



BluestonePeak

AT MASSANUTTEN MOUNTAINSM

PRESS KIT

bluestonepeak.com



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BluestonePeakSM Press Kit

Table of Contents

Brand Fact Sheet.....	2
Overview	2
Home Types.....	2
Development Team	2
Community Amenities.....	3
Signature Programs and Events	3
Massanutten Resort [®] Amenities.....	3
Story Angles.....	4





Brand Fact Sheet

Overview

BluestonePeak at Massanutten MountainSM is a 55+ active-adult community under development within the celebrated Massanutten Resort[®] in Virginia's Shenandoah Valley that encourages its residents to Live Full RangeSM. The nearly 200-acre site has been master-planned by Urban Design Associates (UDA) and features walkable neighborhoods, thoughtfully crafted homes and deep connections to both nature and community. Residents will enjoy access to an exclusive clubhouse, pickleball courts, trails, golf, spa services, social events and more – including seasonal access to skiing and snow sports at the resort. As a new chapter in Massanutten's 50+ year legacy, BluestonePeak at Massanutten MountainSM offers a one-of-a-kind opportunity for active adults to live fully in a place that feels like home.

- Website: bluestonepeak.com
- Instagram: @BluestonePeak
- Facebook: BluestonePeak at Massanutten Mountain

Home Types

- Country Homes - Large, welcoming front porches give these homes distinction while thoughtfully placed rear garages and lush courtyard gardens create a private, serene outdoor retreat.
- Garden Homes - With cozy garden nooks and carefully tucked garages, these homes offer a smaller footprint for a perfect blend of intimacy, efficiency and storybook appeal.
- Cottage Homes - With inviting front porches and private garden spaces, these paired homes offer a low-maintenance yet elegant lifestyle rooted in comfort and charm.
- Townhomes - Featuring welcoming front porches and gardens with garages tucked behind, these maintenance-free homes foster a connected, active neighborhood lifestyle.
- Terrace Homes - Thoughtfully designed for comfort and freedom, these one-level homes offer a refined, low-maintenance lifestyle with private balconies overlooking stunning views.

Development Team

BluestonePeakSM is being developed by the same team of visionaries who have owned, operated and expanded Massanutten Resort over the past 40 years. Spanning nearly 200 acres of rolling mountain terrain, the community has been master-planned by Urban Design Associates (UDA) to emphasize connection – to neighbors, to nature and to meaningful experiences.

A defining feature of BluestonePeakSM is its commitment to preserving at least 40% of the land as HOA-managed green space, ensuring that residents have ample opportunities to gather, explore and enjoy the outdoors together. The community's homes draw inspiration from classic Shenandoah Valley architecture, incorporating Folk Victorian, Classical Revival and Arts & Crafts styles. Walkable neighborhoods and welcoming front porches further foster a sense of community, creating a place where social connection and everyday ease come naturally.

Construction is led by Peak Construction, trusted for over four decades of craftsmanship at Massanutten Resort[®], in partnership with Evergreen Homes, a Virginia-based developer with extensive experience building cherished communities across the region.



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Community Amenities

BluestonePeakSM residents will have access to their own outdoor and community clubhouse amenities including:

- Fitness Center with Gym & Sauna
- Library
- Social / Game Room
- Indoor & Outdoor Seating Areas
- Business Center with Private Meeting Space
- Demonstration Kitchen
- Picnic Pavilion with Grills
- Horseshoe Pits and Cornhole Boards
- Firepits
- Pickleball Courts
- Resort-style Pool & Hot Tub
- Bocce Court & Putting Green

Signature Programs and Events

BluestonePeakSM residents will have access to their own outdoor and community clubhouse amenities including:

- Social Mixers and Happy Hours
- Outdoor Adventures
- Cultural Outings
- Winery, Brewery and Distillery Tours
- Recreational Leagues
- Recreational Tournaments
- BBQ Showdown
- Cycling Club
- Card Club

Massanutten Resort[®] Amenities

In addition to the BluestonePeakSM offerings, residents will have access to four-season amenities at Massanutten Resort[®] including:

- 5-Mile Multi-Use Trail
- 2 18-Hole Golf Courses
- Driving Range
- 30 Miles of Hiking and Biking Trails
- 2 Recreation and Fitness Centers
- 4 Outdoor Pools
- Hunting and Fishing
- Hiking
- Scenic Chairlift Rides
- Indoor/Outdoor WaterPark
- 5 Shopping Locations
- 12 Dining Locations
- The Spa at MassanuttenSM
- 83 Acres of Snowboarding / Skiing Trails
- Ice Skating
- Snow Tubing
- 2 Indoor Pools
- Year-Round Pickleball Facility (with dedicated court time)



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AT MASSANUTTEN MOUNTAINSM

Story Angles

A New Blueprint for 55+ Living – BluestonePeakSM is redefining active-adult communities by merging resort partnership, purpose-driven urban design, and a Live Full RangeSM philosophy to go beyond traditional retirement models focused solely on golf or tranquility. With at least 40% of the community dedicated to HOA-managed greenspace, residents enjoy ample room for outdoor recreation, wellness, and connection with nature – making this approach truly innovative.

