CCNC and 100 El Dorado: Deep Dive for the Landing Page

Nov 12, 2026 · @Glenn Tremain

Executive summary

100 El Dorado is a 2015 modern lakefront home on 1.91 acres inside the Country Club of North Carolina, now asking $2,200,000 after about 217 days on market. That works out to about $393 per heated square foot, or about $270 per square foot of its 8,144 square feet under roof. The home is not the problem. Buyers can't see the community, and they don't know how to get in.

CCNC is one of the most respected private golf clubs in the Southeast. It is also invisible to buyers. There is no public website showing life inside the gates, no drive-through, and no restaurant a visitor can walk into. On top of that, the club requires a buyer to purchase a membership before closing. Membership is by invitation, with the support of at least four current members. To a relocating buyer from New York or Seattle who knows nobody here, that sounds like a closed door. The landing page has to open that door: show them everything inside the gates, explain the membership path in plain terms, and make Clio the person who walks them through it.

Three other things are working against the listing, and the page should face them rather than hide them. First, buyers in this price band have recently chosen golf frontage. Our near-offer buyers picked 360 Lake Dornoch Drive, on the 12th hole of the Dogwood course. El Dorado wins on privacy, acreage, water and running costs, not on golf views, so the page should lead with those. Second, the South Beach modern design is a strength for relocators and a hurdle for traditional local buyers. Third, three of the four bedrooms are on the walk-out lower level. That suits a couple who want main-level living with a separate guest or family floor, and it should be presented exactly that way.

The strongest single value message: a buyer gets a nearly new, energy-independent house with geothermal heating and cooling, owned solar, a whole-home generator and a safe room. Estimated utilities run $150 to $300 a month. Much of the competing CCNC inventory is decades older (255 Lake Dornoch, for example, was built in 1967). Clio should get a local custom builder's current cost per square foot so the page can say what it would cost to build this house today.

The area: Moore County and the Sandhills

The Pinehurst, Southern Pines and Aberdeen tri-city area is a growing market. POLICOM has named it North Carolina's number one micropolitan area six years running. Moore County had about 110,600 residents in 2025, up from about 103,000 in 2021. Pinehurst (about 18,500) and Southern Pines (about 17,000) are the two largest towns. Growth comes from retirees, Fort Bragg military families and a younger wave of families. Local business owners describe people who want to raise their kids here.

Golf: the area's main draw

The Village of Pinehurst calls itself the Home of American Golf. The USGA has made Pinehurst its first U.S. Open anchor site and built Golf House Pinehurst there, a satellite headquarters that now also houses the World Golf Hall of Fame. Pinehurst No. 2 hosts the men's and women's U.S. Opens back to back in June 2029 (the men's is June 14 to 17), then U.S. Opens again in 2035, 2041 and 2047. Other USGA championships are scheduled through 2044. For a golf buyer, owning here means a front-row seat to the game's biggest events for the next twenty years.

Getting here and getting around

Raleigh-Durham International (RDU) is about 75 to 90 minutes' drive (approximate; confirm door to door from the CCNC gate). RDU has nonstop service to New York (JFK, LaGuardia and Newark) and to Seattle. A RDU to LaGuardia flight is under two hours. Moore County Airport, a few minutes away, is a private and charter jetport that handled nearly 1,800 flights in one week during a U.S. Open. A campaign to restore scheduled airline service, likely a daily flight to Washington Dulles, has raised $1.2 million or more in signed pledges toward a $3 million goal. As of late summer 2026 no airline agreement had been announced. The page can say commercial service is being pursued, but not that it is coming.

The gate is at 1600 Morganton Road. One writer described CCNC as a single traffic circle away from everything in Pinehurst and Southern Pines. The village center of Pinehurst and downtown Southern Pines are each a short drive away (about 10 minutes; confirm).

Healthcare

FirstHealth Moore Regional Hospital in Pinehurst ranked 9th in North Carolina in the 2026 U.S. News Best Hospitals list. Business North Carolina ranked it tied for 6th in the state in 2026. It is a Blue Distinction Center for cardiac and bariatric care and was among the top

three North Carolina hospitals for joint replacement in Healthgrades' 2026 awards. For retirees and second-home buyers, top hospital care ten minutes from home is a deciding factor.

