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Luxury Resort community, Alpine Mountain Ranch & Club, in Steamboat Springs, CO, appoints new Director of Marketing, Public Relations

Pictured: Brittanny Havard, Director of Marketing and Public Relations, Alpine Mountain Ranch & Club.

Steamboat Springs, Colo., April 17, 2018 – [Alpine Mountain Ranch & Club](#), an exclusive, 1,216-acre land preservation community located in Steamboat Springs, Colorado, is pleased to announce the appointment of Brittanny Havard as Director of Marketing and Public Relations.

“Britt Havard is an industry leader and we are delighted to have her as a part of the team at Alpine Mountain Ranch and Club,” said Bob Dapper, Director of Development, Alpine Mountain Ranch & Club. “Joining us with a background in luxury real estate and destination marketing, we are more than confident in Britt’s ability to elevate the marketing and public relations efforts at Alpine Mountain Ranch and Club, and we look forward to providing her top support in reaching her goals.”

Havard brings extensive marketing and real estate experience to the team, having previously led the public relations efforts at LIV Sotheby’s International Realty, the #1, top producing Sotheby’s International Realty affiliate in the world by sales volume. There, Havard served as the Director of Communications and delivered powerful results, managing the strategic marketing and communications strategy for the firm’s 15 offices, which span Denver metro, Boulder, Breckenridge and the Vail Valley.

Havard will join Alpine Mountain Ranch & Club to further the marketing, public relations and overall operations strategy of the community, elevating the development’s sales and marketing efforts. She will employ a strategic marketing approach at Alpine Mountain Ranch & Club in Steamboat that is similar to the one she executed during her tenure with LIV Sotheby’s International Realty.

At LIV Sotheby's, Havard led the Marketing and Public Relations Strategy for several high-profile real estate projects, including, the marketing launch for West Creek Ranch, a \$149 million land and estate property, listed by the brokerage, located in Gateway, CO. The property is owned by John Hendricks, founder of the Discovery Channel. Additionally, she executed the public relations strategy for the sale of 107 Rockledge Road, an 11,509-square-foot ski-in, ski-out residence once owned by Denver socialites Vernon "Moose" Taylor and his wife Ann Bonfoey Taylor, who are known for putting Vail on the map as the world-renowned Colorado resort town it is today. The \$23 million sale set the record for a single-family home in the Vail Valley.

Harvard and her team at LIV Sotheby's International Realty were the recipients of numerous awards, including LuxuryRealEstate.com's, "Best Print Marketing" and "Top Video Strategy" award in 2017.

"I am thrilled to be spearheading the Marketing and Public Relations efforts at Alpine Mountain Ranch & Club," said Havard. "It is evident in the marketplace that more and more individuals seek to live the Colorado lifestyle, and in my experience in luxury real estate, there is no greater opportunity than that which is offered at Alpine Mountain Ranch & Club in Steamboat, to build a custom home with the views, amenities, value and location that AMRC offers - all with the added benefit of being nestled within the Steamboat community."

Sales at AMRC entered 2018 strong, with two recent, 5-acre homesite sales; Lot 28, closed at \$1.5 million, in March, and Lot 29, selling at \$1.7 million, in January.

AMRC's 5-acre homesites are currently priced from \$1.5 million, with several available homes under construction, priced from \$4.5 million. The newly named, [Alpine Mountain Summit Club](#), located slopeside of Steamboat Ski Resort, at One Steamboat Place, offers members year-round access to five-star amenities and luxury services, including ski valet, private lockers, dining and drinks, fitness center, spa and pools.

Additional ownership benefits and amenities at Alpine Mountain Ranch & Club include 900 acres of wildlife preserves and open space, an Owners' Lodge, Guest Cabin, concierge services, fishing lake, private fishing on the Yampa River, equestrian facilities, a private backcountry retreat and five-miles of trails.

For more information, contact Bob Dapper, Director of Development, Alpine Mountain Ranch & Club, at 970-846-4333, or visit www.alpinemountainranchsteamboat.com.

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Alpine Mountain Ranch & Club is a 1,216-acre land preservation community in Steamboat Springs, Colorado. The ranch features 63, five-acre homesites and 900 acres dedicated to wildlife preserve and open space only five minutes from town and the ski area. Ranch amenities include an Owners' Lodge, Guest Cabin, concierge services, fishing lake, equestrian facilities, membership opportunities at the five-star, slopeside, Alpine Mountain Summit Club, located at One Steamboat Place, a private backcountry retreat, five-miles of trails, and more. For more information, call 970.620.9246, or visit www.alpinemountainranchsteamboat.com