The Resort Town You Can Call Home – BluestonePeakSM isn't merely a place to live; it's a community built for those who choose to Live Full RangeSM – where mountain trails, spa escapes, ski slopes, shopping, dining and golf fairways are part of everyday life.

Where Mountains Meet the River – Just minutes from the Shenandoah River, BluestonePeakSM offers residents easy access to some of Virginia's most beloved outdoor pursuits. Whether it's kayaking, canoeing, tubing, or casting a line in the river, life here flows naturally between mountain adventure and riverside relaxation – all less than 10 minutes from home.

The New American Dream: Multigenerational Resorts – Today's retirees are seeking communities that double as family destinations, where visits from the kids and grandkids feel like mini-vacations. With activities, amenities and conveniences all within reach of the homes within the BluestonePeakSM community, a vibrant lifestyle unfolds that appeals across generations.

Pickleball Is Just the Beginning – From golf and tennis to hiking, biking, and swimming, BluestonePeak at Massanutten MountainSM offers an array of ways to stay active. More than sport, the community fosters a wellness mindset through curated lifestyle programming designed to keep curiosity, social connection, and healthy living at the heart of every day.

Mountain Town Meets Wine Country – Start your day on the trails or tennis courts, then spend the afternoon savoring local wines and farm-to-table cuisine. At BluestonePeakSM, active mountain living and indulgent food and wine experiences come together seamlessly.

From Destination Resort to Residential Legacy – Built within a celebrated four-season resort with a 50-plus-year legacy, BluestonePeakSM represents the evolution of Massanutten Resort's legendary hospitality into a residential model, one that elevates both place-making and lasting relevance for future generations.

Architecture with a Sense of Place – BluestonePeakSM draws on Shenandoah Valley's Folk Victorian and Arts & Crafts heritage to create homes that are regionally authentic, while Evergreene Homes' construction ensures efficiency and modern comfort. Distinctive architectural details and inviting front porches encourage outdoor living and foster connection with neighbors, making every home both beautiful and welcoming.

This document contains general information about a proposed community, BluestonePeak at Massanutten MountainSM ("Bluestone Peak"), that is under development and not yet complete. BluestonePeakSM is being developed by Great Eastern Nelson Hopkins, LLC ("GENH") with homes to be built by it and third-party builders. GENH holds Virginia firm real estate broker's license (License # 0226038601) and represents all the third-party builders. All land plans, site plans, lot layouts, home plans, topographical features, utility placements, landscaping concepts, amenities and any other representations of BluestonePeakSM are conceptual in nature and subject to cancellation or change without notice. All illustrations, renderings, maps, images, and other visual materials are provided for illustrative purposes only and may not accurately reflect the final product. Lot sizes, home sizes, dimensions, configurations, and boundaries are approximate and may vary based on final engineering, municipal approvals, or construction realities. Any references to lot square footage, acreage, buildable area, potential home placements and home square footages are approximate and subject to change. No guarantees are made that BluestonePeakSM will be constructed, or if constructed, that the proposed amenities will be built, used, operated, or sold in conformance with this information. Homes at BluestonePeakSM are intended for occupancy by at least one person 55 years or older as provided by law and the governing covenants, conditions and restrictions. This is not an offer of real estate for sale or a solicitation of an offer to buy to residents of any state or province in which registration and other legal requirements have not been fulfilled. All homes in BluestonePeakSM are located in a common interest community within the meaning of the Virginia Resale Disclosure Act and therefore contracts to purchase homes require certain disclosures listed in Virginia Code § 55.1-2308. You should obtain a Resale Certificate containing the information required by Virginia Code § 55.1-2310 from GENH. No condominium has been created or registered with the Virginia Common Interest Community Board and no condominium unit is offered for sale until such time as a condominium has been so registered. No subdivision plat has been recorded and no lot or home is offered for sale until lots are created and a particular lot and home are presented for sale. The right to use BluestonePeakSM Owners Association ("OA") amenities requires payment of annual assessments and will be subject to rules and recorded covenants and restrictions. Use of certain amenities outside of OA property or hours may require payment of additional usage fees. © Great Eastern Nelson Hopkins, LLC, 2026. All rights reserved. Content may not be reproduced, copied, altered, distributed, stored, or transferred in any form or by any means without express written permission. BluestonePeak at Massanutten MountainSM, its logo and BluestonePeakSM are service marks of Great Eastern Nelson Hopkins, LLC. Massanutten Mountain Realty is a trade name of Great Eastern Nelson Hopkins, LLC. MassanuttenSM, Massanutten Resort[®] and Massanutten Resort's logos are trademarks of Great Eastern Resort Management, Inc. and are used under license. Models are not an indication of racial preference.