Schools

The assigned public schools are Southern Pines Elementary, Southern Middle and Pinecrest High. Niche grades Pinecrest an A minus. Private options nearby include The O'Neal School (pre-K through 12, about 8 students per teacher, published tuition about $21,000), Episcopal Day School (pre-K through 5), St. John Paul II Catholic School (pre-K through 8) and Sandhills Classical Christian School.

Taxes and running costs

Item	Figure
NC personal income tax, 2026	3.99% flat; scheduled to fall to 3.49% in 2027
Social Security	Not taxed by North Carolina
Moore County property tax, FY2026	$0.295 per $100 of value
Village of Pinehurst property tax	$0.225 per $100 (FY2026); lowered to $0.22 for FY2027
100 El Dorado actual 2025 tax bill	About $8,100 to $8,300 on a $1,452,650 assessment
NC estate or inheritance tax	None

To a New Yorker, an $8,300 annual property tax bill on a $2.2 million waterfront home is the headline. Seattle buyers come from a state with no income tax, so for them the message is the low property tax and the cost of the house itself, not income tax.

The community: what CCNC is

CCNC is a member-owned private club and gated residential community of about 2,000 acres, with 36 holes of golf, more than 100 acres of lakes and more than 500 homesites. North Carolina businessmen founded it in 1962 so the state's golfers would have one top-quality club at its center. They bought a 900-acre forested tract on the border of the Village of Pinehurst and Southern Pines. Land planner Willard Byrd and golf architect Ellis Maples laid out the community, and the first 18 holes opened in December 1963. That

founding idea still shapes the club. More than half of its members live elsewhere in North Carolina or out of state, from 28 other states and Canada. Residents get a club with a statewide and national network, not a neighborhood pool club.

The land and the water

The property is rolling Sandhills longleaf pine forest. Watson Lake covers about 60 acres and was made by damming three streams. The original Watson family house and boathouse still stand on its western shore. Lake Dornoch and Inverness Lake, where 100 El Dorado sits, round out the water. Members kayak and fish the lakes for bream, crappie, largemouth bass, hybrid striped bass and pickerel. The community has about 22 miles of private roads for walking and cycling and a four-mile walking trail through the East Lake neighborhood. Both golf courses have been certified in the Audubon Cooperative Sanctuary Program since 2003, one of only three Sandhills courses with that distinction.

The golf

Course	Designers	Opened	Renovated	NC Golf Panel rank
Dogwood	Ellis Maples, Willard Byrd	1963	2016, Kris Spence (Zeon Zoysia fairways, ultradwarf Bermuda greens)	Top 3 in the state
Cardinal	Willard Byrd, Robert Trent Jones Sr.	1970 (Byrd nine), Jones nine late 1970s	2001, Arthur Hills	Top 12 in the state

The club states that the 2025 North Carolina Golf Panel ranked its courses #3 and #12 in the state. Golf Digest kept Dogwood on its America's Top 100 list for 33 consecutive years, starting in 1966. Each course has 10 sets of rated tees, so every skill level is covered. CCNC has a reciprocal arrangement and annual match with Royal Dornoch in Scotland, with no guest fees for members playing there. Its golf staff includes six Class A PGA professionals.

The championship record

CCNC has hosted three USGA national championships on Dogwood, including the 1980 U.S. Amateur won by Hal Sutton. It hosted the 2010 U.S. Girls' Junior and the 2021 U.S. Junior Amateur, which Nick Dunlap won. It hosted the PGA Tour's U.S. Professional Match Play in 1971 and 1972, and Jack Nicklaus won the second. It has hosted the Southern Amateur seven times, more than any other club, with winners including Ben Crenshaw and Webb Simpson; an eighth is scheduled for 2027. The National Father-Son Invitational has run here for more than 50 consecutive years. Wikipedia lists the 2030 U.S. Senior Amateur as an upcoming CCNC event; confirm with the club before using it.

Recognition and recent investment

CCNC submitted for the Platinum Clubs of America list for 2025-2026, and a current CCNC listing (255 Lake Dornoch) describes it as an Elite Distinguished Club, in the top 3 percent of clubs worldwide. Confirm both designations with the club before they go on the page. The club has invested steadily: a fitness center in 2017, the Dogwood renovation, four dedicated pickleball courts in 2020, and a clubhouse dining remodel from 2020 to 2022. Since then it has added a new ladies' locker room and lounge, wine lockers, a new racquets and fitness building, a casual breakfast and lunch grill, and expanded outdoor dining. It won Golf Inc.'s Golden Fork award for Most Improved F&B Facility. A club that keeps reinvesting protects the value of the homes around it.

