



TRANSFER PROGRAM

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ITEM DESCRIPTION	PRICE
Transfer (\$800) and Administration Fee (\$50)	\$350 or Prevailing Rate
Background Check (to be paid by new owner)	\$100 or Prevailing Rate

TRANSFER PROGRAM PROCESS

The Transfer of Ownership process can be lengthy and may take up to 3-6 weeks. It is NOT an immediate process and it is dependent on both parties submission of the required documentation and is dependent on the courthouse processing times. R-Ranch Staff will facilitate between the two parties to gather the completed paperwork and file the documents with the courthouse.

1. The Owner's account must be current with no outstanding balances.
2. All prospective owners of R-Ranch are subject to a criminal background and credit check (minimum 700 via Equifax Beacon 5.0). Married or cohabitating couples must each fill out and sign a consent form. Once the consent forms are returned (along with a \$100.00 processing fee) and processed, we will notify both parties of the status.
3. R-Ranch will supply prospective owners with the consent forms.
4. R-Ranch must conduct the credit and background reports, we will not accept outside reports.
**NOTE: This step MUST completed prior to proceeding with the process. No other forms will be accepted prior to successful completion of this step.
5. A Letter of Intent and Seller's Affidavit must be completed by the current Owner, which is obtained from the Sale's Rep, and turned into Sales to proceed in the process.
6. The Sales Rep will next forward the remaining paperwork necessary with any instructions on how to proceed.
7. At this time, the remaining transfer fee (currently \$350.00) must be remitted to R-Ranch. When filling out the requested paperwork, no changes may be made to the provided documents. We must receive the original copies of any notarized documents, emails or faxes will not be accepted.
8. Non-Notarized documents may be scanned and emailed. Emailed pictures of documents will not be accepted.
9. Upon receipt of all required paperwork, we will deliver the deed to the courthouse for recording.
10. We MUST receive the recorded deed from the courthouse prior to any reservations being made. During this time, the deed is not official, and neither seller nor purchaser may use the R-Ranch property.



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HOW TO MARKET YOUR OWNERSHIP FOR TRANSFER

It is important when selling your ownership for transfer that you promote your ownership in a way that will be mutually beneficial to your sale, the prospective buyer and the collective R-Ranch Ownership. Here are our recommendations on how to go about selling your ownership. We will help provide you with the proper verbiage, successful avenues for selling your ownership and informational documents that will support your sale.

DO'S AND DON'TS

Here are a list of Do's and Don'ts that we commonly see that may hurt your sale.

DO'S

- Notify sales@rranch.com that you are looking to transfer your ownership.
- Share the link to our Sales and Marketing Brochure.
- Do share your positive experiences, what you love, what you will miss, and the memories you take with you.
- If you are covering the transfer fees note the cost you are willing to cover.
- Transfer and administration fees are one time fees and are buy-in fees into the property.
- Share we are a not-for-profit 501(c)7 organization.
- Share what amenities the R-Ranch Ownership includes.
- Share events and community opportunities.
- Share about available RV storage options.
- Share that the R-Ranch is a family friendly social club.
- Share about the discount available for owners to use the Lodge and Facilities for private events.
- Share that our lodge hosts both private and public functions.

DON'TS

- Do not use the word "Free" in your ad. This is misleading and confuses buyers, since our fees are annually.
- Do not misrepresent the R-Ranch by making promises that do not fit with the mission, values and bylaws of our organization.
- Do not promise free RV storage as storage is available on a first come first serve basis.
- Do not say you can live at the R-Ranch.
- Do not talk negatively about the cost, your prospective buyer wants to know the expense they are about to pay is worth it.



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WHERE TO ADVERTISE

- Notify the Sales Office at sales@rranch.com
- Facebook Marketplace
- Facebook Groups
- Craigslist.com
- Offerup.com
- Make a post on the Owner's Page

SALES PITCH EXAMPLE

After 15 years of ownership at the beautiful R-Ranch in the Mountains, our family has decided to sell our ownership. Our annual dues are paid through September 30, 2024. We are willing to pay the one time buy-in fee to transfer our ownership, a value of \$850.00. This is a year round resort located in Dahlonega, GA. We are a deeded interest property with over 800 gorgeous acres of pure bliss; a herd of over 25 horses to ride in both corral or on trails; we have a lodge that hosts community events and activities. We have countless options for lodging and accommodations from log cabins and a-frames, to RV and tent sites. We are minutes from North Georgia wine country and downtown Dahlonega. We have so many wonderful memories at the R-Ranch, from swimming in the pool, riding horseback on the trails, attending the R-Ranch Rodeo, watching the kids gold mine in the creek, to playing a pick up kick ball game in the field. The community is truly a blessing. Please see our Sales & Marketing Brochure for more details. Own a piece of the North Georgia Mountains today.

