

Gozzer Ranch

A Golf and Lake Club
on the Shores of Picturesque
Lake Coeur d'Alene

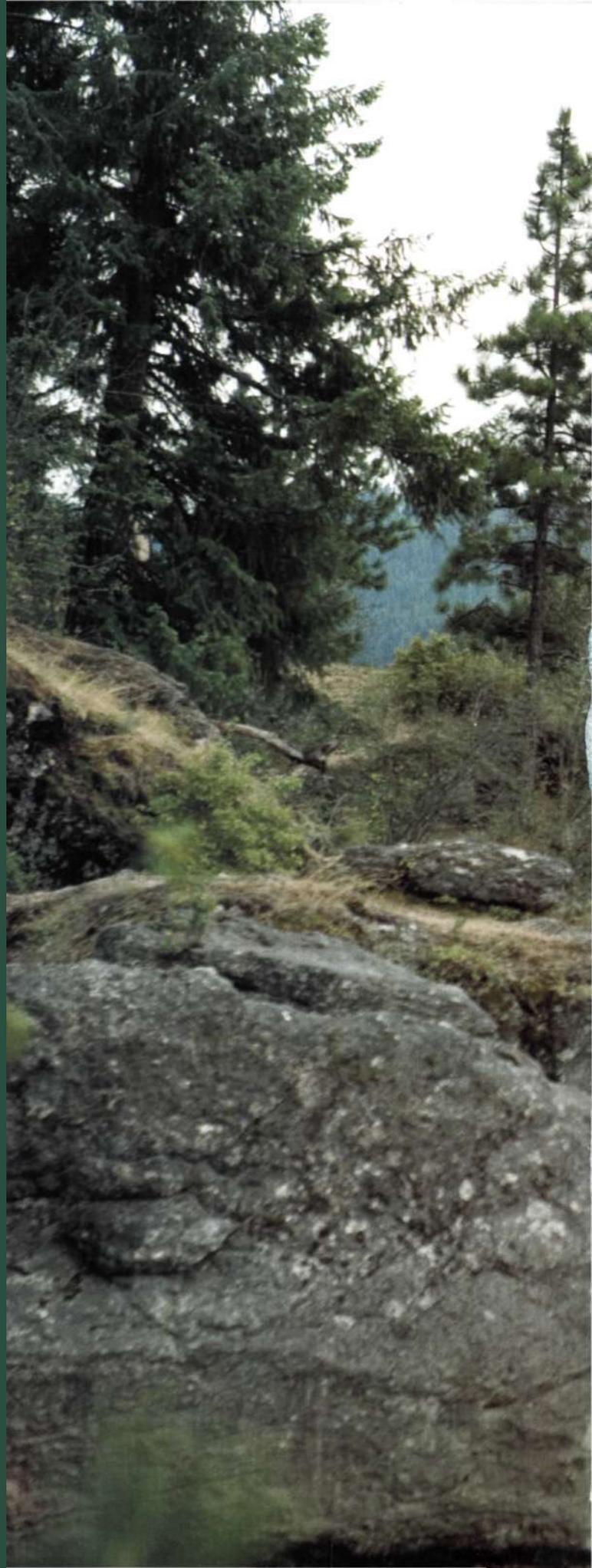
The rustic mountain scenery of Gozzer Ranch Golf and Lake Club envelops a dramatic Tom Fazio golf course. And golf is just the start—

Gozzer Ranch also has two full-service marinas, a private Lake House, a mountain-inspired clubhouse, and an Outdoor Pursuits program all geared to help you and your family create unforgettable memories.

BY EDWARD F. PAZDUR
CHAIRMAN & CEO

COEUR D'ALENE, IDAHO: Gozzer Ranch is a private golf and lake community that sits on a bluff at an elevation of 3,500 feet overlooking enchanting Lake Coeur d'Alene. Recently, Lake Coeur d'Alene was proclaimed to be one of the most beautiful lakes in the world by *National Geographic* magazine.

Gozzer Ranch is one private club community in a portfolio of 13 projects in North America, Mexico, and the Bahamas developed by Discovery Land Company (Discovery). With offices in San Francisco, Beverly Hills and Scottsdale, Discovery is one of the most recognized names in the world of high-end, private golf development. Discovery has been growing steadily over the last decade and has, in fact, generated over \$1 billion in real estate sales revenue last year. Properties such as Gozzer Ranch are an exciting and attractive second home community because of the proven credibility and experience of the company. *(continued)*







THE VALUE OF ANY COMMUNITY IS IN THE LAND

Michael S. Meldman, Chairman and CEO of Discovery, and Tom Fazio, as professionals, share a common philosophy. "Anyone can build houses and golf courses. All it takes is money. You cannot, however, re-create the natural beauty of the environment with any amount of money," claims Meldman.

