at Brasada.

All members are property owners and participate in the Athletic Club. They may also add on the Golf Club and Equestrian Club. Each club hinges on living a lifestyle that honors the spirit of the American West while enjoying a wealth of unparalleled events and amenities.

Native Oregonian Peter Jacobsen and Jim Hardy designed The Club's championship course, also known as the best 18 views in Oregon, as one of "Oregon's Top 15 Courses" by Golfweek, and for its privacy—as no two holes run parallel. In addition to the private golf club pool overlooking the Cascade Mountains, owners are entitled to member-only tee times and events.







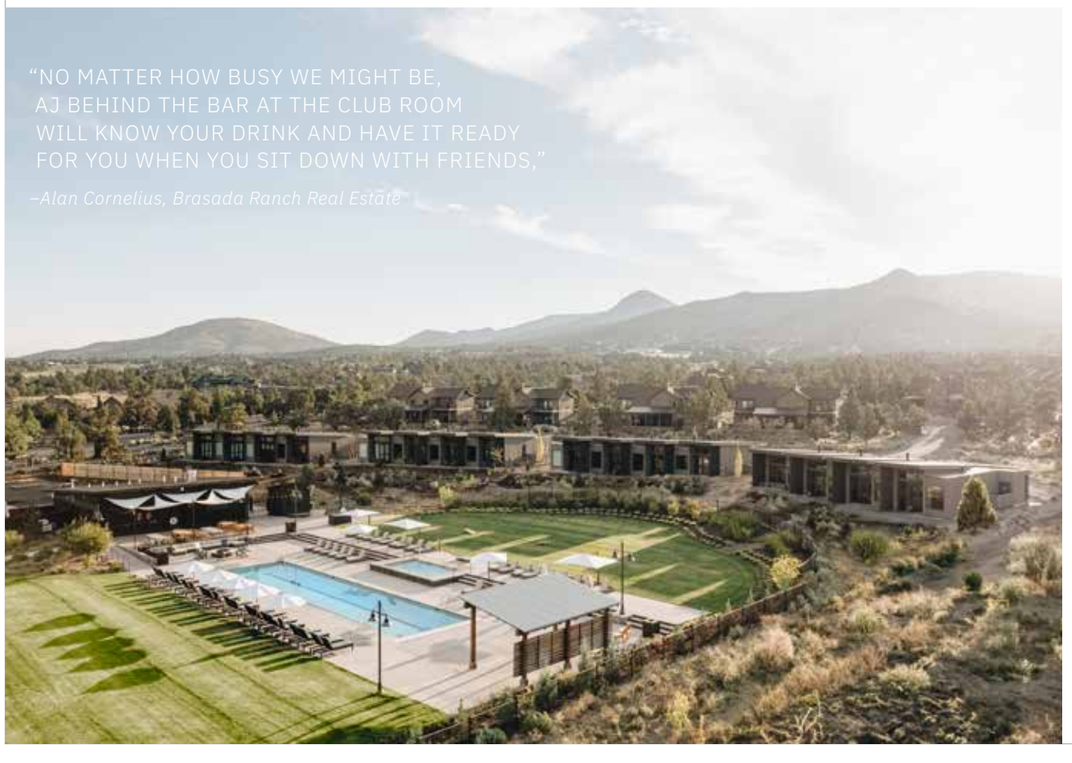






"NO MATTER HOW BUSY WE MIGHT BE, AJ BEHIND THE BAR AT THE CLUB ROOM WILL KNOW YOUR DRINK AND HAVE IT READY FOR YOU WHEN YOU SIT DOWN WITH FRIENDS,"

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The golf club shares home and away privileges with the Sonoma Club in California. Brasada's members are hosted by the Sonoma Club, and then in turn will host the Sonoma Club when they come up and play in Oregon. In California the Sonoma golfers share their wine, and closer to home, Brasada shares Oregon's beer.

"We have a great culture that we've developed with our golf membership," Alan shares. It's such a harmonious relationship that the first Treehouse that is currently under construction is for a member of the Sonoma Club who discovered Brasada through their golf relationship.

