

# Second home specialist touts growing Idaho market

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Luxury developer Whitetail Club believes McCall, Idaho, could eventually rival Lake Tahoe as a destination for second homes. The company is hoping a relatively low cost of homes and abundant natural features will inspire individuals to consider the town for vacation or full-time residency, particularly with the addition of a lakefront clubhouse on its property that will be open year-round. “It’s a game changer for private communities in the Northwestern U.S.,” said Joe Carter, director of real estate.

In 2008, owner Joe Scott, a member of the family that started the Albertsons chain of grocery stores, purchased the 1,400-acre development site at 501 West Lake Street in McCall. The resort town, with a population of only about 3,000, is about 100 miles north of Boise and is on the shores of 5,000-acre glacier-fed Lake Payette. In addition to the club, Scott has added 20km of cross-country ski trails and 10 miles of professional mountain bike trails.

There are 10 homes that have been constructed so far on the site, with prices ranging from \$849,000 to \$3.4m. This translates into about \$300-350 per square foot, compared to about \$1,000 per square foot for comparable product in Lake Tahoe, Carter said. Prices range from \$265,000 and \$1.035m for the 27 available lots of vacant acreage and Scott’s goal is to sell all of

the home sites within five years. “The master plan is to get acreage for townhomes along the golf course and the club,” he added.

The town receives more than 300 inches of snow per year, which provides ample powder for downhill skiing at Brundage Mountain. That said, snowmobiling is the most popular winter sport among residents, who typically like to ride out to Burgdorf Hot Springs and take a dip in 105-degree water in 20-degree weather, Carter added.

Though most homeowners at Whitetail Club call the property their second or third home, there are four full-time residents and Carter expects there to be more. “The public schools [nearby] are fantastic – we get good teachers who want to be here,” Carter said. St. Luke’s hospital in McCall provides close-to-home healthcare, he added.