



VISION: To be “the premier family oriented outdoor recreation and equestrian ownership retreat in the Blue Ridge Mountains.”

MISSION: The mission of the R-Ranch is to provide, preserve, enhance and maintain a safe and relaxing multi-recreational retreat and community of the highest quality for our owners, their families, guests and future generations.

VALUES:

- Respect (The “Golden Rule”)
- Integrity
- Compassion
- Fiscal Responsibility
- Eco-Friendly
- Have Fun!

As developed in Strategic Planning by the R-Ranch Board of Directors, 2015

R-RANCH IN THE MOUNTAINS, RANCH OWNER’S ASSOCIATION, INC.

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