Elsewhere in the Equestrian Club, endless miles of trails lead off from The Ranch in all directions. The new 10-stall linear barn includes full board, turnout, round pens, and indoor and outdoor arenas for English and Western riders. Heated tack rooms, automatic heated waterers, and 24/7 security round out the full service for horse owners.

Part of the 2019 additions, The Studio was built to meet increased demand for classes and strength training facilities at the Athletic Center. State-of-the-art cardio and strength-training equipment, indoor pools, and four new pickleball courts added in 2023 are part of the experience. Members can join in virtual spin classes from Peloton or in-person pilates, yoga, and meditation.

Brasada delineates the member amenities from guest amenities to ensure that private members will always have the most luxurious experience. Member respites are positioned throughout the property so that even during the main summer months, the private experience is preserved. A Members Only deck at the Athletic Center offers dozens of lounge chairs for relaxation. The Club Room is a Members Only restaurant with the same quality as The Range but with a more personalized experience. "No matter how busy we might be, AJ behind the bar at The Club Room will know your drink and have it ready for you when you sit down with friends," Alan says.

At the rate of Brasada's current growth, more amenities are taking shape on the horizon. The vision for life at Brasada in the next five years includes more member-focused amenities including potentially expanding the Club Room, creating a Members Only pool, building a new Par 3 executive golf course, and expanding the grocery/mercantile.

"BRASADA RANCH IS A LEGACY PIECE AND ITS OWNERS ARE PASSIONATELY COMMITTED TO THE PROPERTY. WE BOUGHT IT IN NOVEMBER OF 2010 AND WE'RE HERE FOR THE FORESEEABLE FUTURE."

–Alan Cornelius, Brasada Ranch Real Estate

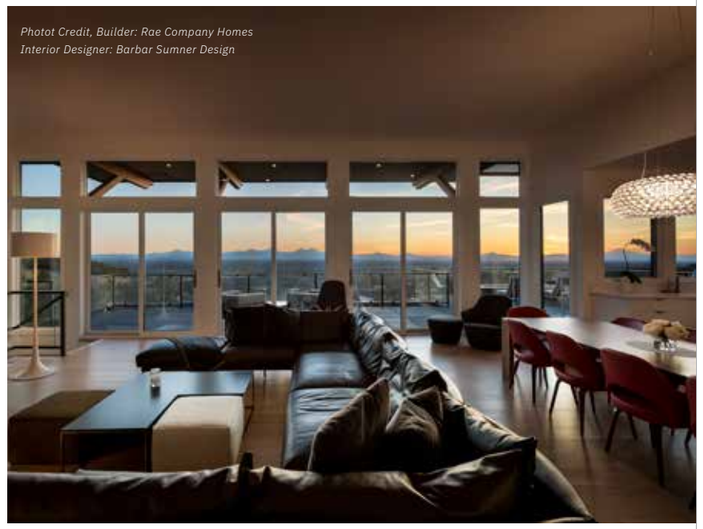












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"Brasada Ranch is a legacy piece and its owners are passionately committed to the property," Alan shares. "We bought it in November of 2010 and we're here for the foreseeable future." Working with Alan and Brasada Ranch Real Estate means forming a relationship with someone who has a lifelong passion for luxury recreation and an understanding of what makes a successful private community of owners. He estimates that half of Brasada's sales are resort guests who have come two to four times and developed an affinity for what's happening on The Ranch and want to call it home. Between the exquisite property selections, the diverse landscape, and the location within Central Oregon, it's the perfect basecamp for an enjoyable life.

Brasada's 1,800 acres in Central Oregon make it possible to live a life steeped in serenity and inner peace. The lifestyle is enhanced with a host of amenities at arm's reach including six pools and five restaurants. "I've heard the superlative 'world-class' a lot throughout my career, but it really is accurate here," Alan says. "Between skiing at Bachelor, the Crooked River offering some of the best fishing in the Pacific Northwest, and our local hiking and mountain biking terrain, it's all here and it's all real." ■