



<http://blairatholl.co.za>

General Enquiries

t +27 11 996 6300

f +27 11 987 6543

gm@blairatholl.co.za

## Developer

The property developer of Blair Atholl is Robby Wray. The decision of the Player family to sell Blair Atholl was a very difficult one as Gary had always dreamed of developing the farm into a premier residential and golfing estate and, knowing the terrain so well, he had been designing in his mind an awesome golf course for the past 20 years.

In realising this dream, Gary partnered with Robby in securing the design of his most passionate golf course - what he still terms as his "home" course.

There were 11 international companies that tendered to purchase Blair Atholl, so the decision as to the choice of the developer was critically important to the Player family. They felt they had to make their decision based on which company would deliver the best quality and commitment to their dream.

Wrapex, Robby's South African development company has an impressive track record for upmarket niche projects and is renowned for their retention of natural bush, trees and flora and was eventually selected to acquire and develop Blair Atholl.

The vision was to create an exclusive yet extremely low density, private golf estate with easy access to Sandton. Robby had been seeking the ideal site for some time when, by chance, he came across the Player farmstead. He immediately recognised that he had found the perfect setting, overwhelmed by the sense of peace he felt when he gazed to the North, dominated by the Magaliesberg Mountain Range and the rolling hills over to the West, the Cradle of Mankind.

"Residents will have a proud feeling of identity and heritage from every aspect of the property". His brief to his professional team was simple: "this is a once in a lifetime opportunity and we had better make it the best!" It took 12 arduous months of planning and countless hours of subsequent management - and this is certainly what Blair Atholl has become.