Inside the gates: every restaurant, amenity and business

Every business inside the gates is part of the club. I found no independent shops, restaurants or services inside CCNC, and nobody should expect any. The club runs the dining, golf, racquets, fitness, pool, lodging and wine program, and members and their sponsored guests use them. Groceries, shopping and public restaurants are in Pinehurst and Southern Pines, minutes outside the gate. That is the selling point: a private resort at home, with town close by. The club has 250 or more employees and a 55,000-square-foot clubhouse.

Dining

Venue names come from a real estate guide to the club, not the club itself. Ask the club to confirm current names and hours before the page goes live.

Venue	What it is
Watson Dining Room	The formal dining room, overlooking Watson Lake
Dogwood Bistro	The signature restaurant; a 2021 golf review praised its steaks
Firepit Terrace and Lounge	Casual food and cocktails outdoors around a firepit
Clubhouse bar	Larger bar area with a tapas menu
Clubhouse Terrace	Outdoor dining above Watson Lake, the club's best view
Dornoch Grille	The newer casual grill building for breakfast and lunch
Cardinal Halfway House	Food and drink at the turn on the Cardinal course
Pool cafe	Indoor and outdoor cafe at the pool complex
Private dining rooms, member lounge, banquet space	For family celebrations, club events and private parties

The food and beverage team includes certified culinary staff, a sommelier with a second in training, and a pastry chef who has twice won the People's Choice award at the North Carolina restaurant association's Chef Showdown. The Wine Society, started in 2020, offers climate-controlled personal wine lockers (about 75), member pricing, hard-to-find bottles and winemaker dinners. Original paintings, pottery and woodwork by local artists hang throughout the restaurants.

Golf

Two championship courses, Dogwood and Cardinal, plus practice facilities and a pro shop. Programs include the Men's and Ladies' Golf Associations, daily drop-in and organized group games, a Director of Instruction, and beginner and intermediate clinics for women. The annual golf calendar includes the Iceberg Open, Founders' Cup, Member-Guest events, the Couples' Invitational, the National Father-Son Invitational, the Urquhart Cup, club championships, the Longleaf Invitational and a Pro-Member-Guest.

Racquets

Eight lighted Har-Tru clay tennis courts for evening play, and four dedicated pickleball courts on a hillside above Watson Lake. CCNC was the first club in the Pinehurst area to build pickleball-only courts. There is a racquets pro shop, and four certified professionals run lessons, leagues, clinics and member-guest events for every age.

Fitness

The fitness center opened in 2017 in a 5,400-square-foot building, with about 2,000 square feet of cardio, weights and functional training. Floor-to-ceiling windows look over Watson Lake. Members get key-fob access from 4 a.m. to 10 p.m. daily. Personal trainers include a Titleist Performance Institute certified golf fitness trainer and a physical therapist, with yoga, TRX and nutrition coaching.

Pool and aquatics

A hilltop pool complex above Watson Lake, open Memorial Day to Labor Day with lifeguards. It has a 75-foot pool, diving, an indoor and outdoor cafe, a recreation room, private cabanas and a children's playground. Programs include private swim lessons, a junior swim team and water aerobics.

Lakes and outdoors

Kayaking and fishing on Watson Lake and Lake Dornoch, about 22 miles of private roads for walking and cycling, a four-mile trail through the East Lake neighborhood, and Audubon-certified wildlife habitat throughout.

Guest cottages

The club owns fully furnished cottages of three to five bedrooms with private baths. Members book them for visiting family and friends, for a weekend or a week, and full-time staff handle booking, check-in and housekeeping. Sponsored guests can also use golf, tennis, the pool and dining. For a buyer whose children and grandchildren will visit, this is a strong selling point.

Social calendar

More than 30 club events a year. They include a Super Bowl party, Valentine's dinner, Kentucky Derby party, Mother's Day brunch, Memorial Day party, an oyster roast, Thanksgiving buffet, the member holiday party and New Year's Eve dinner. Clubs and

interest groups include cards, mahjong, trivia, fishing and gardening.

