

October 6, 2020

TO: White Bluff Property Owners  
FROM: Your Board of Directors  
RE: The Sale of Double Diamond's inventory of lots

We are pleased to send you this Press Release! Flatiron has facilitated the sale of the remaining inventory of lots owned by Double Diamond as well as other WB amenities including the Sales Complex, The Trailwood Condos and half of the Range Condos. Your Board looks forward to guiding the continued evolution of White Bluff to becoming THE premier resort destination of choice.

Media Contact:  
Kelle Knight  
Droese Public Relations  
suzanne@droesepr.com  
214-752-4444

### **FOR IMMEDIATE RELEASE**

#### **Global Merchant Bank, Conlon & Co., Makes First Investment in DFW Market** *White Bluff Resort on Lake Whitney Gets New Boost of Energy with New Investors*

Dallas, TX (October 6, 2020) – Global merchant bank Conlon & Co. announced their acquisition of all remaining undeveloped lots in the **White Bluff Resort on Lake Whitney** today. Conlon & Co., led by CEO and Founder, **Sean J. Conlon**, closed on the transaction on September 30, for an undisclosed amount. It is the company's first venture in the DFW market area.

Conlon is a real estate visionary, who is recognized as one of the top real estate experts in the country. In addition to his newsworthy career deals, he is regularly seen on TV as the host of CNBC's original series "The Deed." He is also regularly interviewed by CNN, *The New York Times*, *Forbes*, *The Wall Street Journal*, and countless other outlets for his insight into the real estate market. His partner is the **Honorable Richard M. Daley**, former Mayor of Chicago. Both have expressed their excitement about bringing new enthusiasm and energy to the project.

Conlon shares, "We could not be more delighted to be making a significant investment in the White Bluff Resort on Lake Whitney. The beauty in this pristine corner of Texas is pretty amazing. From the 37 square miles of the crystal-blue freshwater lake to the prairies and woodlands to the breathtaking bluffs – all so close and accessible to the Metroplex – is pretty remarkable." He goes on to say, "In today's world where our homes have become our sanctuaries, it's wonderful to live somewhere that is so accessible, yet so secluded and peaceful. For that reason, we are incredibly excited to be involved in this project, and we look forward to upgrading and updating the resort, bringing new life to what is already an incredible community."

White Bluff Resort on Lake Whitney – which is an approximately 90-minute drive from the DFW area – is located on the shores of Lake Whitney. The gated community of White Bluff Resort offers

affordable permanent and vacation home lots, with a variety of recreational options. The community includes over 3,500 acres with 6,500 building lots (719 fully entitled, shovel-ready lots), two newly renovated 18-hole championship golf courses designed by PGA tour winner Bruce Lietzke, a driving range and pro shop, two club houses, two restaurants, five swimming pools, tennis courts, hiking and cycling trails, an equestrian facility, overnight lodging for guests, and a marina for boating, sailing and other lake activities. Lot prices range from \$25K to \$250K, and lot sizes range from .25 acres to 1+ acre, with homes starting at \$200K.

Arcis Golf will provide management services for the golf course, pro shops, restaurants, lodging, the marina and other amenities within the resort. Arcis Golf, the second largest owner-operator of private, resort and daily fee clubs in the country, manages a collection of 65 properties nationwide, including the prestigious Cowboys Golf Club, which has been named “Best Overall Golf Club” in Dallas-Fort Worth for 17 consecutive years by *Avid Golfer* magazine.

Leonard Critcher, President of the White Bluff Property Owners Association also shared his enthusiasm for the project, saying, “The acquisition of the desirable and limited inventory of White Bluff lots and other amenities by Conlon & Co. marks the beginning of an exciting chapter in the evolution of White Bluff Resort. Our community and our Property Owners Board look forward to showcasing the first-class and unique environment White Bluff offers. This acquisition will be a major catalyst for White Bluff becoming THE resort venue of choice.”

Census data shows that Americans are increasingly moving West and South. This move away from high regulatory and tax burdened states has led to stronger economic and population growth in states such as Texas, which is poised to see continued job and wage growth, housing affordability, and a dynamic economy that has become more diversified and less reliant on the energy industry.

