

Reduce Your Financial Risks (See page 16)

For the Communities of Marietta, Acworth and Kennesaw

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The Natural Edge Advantage

**The Bluffs
Overlooking Weiss Lake**

**The New
Chattahoochee
Technical College**

The Bluffs

When two Atlanta area businessmen discovered this beautiful—but undeveloped—mountain range property at Weiss Lake near Cedar Bluff, Alabama, they soon realized they had uncovered one of nature's true gifts. They recognized immediately that this vast expanse of 1,200 acres, just across the Georgia state line, a quick and easy drive less than 80 miles northwest from metro Atlanta, was perfect for people looking for that special place with both lake and mountain views. In fact, what they had come upon is now one of the finest opportunities for potential land investors and homeowners in the Southeast.

In 2003, the developers with like-sounding names, Joe Hiatt of Atlanta and John Hyatt of Roswell, were captivated when the first selective clearing of timber and underbrush revealed the breathtaking

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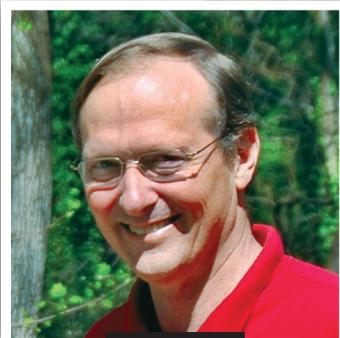
views that only a few people even knew existed. “Every developer is looking for a ‘natural edge’—the uniqueness about a parcel of raw land that will make a development stand apart from all others. We saw it immediately....we knew this was it,” says John Hyatt.

With the 30,000-acre Weiss Lake and its tributary rivers unfolding below, and the beautiful Talladega mountain range serving as a backdrop, the new development was christened *The Bluffs Overlooking Weiss Lake*. It was their plan that every home site would have a generous view of both the mountains and water. They had conceptualized a development truly on the cutting edge of what today's vacation homeowners and retirees really want.

And best of all, The Bluffs rises in the center of what is known as the *ABC triangle*

(Atlanta, Birmingham, Chattanooga), allowing easy access to major interstates over high-quality, secondary roads, with approximately 80 miles of interstate and four-lane highways from both Atlanta and Birmingham. Distances range from less than 30 miles to nearby Rome, Georgia and 75 miles to Chattanooga.

Since the grand opening of The Bluffs in 2005, home sites in the first three phases have sold quickly. This well-manicured, quality development was carefully prepared so that every lot would offer owners views of the mountains, rivers and the expansive lake that stretches below. "Our primary goal was to make this development attractive and affordable while we preserved the natural beauty of the area," says Joe Hiatt. "Low Alabama tax rates, moderate building costs and super amenities make this an ideal investment—but more importantly, a great place to live."



Joe Hiatt

The development follows natural ridgelines providing gently sloping building pads on lots that average 1.5 acres. Little earth moving was required to introduce the paved roads that interlace the various levels of view. Underground utilities deliver municipal water, central sewer and fiber optics, which add to the benefits that make building at The Bluffs smart and affordable. With so many sites with lake and mountain views, the most difficult decision is choosing which lot is the favorite!

The Bluffs has plenty of extras, including those provided by nature. Eight miles of nature trails wait to be explored, and with a watchful eye toward the sky, you may catch a glimpse of soaring eagles that nest in the area. If the water beckons, the popular nearby marina is a favorite gathering spot and an excellent source for boat launches, supplies, and fishing and boating needs.

Directions:

Take I-75 North to exit 290 (GA-20). West to 20-411 merger. North on GA 20-Hwy 411 west to Rome. Drive Hwy 20 west to Alabama state line, which becomes Hwy 9, to Cedar Bluff, Alabama.

Take Hwy 68 north for 2 miles, then left onto County Rd 44. (See signage).

In two miles, see The Bluffs entrance on right.



As America emerges from this faltering economy, people are considering new factors in choosing a future location for early retirement or a second home. One important

factor is the financial independence and stability of the developers. "We think it is important for potential lot or homeowners to know that we do not have external debt, therefore we do not have financial institutions 'helping' us make decisions," says John Hyatt. "In this time of strict lending requirements, we offer a seller-supported financing plan with a 10 percent down payment and attractive interest rates," he adds.

When you build at The Bluffs, you may elect to use one of the beautiful *Southern Living* house plans that have been created by a selection of outstanding architects and designers. As a member of the *Southern Living* Custom Builders Program, The Bluffs offers a variety of superb house plans to meet homeowners' needs.

"There are so many reasons for the popularity of The Bluffs, but we've had a natural edge from the very beginning: A mountain peninsula surrounded by water with astonishing views in any direction," says

John Hyatt. "We think anyone who visits will find it is absolutely spectacular."

Visit *The Bluffs* Web site at www.TheBluffsOfWeiss.com for more photos and information. Or, call Joe or John at 770.512.8168 to answer your questions.

Pictured below:
John Hyatt, co-owner, pictured with Theresa Hulgán, Cherokee County Chamber of Commerce Executive Director.