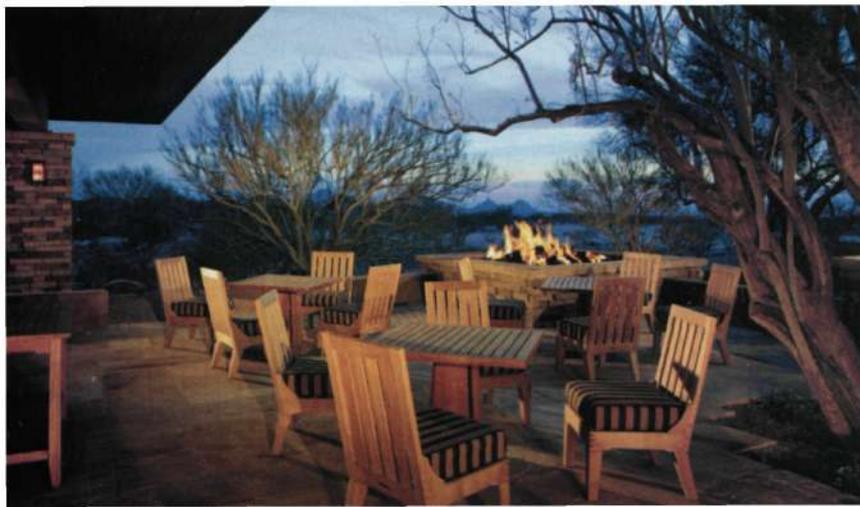
"The value is in the land," he says. "And being a good steward of the land means embracing the local culture and the land's natural characteristics. Tom Fazio's golf

course designs embody this philosophy. He gracefully melds the course into the natural terrain to provide golfers a pleasant experience with a sense of tradition and at the same time provides developers with optimum value for their property." Meldman continues, "Tom has indicated to me that Gozzer's site characteristics are as interesting and unique as any he has worked with in a while. We have done many projects with Tom over the last several years, and this is as excited as I've seen him because of Gozzer's natural features."

GREAT CLUBS TODAY ARE ABOUT MORE THAN JUST GOLF

Steve Adelson, one of the Discovery partners, has a passion for the creative process. He is constantly challenging his colleagues to create exceptional communities that invigorate your senses and connect you to the environment around you. "Simple things like the smell of pine trees, freshly baked bread or the salt of the ocean—these can have a significant impact," said Adelson.

"We work very hard to make our communities unique," said Adelson. "We have had many



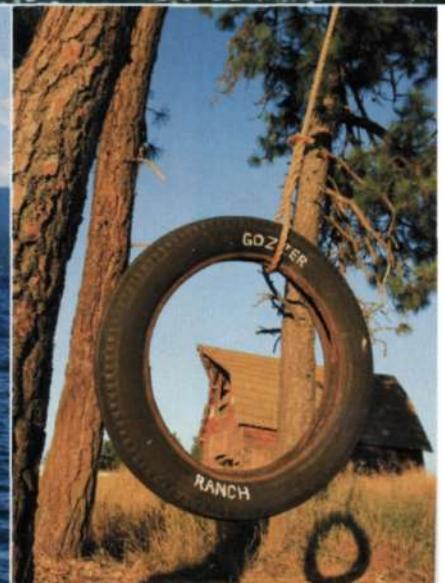
“Our service philosophy at Discovery clubs is critical to making everyone feel comfortable—like they are at home.” — Steve Adelson, DLC partner



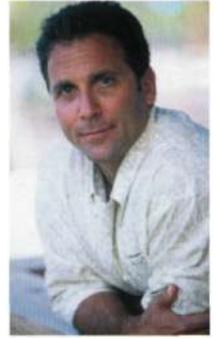
members tell us that having a residence and membership in one of our communities has changed their lives forever. In my personal opinion,' he said, "it's because we focus on more than just golf. It's about family and creating a place that is comfortable and relaxing. A place where you establish friendships that last a lifetime and a place where you always aspire to go back to."

According to Adelson, Discovery's communities have been popular because they make you feel at home. "What makes a second house a home is the people in it."

said Adelson. "Are you comfortable in every room in the house? If they're welcoming and inviting, then you're comfortable and love being there. Our service philosophy at Discovery clubs is critical to making everyone feel comfortable—like they are at home," he said. "The service is provided in a professional manner yet it is delivered in a friendly, genuine way. We spend a lot of time programming the community amenities and structuring the club in a way that will encourage you to spend time with your children and friends." *(continued)*



“We chose Tom Fazio to design our golf course because he gracefully melds the course into the natural terrain to provide golfers with a pleasant experience and a sense of tradition.” —Michael Meldman, DLC Chairman & CEO



Discovery's objective in placing so much focus on family and family activities is based on a belief that buyers in its communities all have the mindset that their second home/club membership is a multi-generational investment. That is, it is an investment in the family and a way for everyone in the family to spend time together. "To respond to this, we focus on creating great memories," Adelson explained.

