

## How Jeff Davis Plans to Slow Down the Speed of Your Life at The BriarRose

*Davis introduces an era of "new ruralism," a re-evolution to simpler times. No sprawl. No congestion. Just pastures, peace, gracious homes and the outdoors.*

**White Plains, Georgia:** The Rural Renaissance. It has begun. Baby boomers, a generation synonymous with the breaking of convention and the reinvention of lifestyle has come full circle. With retirement fast approaching, these boomers are seeking secondary and primary homes that reflect the often-suppressed principals, values, desires and dreams they have accrued over their remarkable lifespan. They seem to be on the hunt for something authentic, something 'real' which increasingly refers to the untouched and untainted purity of the land far from city and suburban limits. This hunt begins where original land, rural land, gives birth to communities who are connected by a shared dependence on earth, the heavens and their livestock. They sense that on this land, they will find an opportunity to slow down and taste the very things that make life worth savoring—real food, real culture, real politics, real traditions, real stories, and above all, real community.



"The BriarRose is not just another country club-style resort community with all the typical accompanying characteristics. Yes, we will have an outstanding golf course, equestrian center, spa and sporting club, but more importantly, it is the beginning of a movement toward sharing and preserving rural life in America," said founder Jeff Davis. "I actually conceived the name for the community before I acquired the land, and waited close to 20 years to find a property worthy of my vision."



His vision is of a "genuine country place" where you won't see your neighbors until they came calling, usually with some village news or something fresh from the oven or garden to share on the veranda over a glass of sweet tea. He sees it as a genuine country place with fertile land for tending gardens and planting orchards, where kids and grandkids can explore a never-ending

'backyard' of swimming holes, fishing creeks and weekends filled with fresh markets, Southern barbecues, baseball games and church picnics. It's undeniable that waiting for the perfect piece of property has been worth it.

Located in the Oconee River Valley just 20 minutes from the Lake Oconee area,

which is currently experiencing one of the biggest real estate booms on the East Coast, and 90 minutes east of downtown Atlanta, The BriarRose is rural America at its finest: rich red soil, wandering creeks, happy lakes and ponds, tall Georgia Pine forests as far as the eye can see and acre upon acre of rolling green meadows. This area of Georgia is considered to be part of Georgia's Antebellum Trail, so called because of the large number of historic pre-Civil War antebellum-style homes, beautiful gardens and gracious Southern hospitality one discovers lining approximately 100 miles of the Highway 441 Heritage Corridor running from Athens through Madison and on to Macon. The Antebellum Trail has been referred to as a glimpse of the romantic magnolias and moonlight era of the Old South.



**"The BriarRose is synonymous with perserving a way of life that is vanishing from America today."**

**- Jeff Davis, Founder & CEO, The BriarRose**

**Meet Me in the Village:** The BriarRose, like every rural community, will have its own heartbeat—a village or town center—a place where people can find basic provisions and easy conversation. It will feature The BriarRose Inn, a post office, fresh market and general store, golf club house, The BriarRose Chapel and a gazebo for summer concerts. And, just a short distance away, The BriarRose Sports Village will feature, tennis, a multi-million dollar aquatic center, kids' adventure trail, and Spa and Fitness Center.



The BriarRose Equestrian Center will feature state-of-the-art stables, indoor and outdoor riding arenas and over 14 miles of bridle trails.

Living slowly is not as much about doing less as it is about lessening the rush with which things are done. At The BriarRose, a hurried and overactive city lifestyle has the opportunity to downshift to a full and active one that nurtures and relaxes both body and mind through any number of

engaging activities. BriarRose residents will look to their new community for ideas and introductions to all kinds of new hobbies and pastimes from fine art to horticulture, beekeeping and gardening.

The BriarRose is a story of one developer with a personal commitment to doing right by the land, the counties it occupies and the villages and small towns that surround it, as well as the newcomers who wish to share it. The BriarRose that is

coming together on the picturesque piedmont of rural Georgia is the beginning of a very meaningful tale.



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**-Steve Bartkowski, former Atlanta Falcons Quarterback**

## Two Advocates Of The New Ruralism

Former Atlanta Falcons Quarterback Steve Bartkowski and businessman Dave Brazell were early advocates of Davis's new ruralism of reconnecting with the outdoors and nature. "My family and I chose The BriarRose," said Bartkowski, "because we wanted great access to outdoor sports like hunting, fishing, biking, sport shooting and golf."

Dave Brazell, an engineer at the Pattillo Construction Company in Atlanta said, "Our two sons and two daughters have outgrown entertainment parks, crowded shopping centers, and a hectic city environment. We are building a second home at The BriarRose because we want our children to experience country living and learn that outdoor life is healthy and can be fun."



"My hope and goal," said Davis, "is that The BriarRose, in everyone's mind, will be synonymous with preserving a way of life that is vanishing from America today."

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