Security and services

The community has a staffed gatehouse with 24-hour security. The property owners' association maintains roads and common grounds. Residential and lot owners pay a property owner special due (see Membership).

Kids and families

Yes, there is plenty for kids, though no school or retail sits inside the gates. CCNC has a reputation as a golf and retiree club, so the page should correct that. The club describes itself as focused on family and community. Its programs and calendar show it.

Inside the gates

The pool complex is the family hub. It has a 75-foot pool with diving, a children's playground, a recreation room, a cafe, private cabanas, lifeguards, private swim lessons and a junior swim team. The season includes family pool parties, adult-only nights, and an end-of-season Pooch Plunge where dogs get the pool.

The junior golf program runs weekly clinics and summer camps, and kids learn on courses that hosted the U.S. Junior Amateur and U.S. Girls' Junior. Tennis and pickleball programs cover all ages and skill levels. Kids can kayak and fish the lakes and ride bikes on 22 miles of quiet private roads behind a staffed gate. Older kids gain the most from that freedom.

Family events on the club calendar include the Easter Egg Hunt, Parent-Child Championship, National Father-Son Invitational, 4th of July, Labor Day Block Party, Fall Festival, Christmas Tree Lighting, Brunch with Santa and a club birthday weekend celebration. The guest cottages let visiting grandparents and cousins stay inside the gates with full club privileges.

The club also has a strong junior golf culture. It runs clinics for the local First Tee, supported the U.S. Kids World Championships, and has produced elite young players, including Jackson Van Paris, once ranked seventh among the world's amateurs.

Within a short drive

Place	What kids do there
Weymouth Woods Sandhills Nature Preserve, Southern Pines	Easy trails, a hands-on Discovery Room and the oldest known longleaf pine
Reservoir Park, Southern Pines	95-acre lake, fishing and boating, two miles of easy trail, disc golf, picnics
Camelot Playground, Pinehurst	Large, shaded playground
Rassie Wicker Park, Pinehurst	Seasonal splash pad, park and arboretum
Downtown and Memorial Parks, Southern Pines	Playgrounds, fields and free events such as Movies in the Pines and the First Friday concert series
Pinehurst Greenway and Longleaf Greenway	Family bike rides of four miles or more
Longleaf Golf and Family Club	U.S. Kids Golf Academy
Walthour-Moss Foundation	4,000 acres of equestrian and walking trails in horse country
NC Zoo, Asheboro	Day trip of about an hour (approximate)

Public schools are Southern Pines Elementary, Southern Middle and Pinecrest High. Private options include The O'Neal School, Episcopal Day School, St. John Paul II Catholic School and Sandhills Classical Christian School. A family buyer gets a quiet, secure place to grow up with a resort's worth of activities, in a county where schools and the hospital are minutes away.

Membership: how a buyer gets in, and what it costs

A buyer of 100 El Dorado must join CCNC, and the club decides the membership category. Other current CCNC listings say this plainly. One says membership must be bought before the property purchase, another that the buyer must be a member in good standing before closing. Membership is by invitation and needs the support of at least four current members. This is the barrier you described, and it is the single biggest reason a stranger

from New York or Seattle may scroll past the listing. The landing page cannot ignore it. It should make the process feel guided and normal, with Clio as the person who makes the introductions.

Before anything goes on the page, Clio should meet the Director of Membership (Heather Hensley, 910-692-6565, per the club's brochure). Three questions matter: how buyers with no member connections are usually sponsored, how long approval takes, and whether a prospect can tour or dine at the club before applying. The page should state exactly what the club confirms, nothing more.

2025 published fees (the club notes fees are subject to change)

Category	Who it is for	Initiation (one time)	Monthly operating + capital dues
Resident and Moore County	Primary home inside the gates or in Moore County	$60,000	$1,035 + $212
North Carolina	Primary home elsewhere in NC; fewer than 90 nights a year locally	$40,000	$584 + $117
National	Primary home in another state or Canada; fewer than 90 nights a year in NC	$25,000	$477 + $96
Social Associate (no golf)	Clubhouse, pool, racquets and fitness only	$30,000	$477 + $96
Young Professional Associate	Ages 21 to 35, golf categories	Category rate	50% off operating dues

Every homeowner also pays a property owner special due of $243 a month (lot owners pay $63). The El Dorado listing shows an annual association fee of $3,060, which may be that due; Clio should confirm what it covers. For a full-time resident golf member, the first-year cost of joining is about $60,000 plus about $17,900 a year in dues. That should go on the page plainly, because hiding it only produces surprised buyers late in the process. The honest framing is that the membership is part of the cost of living here, and it buys 36 championship holes, the full club and its calendar.