Conlon adds, “Having done business all over the world, I have always found the prospect of doing business in Texas intriguing. I did my first deal here over a decade ago, and I love this state, which has always been incredibly pro-business. Given the general trend in America now, Texas is in a unique position to benefit from increased mobility. All of this combined with White Bluff Resort’s amazing resort amenities – positioned on the bluffs of beautiful Lake Whitney, and such a short commute to the city – allows anyone to have the quality of life that has almost become our mantra this year. It epitomizes the sort of living most people aspire to have.”

For more information, please visit [www.whitebluffresort.com](http://www.whitebluffresort.com), or contact Kelle Knight at Droese Public Relations.

###

#### **About Conlon & Co.**

Conlon & Co., founded in 2000 by Sean J. Conlon, operates as a merchant bank with a focus on capital raising and arbitrage opportunities within real estate finance and investment markets. The company grew from Sean’s successful career in real estate and a lifetime of building relationships. Growing on the success of his varied real estate enterprises, Conlon & Co. was born. Conlon designed the company to establish a brand-name to capture the depth and breadth of real estate investment and consulting services and he could offer his extensive network of clients.

Conlon & Co.’s in-house capabilities, combined with 25 years of building relationships and strategic partnerships gives Conlon & Co. unparalleled insights into the market, access to capital and unique investment opportunities. Conlon & Co. is made up of a team of dedicated professionals who share Conlon’s ideas as well as a strong work ethic that has made his endeavors to date so successful. The Conlon & Co. team

has experience spanning across the entire real estate spectrum. The company has offices in Chicago, London, Los Angeles, Palm Beach, and Dallas. For more information, please visit [www.conlonandco.com](http://www.conlonandco.com).

### **About Sean J. Conlon, Conlon & Co, CEO and Founding Partner**

Sean Conlon is the founder of Conlon & Co, an established, boutique merchant banking firm providing clients with custom-tailored solutions across a suite of services from financing, portfolio and fund management to advisory and co-investment opportunities. Leveraging Sean's unrivaled global network of curated, long-term relationships, the company is able to provide clients with return driven results for all of their real estate needs.

An Irish immigrant hailing from the small village of Rathangan in County Kildare, Sean came to the states in 1990, working as a janitor before joining one of Chicago's top real estate firms in 1993. He quickly made a name for himself as one of the most prolific sellers of residential real estate with sales approaching \$200 million annually, making him one of the top real estate brokers in the country, while in his 20's.

Sean launched Sussex & Reilly in 2000 which quickly grew into a 300 plus employee business accounting for over \$1 billion in annual sales and was hailed as one of the most high-tech firms in real estate. Sean sold the firm, bought it back, and subsequently re-sold the company in 2007.

In 2009 Sean formed CONLON, which soon became one of Chicago's most impressive brokerage firms. In 2013 Christie's International Real Estate aligned themselves with CONLON and in 2018 CONLON was purchased by Compass.

Sean is the host of CNBC's original series "The Deed" which explores how fortunes are really made in the unpredictable and cutthroat world of real estate flipping and development. In the show, Sean provides developers a lifeline by offering them his own cash and expertise in exchange for a piece of the property and a percentage of the profits.

Recognized as one of the top real estate experts in the country, Sean is regularly interviewed by CNN, CNBC (appearing on Squawk Box and Power Lunch), New York Times, Forbes, Crain's, and the Wall Street Journal, to name a few, to discuss the market and trends within the real estate industry.

Sean is actively involved in philanthropic and civic causes, most prominently he established The Conlon Wildlife Foundation to aid animal rescue worldwide.

### **About Lake Whitney**

Lake Whitney is a large, freshwater, recreational-use lake encompassing approximately 23,500 acres and 225 miles of shoreline. It is a flood control reservoir on the main stem of the Brazos River in Texas. The area consists of rolling, tallgrass prairies; cedar trees; hardwood timber; and 100 ft (30 m) bluffs and rock points. Lake Whitney is also part of the Texas Lakes Trail Region of North Texas.

Lake Whitney is a year-round destination for Texas residents due to the abundance of water sports and activities all ages can enjoy and its proximity to Dallas-Fort Worth along the Interstate 35 Corridor. The most popular activities at the lake include fishing, boating, sailing, jet skiing, wakeboarding, water skiing, hunting, and golf. The area was designated as the Getaway Capital of Texas by the Texas Legislature in 2005.