



For Immediate Release

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Pine Canyon Creates Hospitality Team to Elevate Residential Community's Experience

FLAGSTAFF, Ariz. (July 28, 2017) – [Pine Canyon](#), a private master-planned golf course and residential community in Flagstaff, Ariz., has established an on-site hospitality team that will cater to the needs of members and facilitate tours of the luxury community for potential residents.

The three-person team will manage reservations for Pine Canyon's Club Cabins, a cluster of fully-furnished, luxury cabins that are currently under construction and will offer accommodations for Pine Canyon members and their guests. The new hospitality team will also coordinate Discovery Tours for those who are interested in Pine Canyon, and manage all concierge services for members.

"From the beginning, we have been committed to raising the bar when it comes to service and hospitality at our communities," said Peter Burger, president of Symmetry Companies, which owns and operates Pine Canyon. "This new team of talented and experienced hospitality professionals elevates our level of service beyond what a traditional residential community may offer, to more closely mirror that of a resort experience. And, that's our goal."

Yami Lopez, a seasoned manager in the hospitality industry, will lead the team. Lopez joins Pine Canyon after serving as a revenue and reservations manager at the FOUND:RE, an industrial-style, boutique hotel in Phoenix, Arizona. Her portfolio of experience includes a dedication to brand cohesion and quality assurance, while her background includes time spent with top-tier hospitality brands such as Starwood, Hyatt and Kimpton. Lopez earned a bachelor's degree in hospitality from Northern Arizona University.

Nathan Korotie and RJ Yeager will round out the hospitality team. Korotie, an experienced concierge at luxury properties who also earned a degree in hospitality at Northern Arizona University, will rely on his background in customer service and hospitality to oversee the guest and member experience at Pine Canyon. Yeager will manage housekeeping and maintenance needs.

"Symmetry Companies is dedicated to innovation, and introducing a hospitality team of this caliber illustrates that mission to both the industry and Pine Canyon," Marty Hoeffken, Pine Canyon general manager, said. "With this addition, our staff, our membership, and our potential residents are fortunate to have the opportunity to receive a custom experience in Pine Canyon's luxury accommodations."

About Pine Canyon

Located adjacent to the Coconino National Forest, [Pine Canyon](#) is a more than 620-acre private, luxury golf course community in the high country of Flagstaff, Ariz. In addition to its 18-hole championship golf course, Pine Canyon boasts stunning views of the San Francisco Peaks, an award-winning 35,000-square-foot clubhouse, a second expansive

recreation-focused amenity building, and a number of other family-oriented offerings. Real estate options at Pine Canyon include detached mountain cabins, paired homes, townhome trios and custom estate homes and homesites.

Pine Canyon is a development of Symmetry Companies, a residential and lifestyle company focused on creating member balance, and is also a member of the The True Life Companies. The True Life Companies is a strategic real estate investment and management firm composed of top-tier professionals with more than 200 years of combined industry experience in all facets of real estate acquisitions, development, management and homebuilding.

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