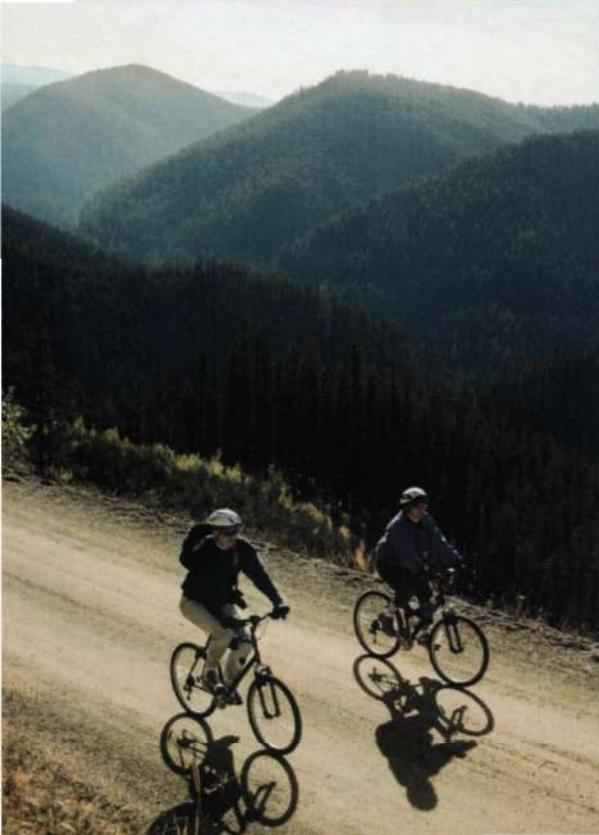


"These are important experiences such as the first time you water ski with your children, the first time you tie fly-fishing flies with them, or when you watch them stand up on a surf board. Our communities give you the opportunity to create these memories and they can be shared in the same house passed down from generation to generation," extolled Adelson.



"I mean," said Adelson, "you will never forget these little events. They stay with you for a lifetime."

According to Adelson, "For most of our members, the most precious commodity in their lives right now is not dollars. It's time and a way to spend that time with their entire family. It is these types of buyers that gravitate towards communities such as Gozzer Ranch."



ONE RESIDENTS POINT OF VIEW

One of the first families to purchase real estate at Gozzer Ranch was Stacey and Sterling Ball. They have purchased a 5,200 square-foot Lakeview cabin and a one-acre homesite. Sterling is president of guitar manufacturing giant, Ernie Ball, headquartered in San Luis Obispo, California. He decided to buy into Gozzer Ranch because of his positive experience at Kuki'o Golf & Beach Club, Discovery's project on the Kohala Coast of Hawaii's Big Island. "I was very impressed with the way they took care of every detail that was important to me, my wife, and our three sons," said Ball. "They are unpretentious and casual. It is developer Mike Meldman's business philosophy that's rolled over into all of his properties. It's five-star without the attitude. Heck, they even let me wear my Hawaiian shirts without tucking them into my trousers—and I like that," he said. So much so, he even roped several friends into acquiring their own Gozzer Ranch residences.



GOZZER RANCH

Gozzer Ranch Golf & Lake Club, situated on 650 wooded acres in Idaho is the ultimate private mountain retreat. Sitting on a bluff above Lake Coeur d'Alene, Gozzer Ranch provides members with magnificent mountain and lake views and the ultimate experience for golfers and anyone who enjoys a variety of water and lake activities.

Gozzer Ranch's 18-hole, Tom Fazio championship golf course is accessible from downtown Coeur d'Alene via the club's private water taxi—and the Lake Club will include two marinas with 80 slips and a lively waterfront restaurant.

The mountain lodge inspired clubhouse includes exceptional spa facilities; a state-of-the-art fitness center; luxurious men's and women's lounge and locker areas; a resort-style swimming pool and tennis courts; and creative kids' club programs and facilities along with Discovery's signature Outdoor Pursuits program.

Gozzer Ranch Golf & Lake Club offers 270 estate-sized homesites ranging in size from three-fourths acre to over one acre; 75 high-end, single-family residences; 35 detached cabins, and 40 cottage units in a beautiful, private mountain community.

For more information, write *Gozzer Ranch Golf & Lake Club*, 820 East Sherman Avenue, Coeur d'Alene, Idaho 83814; or phone (208) 765-9034, or visit gozzerranchgolfandlakeclub.com.

Discovery Land Company's Portfolio of Communities



The Estancia Club
Scottsdale, Arizona



Iron Horse
Whitefish, Montana



Kuki'o Beach Club
Kohala Coast, Hawaii



Vaquero
Westlake, Texas



Mirabel
Scottsdale, Arizona



CordeValle Golf Club
Silicon Valley, California



The Hideaway
La Quinta, California



Mountaintop
Cashiers, North Carolina



El Dorado
Los Cabos, Mexico



Baker's Bay
Great Guana Cay, The Bahamas



Gozzer Ranch
Coeur d'Alene, Idaho



Spanish Oaks
Austin, Texas



Madison Club
La Quinta, California