



**TIMBERS COMPANY MARKS MARQUEE 25 YEAR ANNIVERSARY
WITH EXPONENTIAL GROWTH**

*Developer and Operator of World Class Hospitality Resort Communities Commemorates Five Years Headquartered in Florida
Through Expanded Portfolio and Executive Hires*

September 10, 2024 (WINTER PARK, Fla.) – [Timbers Company](#), a renowned resort development and hospitality company specializing in boutique luxury properties and private residence clubs, is celebrating dual milestones in 2024: its landmark 25-year anniversary, as well as the brand's five-year anniversary headquartered in Winter Park, Florida. Founded near Aspen, Colorado as a pioneer in elite private residence clubs, Timbers has grown to become one of the largest independent developers and operators of luxury resorts, with an exceptional portfolio that spans across the world's most sought-after destinations. Coupled with the brand's global expansion, Timbers has also demonstrated its resiliency and strength through the growth of its team in attracting talented executives and staff, including marquee executive hires dedicated to ushering in a new strategic chapter in what has become a dynamic sector in the luxury hospitality and residential real estate industries.

From its inception, Timbers has maintained a relentless focus on core values—authenticity, integrity, value of time, and personalized service—which have not only fueled its growth but have also ensured its durability in the ever-changing landscape of luxury hospitality and residential resort real estate. This focus is deeply embedded in every project, demonstrating Timbers' and its owners' commitment to preserving the environment while providing unparalleled guest experiences.

“Timbers is humbled to be recognized as one of the most dynamic names in the industry over these past two-plus decades, and our move to Winter Park five years ago marked a crucial step in our brand's growth. Reaching 25 years would not have been possible without the vision and dedication from Timbers' founder, David Burden, and both present and past employees, who truly believed in our foundational pillars,” stated CEO, Greg Spencer. “Relocating the headquarters to the East Coast was a pivotal step toward both our continued expansion, particularly in Florida, as well as attracting the industry's top talent from, and to, the center of tourism and leisure activity in Orlando and the state of Florida, with its 140 million visitors per year.”

Growing Timbers' Footprint

The strategic move to Winter Park has proven to be successful for Timbers as it continues to grow its corporate staff with seasoned industry professionals, including the addition of three new executives. Over the past five years, the company has increased its central support staff by 45 percent, capitalizing on Winter Park's location, the area's high concentration of hospitality professionals, and proximity to higher education. Within the last year, the brand welcomed three hospitality and development industry veterans into new roles: Brian Corbett as Chief Operating Officer, Heidi Nowak as Chief Marketing Officer, and Darrin Griffin as Chief Development Officer, priming the brand to further elevate its presence and underline its dedication to offering singular lifestyle experiences.

Portfolio-wide, Timbers has grown its team from 400 to nearly 1,000 employees, a testament to its expanding influence and ongoing success. The company continues to grow with the completion of the rebuilding of South Seas, the iconic resort on Florida's Captiva Island, and new domestic and international projects. Timbers was also recognized as a finalist for the *Orlando Business Journal's* "2024 Best Places to Work" award. This honor reflects the vibrant culture of enthusiasm, dedication, and care the value-oriented and purpose-driven team brings to work every day.

Connecting with Discerning Travelers Through Andiamo

Further fortifying its position in the hospitality realm, Timbers debuted [Andiamo](#) in fall 2023, offering consumers streamlined access to the brand's exceptional collection of bespoke vacation residences, complemented with the amenities of a luxury resort and fully-planned vacation experiences. Designed to answer the demand of private vacation rentals coupled with personalized hospitality services and standards, Andiamo bridges the gap between private home rental booking platforms and the high-end resort experience. Unlike conventional home booking sites where quality, service and details are all uncertain, Andiamo offers a luxury standard across the entire curated portfolio of vacation rentals, including residences rarely accessible to consumers. The debut of Andiamo also solidified Timbers' strength with the travel advisor community, offering enhanced commissions, guaranteed response time and customized welcome amenities for their clients inherent to our location.

Looking Ahead

While Timbers' agility, thoughtful strategies and exceptional team have played key roles in its decades-long success, at its core, the focus remains the same: offering one-of-a-kind experiences families and loved ones

will cherish for a lifetime. 2024 will mark the completion of building back South Seas that was impacted by Hurricane Ian in 2022. Through a joint effort led by Timbers, South Seas will be built back resiliently and able to withstand future storm surges with amenities that both speak to the needs of travelers while preserving the land for generations to come. Looking ahead to future acquisitions, Timbers' focus has been on expanding in key markets such as Coastal Florida, Montana, Costa Rica, and the Caribbean. These significant projects signify not only Timbers' ability to rebound and innovate, but also its continued dedication to the 25-year promise it made to its Owners and guests: creating extraordinary moments and crafting memories that bring family and friends together in a paradise perfected.

About the Timbers Company:

Timbers Company is one of the leading developers and operators of luxurious properties located in the world's most sought-after destinations. Timbers Company serves as the parent company overseeing Timbers Resorts, Soleil Hotels & Resorts and Andiamo, a platform offering streamlined access to Timbers' global collection of bespoke vacation residences, complete with all the amenities of a five-star resort. Timbers' integrated capabilities encompass ground-up and value-add development, hospitality management, investment advisory, portfolio management, rebranding and repositioning, asset management, and luxury rental management. Their unwavering commitment is to curate unforgettable, genuine experiences for owners and guests, drawing inspiration from local culture and natural splendor. For additional details, please visit www.timberscompany.com