One important caveat: the club decides which category applies to a homeowner inside the gates. Whether a second-home owner who lives in New York or Seattle could join at the lower National rate while owning inside the gates is a question for the club. If the answer is yes, it is the strongest number on the page for second-home buyers.

100 El Dorado: every feature and the value case

The house is a 2015 custom build by Lee Huckabee, designed in a South Beach modern style and featured in the 2015 Parade of Homes. It sits at the end of a cul-de-sac on 1.91 acres with frontage on Inverness Lake, inside the gate off Lake Dornoch Drive. It has 5,590 heated square feet on two levels (3,169 main, about 2,420 lower) and 8,144 square feet under roof. There are 4 bedrooms, 4 full baths and 1 half bath.

Price history

Date	Event	Price
Apr 9, 2026	Listed, MLS 100566119	$2,400,000
Spring 2026	Reduced	$2,350,000
Later 2026	Reduced, current ask	$2,200,000

Internal note: an offer of $1,925,000 came in on June 17, and the buyers closest to an offer chose 360 Lake Dornoch, a golf-front home on Dogwood's 12th hole.

Main level

The entry has a mahogany front door and a foyer, then a formal dining room, living room and casual dining area with high and tray ceilings. Floors are refinished white oak, with custom millwork and Modani and Sonneman lighting with LED uplighting. Lake views run through the main living spaces.

The kitchen has a Wolf 8-burner gas cooktop, Wolf double convection ovens, a microwave with warming drawer, two Bosch dishwashers, a new Electrolux refrigerator, quartz counters, an oversized island with a prep sink, a pull-out coffee station, hidden waste storage, a planning center, and a walk-in pantry that opens straight into the garage. A mudroom has cubbies and shoe storage.

The main-level primary suite has sound-insulated floors and a sound-dampening feature wall, an office alcove, a wet bar, a laundry chute, built-ins and two California Closets walk-ins. The spa bath has a wet room with six shower heads, a Kohler soaking tub filled from the ceiling, Hansgrohe fixtures and frameless glass. A second stair runs from the suite straight to the gym.

Lower level (walk-out)

The lower level has a recreation room, a sun room, a dedicated gym and three bedrooms, each with its own bath. It also has a full laundry with sink and drying rack and engineered white oak floors. A bedroom and the sun room open to the lower patio. This floor works as a guest suite level, a teenagers' floor, or a home for a visiting adult child or parent.

Outdoor living

There are two levels of outdoor living: a Trex deck above lower-level patios, with panoramic lake views. The screened porch has a fireplace, tongue-and-groove ceiling, recessed lighting, Sonos audio, a built-in Bull grill and leathered granite counters. Buyers can launch a paddleboard or canoe and fish right from the yard. The listing says the county has confirmed a pool overlooking the water is feasible, tied to relocating the septic system.

Systems, efficiency and resilience

The house has geothermal heating and cooling, an owned solar system and zoned HVAC. Estimated utilities are $150 to $300 a month. There is a whole-home generator that can run the house for up to a week, two underground propane tanks and three water heaters. Dencor whole-house surge protection is installed, along with a steel-reinforced safe room of about 197 square feet. Sonos audio covers the house, porches and garage, video streaming is centralized, and a hidden networked room is built for a server.

Garage and room to grow

The three-car garage is about 1,100 square feet, with 8-foot doors, coated sloped floors, a utility sink and a pressure-washer hookup. A walk-up attic of about 700 square feet over the garage is roughed in for plumbing and electrical and ready to finish. There is also a utility and storage room of about 550 square feet.

What to verify before publishing

Some public listing sites disagree with the MLS. The year built shows as 2010 on two sites and 2015 in the remarks. The bath count varies, and one site says the house has no fireplace while the remarks describe one on the porch. No dock is listed. Clio should confirm all of these, the lake frontage in feet, and whether a dock may be added under club rules.

