



# BUILDING FROM AFAR

How Two Families Made Their Long Distance Dreams a Reality

For The Billings,  
Pictures Spoke a Thousand Words

For the Stahls,  
All It Took Was Just One Look



Absentee owners Ruth and Ron Billings would wait at their home in Houston every Friday night for photos to arrive from the project manager overseeing the building of their new home at The Cliffs. It was a much-anticipated way of keeping up with what had been done that week.

“It was a fun process,” Ron recounts.

When it had come time to think about retirement, Ron, who had spent time as a youth with relatives in the mountains of western North Carolina, thought that was where he’d like to be. A colleague at work had a property at The Cliffs and suggested the Billings take a look at the website.

“Next thing we knew, we were buying a homesite,” he says.

His colleague had started building one home and then another, both using Morgan-Keefe Builders.

“We drew on the confidence of having two colleagues ahead of us in the process who each had great confidence in Morgan-Keefe. We just lived for those Friday nights when the photos arrived. It made the process easy. But it was a little depressing when we stopped having the pictures to look at.” Any tinge of depression ended as soon as the Billings arrived at their new home.

“It’s such a welcoming community,” Ruth adds. “Even though people are from all over and have different backgrounds, we all have this thing in common called The Cliffs.”

When Massachusetts residents Michele and Kent Stahl first started to think about a getaway home that would later become the place they retired, they planned to look around at a number of communities all across the country. But one visit to The Cliffs changed that.

“We arranged a Stay & Play Golf package at The Cliffs, fell in love both with the amazingly beautiful property and Asheville, and after only two days we decided to buy a lot. Kent loves golf, so the option to play seven different golf courses was a key factor in our choice to buy in The Cliffs,” Michele says, explaining why they looked no further.

“We were building from afar, so we needed a builder that we didn’t need to babysit and could count on to do quality work without us being here to oversee every little thing. The process went very smoothly because we chose Morgan-Keefe Builders up front rather than bid out the design. We wanted our builder involved from the very beginning of the architectural process to give input on the design as it was being drafted. We flew down every five weeks to meet with the architect and builders team.”

“Morgan-Keefe had many great insights from their years of building experience. They knew what worked here, what didn’t, and what other clients had done that was unique. That collaboration took all the stress out of building.”

Michele expressed her feelings about her new home at The Cliffs in a few words, “Everyone who lives here has embraced us, it’s absolutely gorgeous, and the weather’s great. I can’t imagine a better place on earth.”