

Ashton Court / Belize



A LUXURY BOUTIQUE RESORT

Ashton Court – Belize

Member of Belize Resort Properties, LLC.

Dear Friends,

About three years ago, after weathering the storms of a nasty divorce and the affects of a crippling Arizona Real Estate Market, I went in search of a new challenge. I needed a challenge that would not only inspire me, but also make full use of my Real Estate Development and Sales Experience obtained through my 25 years in a highly competitive market. Being the son of a British and Belize hotelier, I always had a passion to develop and run my own boutique resorts. I have travelled extensively from Europe to Asia and from the Pacific Rim to the Caribbean experiencing the good, the bad, and yes the ugly in what resorts had to offer. So I started my search for the perfect Location and Concept.

Since my early childhood, I had been traveling to Belize with my mother and often stayed on the small island of Caye Caulker. Situated on the world's second largest barrier reef, Caye Caulker was my mother's birth place and the place we all called "back home." Being born and raised in England, Belize was "back home" even before I had ever visited this paradise. As I grew older and travelled this former British Colony, I found a whole new appreciation for the diversity of the country, both in its people and its geography. Nestled deep in the heart of the Cayo District on a one mile stretch of the Macal River I found what surely must be heaven on earth. The first time I showed my mother the property, she got teary eyed saying that "I never knew such a place even existed in my own country." I knew this was the location!

With a Location, I now needed the concept. I remembered a resort that I had stayed at in Bali. What I remembered the most about it was the attention to detail and the way the resort seemed to melt into its environment. The resort had succeeded in blending all of the conveniences of our modern world, yet left the natural beauty in place. The concept was born, but it needed more. Others had accomplished similar concepts – we needed "something special."

The Concept: Our target market is the higher end income earner of primarily North America, with an emphasis on the markets that are a two to four hour air travel time to Belize International Airport. Our secondary market is Canada and Europe. We are working with the belief that our American guests will be of the "work hard and play hard" group. That is, we believe that our target audience is among the hardest working people on the planet. Many of them do not have time to meander around from destination to destination. We plan on having our guests in vacation mode within ninety minutes of arrival, twentyfive minutes for those that choose to arrive via helicopter on our private helopad. Once on site, there will be a choice of our 40 individual suites starting at \$*** per night or in one of the 10 privately owned fully furnished homes with cooks and maid service starting at \$950 per night. On site amenities will include full day spa services, equestrian, travel by river from our own private floating dock, onsite dining, cooking classes, organic gardens, butterfly gardens, hiking, transportation via helicopter or air conditioned cars to the reef, and much more.....

We are looking at growing our business to include a smaller 20 room reef side resort and are currently negotiating a third location in the southern part of Belize.

We hope that this snapshot of our company gives you a flavor of our strategy. We also hope that you will call us and get to know us over the next few months as we try and establish Belize Resort Properties, LLC.