The value case

Property	Status	Price	Heated sq ft	Price per sq ft	What it offers
100 El Dorado	Active	$2,200,000	5,590	$393	2015 build, 1.91 lakefront acres, geothermal and solar
360 Lake Dornoch	Last ask	$2,395,000	5,013	$478	Golf front, Dogwood 12th hole, 3 bedrooms, 1.08 acres
525 Lake Dornoch	Sold Apr 2026	$2,575,000	Confirm	Confirm	2006 build
475 Lake Dornoch	Active (spring 2026)	$4,275,000	8,157	$524	Largest current estate
255 Lake Dornoch	Active (spring 2026)	$1,000,000	4,696	$213	1967 build, Watson Lake

This table is a starting point built from public listing pages. Clio should replace it with an MLS pull of CCNC sales from the last 12 months, including original price, reductions and days on market.

The argument for the page: a buyer here gets a nearly new house for less per square foot than the golf-front homes that have been competing with it. It sits on almost two acres of private lakefront, against about one acre for 360 Lake Dornoch, at the end of a cul-de-sac. With geothermal, owned solar, a week of generator power and a safe room, it is built for low bills and for riding out a storm, and it has about 1,250 square feet of ready expansion space. The 2025 county assessment was $1,452,650, so property tax stays near $8,300 a year.

Messaging by audience

Each audience needs a different first sentence. The page should open on the shared story (a private lakefront modern home inside North Carolina's most storied private club) and then speak to each buyer in their own section, or in separate ad-targeted versions of the page.

Local move-up buyers (Pinehurst, Southern Pines, Fort Bragg senior officers, physicians)

They know CCNC by reputation and may know members, but many have never been past the gate. They compare El Dorado with golf-front homes. Lead with privacy and acreage: almost two acres on the water at the end of a cul-de-sac, with the clubhouse a few minutes away (confirm the drive time). Name what they can't easily find elsewhere in Moore County: a 2015 build with geothermal, solar and a generator, and a primary suite on the main level. For FirstHealth physicians and executives, ten minutes to Moore Regional matters. For Fort Bragg families, the lower-level bedroom floor suits teenagers or parents. Message: The best-built lake house inside CCNC, priced below the golf front.

New York and Northeast relocators

They are moving for space, taxes, a gentler winter and golf, and they are used to clubs with waiting lists. Lead with the numbers they will recognize. Property tax is about $8,300 a year on a $2.2 million waterfront home. North Carolina has a 3.99% flat income tax, falling to 3.49% in 2027, no tax on Social Security and no estate tax. RDU has nonstop flights to all three New York airports, under two hours to LaGuardia. Show the club the way a Westchester or Long Island club member would judge it: Dogwood's 33 years on Golf Digest's Top 100, the 1980 U.S. Amateur, the Royal Dornoch reciprocal, and the U.S. Open next door in 2029. Message: The private club life you know, without the property tax bill or the waiting list. Then say that Clio handles the introductions.

Seattle and West Coast relocators

Washington has no state income tax, so income tax is not the pitch. They respond to design, efficiency and value. Lead with the modern architecture, geothermal and owned solar, $150 to $300 monthly utilities, whole-home Sonos and centralized streaming, and the server room. A Seattle buyer will also notice that $2.2 million buys almost two acres of lakefront and 8,144 square feet under roof. Add golf weather nearly year-round, the

longleaf pine forest that will feel familiar to someone from the Northwest, and a sunny climate in place of gray winters. RDU has nonstop flights to Seattle. Message: A modern, energy-smart lake house on two acres of pines, inside a top-ranked private golf club.

Second-home and national golf buyers

These are golf travelers who already come to Pinehurst. Lead with the guest cottages for visiting friends, the National membership category (if the club confirms it applies to owners), the championship calendar and the generator for a house that sits empty part of the year. Message: Your own home in the Home of American Golf.

Families

They assume CCNC is for retirees. Lead with the pool complex and playground, junior golf camps, the swim team, the Parent-Child Championship and Brunch with Santa. Add 22 miles of quiet roads to bike behind a staffed gate, kayaking from the backyard, and a lower level with three bedroom suites. Mention Pinecrest High and The O'Neal School nearby. Message: Grow up on the lake, inside the gates.

Landing page blueprint and action items

The page's job is to be the tour of CCNC that buyers can't take on their own, and to end with a request for a private visit with Clio. Because the community is closed, a well-made inside look is itself the lead magnet. The working title could be "Inside the Gates: 100 El Dorado at the Country Club of North Carolina."

