

This email is non-commercial information from members of FireRock Country Club who are part of the FireRock Freedom of Choice group. Email addresses have not been shared with non-members, and Club rules related to the use of member email addresses have not been violated. Please note that if you do not want to receive these informational emails that you can Unsubscribe by clicking on the Unsubscribe button at the bottom of the page.

Please note this is a corrected version.

Fact Checking FireRock Country Club

The FireRock Golf and Country Club Board of Managers recently sent out an email in which it said that we, FireRock Residents for Freedom of Choice, were “spewing untruths”, in other words, lying. We are not lying. We have made every effort to stick to the facts and the actual language of the proposed Amendments submitted by the Club. If we have unknowingly made a mistake, the Club should point it out to us so we can correct it.

We DO want to correct several untruthful statements made by the Club:

Fact Check #1

FireRock Statement: The vast majority of our Membersexpressed their strong support for the proposed Community Amendment and its sponsorship by the Club.

Truth: There are many members who do not support forced community membership. Out of the more than 950 resident and club member email addresses receiving our informational emails, thus far only 56 people have opted out of receiving the informational emails and 64% open the emails. So the “*vast majority*” of FireRock members and residents are interested in what we have to say and many are sending in their thanks and appreciation every day, especially those who have not received timely information from the Association or Club.

Fact Check #2

FireRock Statement: The Club has focused on getting the FACTS of our offerings out to the Community We spent time listening to homeowners’ inputs and modifying our offerings accordingly, always trying to satisfy many of these suggestions.

Truth: Many questions that were raised to the club, such as the financials of the club and its business plan for the expansion, remain unanswered and undisclosed. Some of the informational sessions held at the Club were canceled without prior notice. To date the details of the offering described in the Club’s revised proposed Fourth Amendment have not been fully defined nor has the reasoning for and meaning of some of the provisions been explained.

Fact Check #3

FireRock Statement: The offering(s) has very compelling value and will likely receive strong support except for a possible financing issue, related to Fannie Mae/Freddie Mac, that may affect a small percentage of the Community properties.

Truth: There are 202 condominium units in FireRock, representing more than 1/3rd of the total FireRock community of 570 residences. **35% is not a small percentage.** Under Fannie Mae/Freddie Mac regulations, condominiums which are members of a homeowners’ association which mandates membership in Clubs are not “warrantable” , meaning that they are deemed too risky, and not qualified for conventional financing. Therefore, purchasers of these units will have to secure unconventional mortgages with higher interest rates and costs. This group as well as the presidents of the condominium homeowner’s associations brought this to the attention of the Club weeks ago. This will no doubt depreciate the value of the condominiums.

Fact Check #4

FireRock Statement: It became clear from our research that prospective buyers interested in luxury properties in Scottsdale and FireRock are looking for expanded fitness/wellness offerings. When done properly, our proposed expansion will positively affect all FireRock property values and meet the needs of our Community Members and our Country Club.

Truth: The primary focus of the Club expansion is the ballroom/dining room where the Club owners have planned to host paid events such as weddings and parties, not the fitness facility. The revenue from these events will be paid to the Club owners, not the homeowners.

If the Club wanted to expand the fitness/wellness facility for the benefit of homeowners, it could do so by enlarging only the fitness area, without expanding the 1st floor dining area, at a reduced cost which does not necessitate forced homeowner memberships to finance.

Most of the Firerock Community has made the decision not to join the Club. Clearly, the 52% of the Firerock residents who are not members of the Club **DO NOT HAVE A NEED FOR THE CLUB**. If 52% of the residents are not Club members, then roughly 50% of prospective buyers are not interested in what the Club offers, whether or not there are "expanded fitness/wellness offerings."

Case in point, recently a realtor reached out to Overlook HOA concerning a Unit listed for sale requesting information concerning a mandatory club membership requirement. It was very important to the buyers as they would be part time residents and would only use the club very occasionally. It is unknown if the potential buyers will wait for the outcome of the amendment vote before proceeding with the contract to purchase.

Fact Check #5

Firerock Statement: Our proposed expansion will positively affect all FireRock property values.

Truth: There is no certainty that the Club's proposed expansion will positively affect all FireRock property values.

Consider this Redfin data:

In January 2022, Firerock home prices were up 26.5% compared to last year, selling for a median price of \$1.7M. Firerock Golf and Country Club is private and has a small fitness center without classes.

In January 2022, Sunridge Canyon home prices were up 27.6% compared to last year, selling for a median price of \$880K. Sunridge Canyon Golf Club is open to the public and does not have a fitness center

In January 2022, McCormick Ranch home prices were up 25.8% compared to last year, selling for a median price of \$688K. McCormick Ranch Golf Club is open to the public and does not have a fitness center.

In January 2022, DC Ranch home prices were up 19.7% compared to last year, selling for a median price of \$1.1M. DC Ranch Country Club is private with a large fitness center offering classes similar to the one that the Firerock Club is proposing. DC Ranch real estate did not appreciate as much as Firerock, Sunridge Canyon, or McCormick Ranch (whose Clubs do not have large fitness centers) did in 2021.

It is very likely, given the above data, that the Club expansion of the fitness center will not significantly affect property values. However, what will undoubtedly affect property values is the mandatory membership that will substantially decrease the pool of buyers interested in buying our properties.



Please go to www.firerockfreedomofchoice.com for more information and comments

Firerock Freedom of Choice | E. Firerock Country Club Dr, Fountain Hills, AZ 85268

[Unsubscribe harveststarr@cox.net](mailto:unsubscribe_harveststarr@cox.net)

[Update Profile](#) | [About Constant Contact](#)

Sent by firerockfreedomofchoice@gmail.com in collaboration with



Try email marketing for free today!