Page structure, top to bottom

1. Hero: drone footage over Inverness Lake moving to the house, with the price, 1.91 lakefront acres, 5,590 square feet and one button: Request a private tour of the home and CCNC.
2. Three reasons in one line each: private lakefront acreage; a 2015 modern home with geothermal, solar and a generator; membership in a club with two top-12 NC courses.
3. The home: the existing story video and Zillow 3D tour, then a photo gallery grouped by kitchen, primary suite, lower level, porch and systems.
4. Inside the gates: a visual map of the community with the house, clubhouse, pool, racquets, fitness and the lakes marked, followed by the dining, golf, racquets, fitness, pool and cottage sections from this doc. Ask the club for approved photos; it may not allow outside photography.

5. For families: a short block from the Kids and families section.
6. A day here: a short narrative from morning paddleboard to Dogwood tee time to dinner on the Clubhouse Terrace.
7. Getting in: a plain explanation of membership, the published fees, and that Clio arranges the introduction and walks buyers through the club's process.
8. The area: the U.S. Open in 2029, Moore Regional, RDU flight times, schools and the tax table.
9. Value: the price per square foot comparison and what the house costs to run.
10. Audience sections or variants for New York, Seattle, local and second-home buyers, each matched to its own ad set.
11. FAQ: Do I have to join the club? What does it cost? How long does approval take? Can I see the club before I buy? Is there a dock? Can I add a pool? What are utilities and taxes?
12. Final call to action and Clio's contact details, with a short form asking timeline, where they live now and whether they golf.

Action items

- [ ] Clio meets the CCNC Director of Membership: sponsorship path for newcomers, approval timeline, prospect visits, and whether a non-resident owner can join at the National rate
- [ ] Confirm current dining venue names, hours and 2026 fees with the club; request approved club photography
- [ ] Confirm with the club the 2025 NC Golf Panel rankings, the Platinum Clubs and Elite Distinguished Club status, and whether CCNC hosts the 2030 U.S. Senior Amateur
- [ ] Verify the listing facts: year built, bath count, lake frontage in feet, dock rights, septic and pool feasibility paperwork, and what the $3,060 annual association fee covers
- [ ] Pull a 12-month CCNC MLS sales report with original price, reductions and days on market
- [ ] Get a local custom builder's current cost per square foot for a comparable build
- [ ] Time the drives from the house to the clubhouse, Pinehurst village, Southern Pines, Moore Regional and RDU
- [ ] Shoot drone footage and a lifestyle video (paddleboard, porch at dusk, clubhouse terrace if permitted)
- [ ] Build the page and ad variants, restart the paused GEO ads pointed at it, and track inquiries in the weekly El Dorado report

Sources

- CCNC: The CCNC Story (club history)
- CCNC: Rental Cottage Program and dining
- CCNC: Careers page (amenity overview, championships)
- CCNC Platinum Clubs of America submission 2025-2026
- CCNC membership brochure with 2025 dues and fees (PDF)
- Golf Life Navigators: CCNC details (dining venues, programs)
- The Golf News Net: CCNC review, 2021
- 100 El Dorado listing detail (Moment Realty)
- 100 El Dorado listing detail and price (eXp Realty)
- 100 El Dorado tax history (Coldwell Banker)
- 100 El Dorado HOA and attic details (Lin Hutaff)
- 360 Lake Dornoch listing (Coldwell Banker)
- 525 Lake Dornoch sold record (Lin Hutaff)
- 255 Lake Dornoch listing (Lin Hutaff)
- 17 Royal Dornoch Lane: membership before purchase (Coldwell Banker)
- ABC11: Moore County boomtowns
- FRED: Pinehurst-Southern Pines population
- Moore County EDP: community profile and tax rate
- Amateurgolf.com: future USGA championships at Pinehurst
- Golf Compendium: 2029 U.S. Open dates
- Star 102.5: airport pledges, no airline agreement yet
- BizFayetteville: Dulles flight under evaluation
- FirstHealth: 2026 U.S. News ranking
- FirstHealth: 2026 Business NC ranking
- Niche: Pinecrest High
- Kiplinger: NC income tax rates
- Village of Pinehurst: 2026 Strategic Operating Plan tax rate
- Star 102.5: Pinehurst FY2027 tax cut
- Home of Golf CVB: things for kids to do
- The Pines Times: family trails and parks