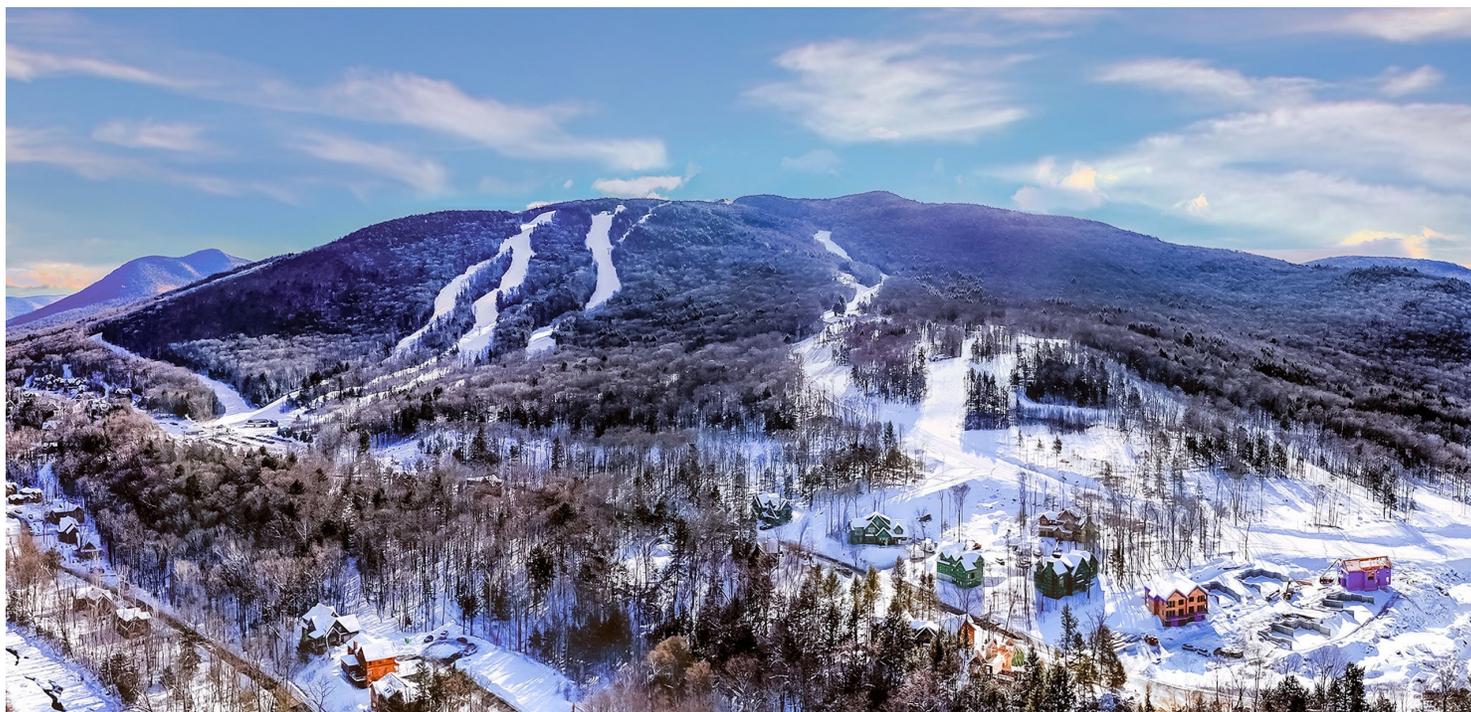


## Fresh Tracks, Big Returns: South Peak's Moment Has Arrived

Presented by: South Peak Resort



July 2025/

For Dennis Gaudet's family, a perfect winter morning includes stepping outside their slopeside home at South Peak Resort, clipping into their skis, and gliding onto a private trail that feeds directly onto Loon Mountain.

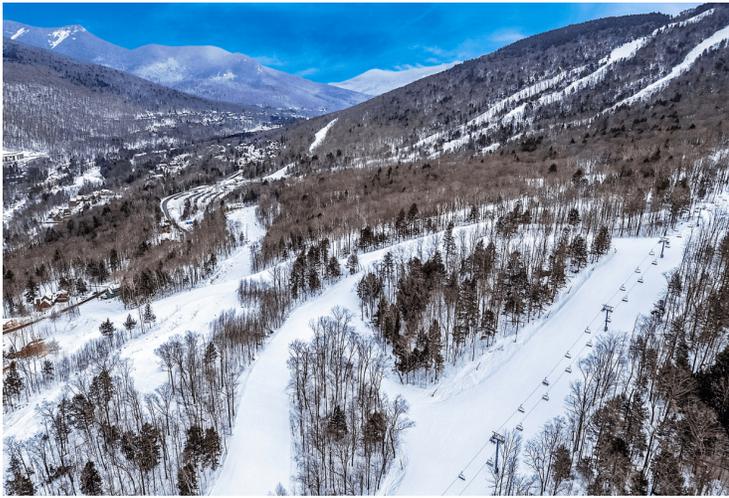
Gaudet built his five-bedroom ski home here as a year-round getaway for his family, and it has become a cherished retreat where kids and adults ski, relax, and reconnect. "We gather here for holidays, summer hikes, birthday parties, and everything in between," says Gaudet.

Owning a home at South Peak is a skier's dream—effortless skiing you can enjoy before breakfast or during a lunch break. Such perks are the norm for homeowners at South Peak Resort on Loon Mountain, where a transformative expansion is reshaping this White Mountains enclave into one of New England's premier four-season, family destinations with serious appeal for investors.

### A Rare Investment Opportunity

With new amenities for homeowners every season and Loon Mountain's dramatic terrain expansion, there's never been a better time to build or buy a South Peak home. "We're seeing property at South Peak Resort become one of New England's top investment opportunities—and we're not alone," says Mark Bogosian, owner of South Peak LLC. "We've seen numerous buyers acquire multiple homes or lots based on what they have gained from an investment standpoint."

"South Peak Resort continues to attract discerning buyers and investors seeking long-term value," says Steve Loynd, managing broker at South Peak Realty and a local realtor with over 40 years of experience selling real estate in Lincoln, New Hampshire. "The ethos at South Peak is that of a modern Adirondack community surrounded by the natural beauty of the White Mountains. That translates into spacious lots,



Ski-in/out trails maintained by Loon Mountain weave through South Peak's neighborhoods.

thoughtfully designed amenities, and a commitment to quality over quantity—factors that consistently enhance property values. This type of smart growth transforms a second home purchase into a generational asset.”

## Fastest Growing Ski Town in the East

Expansion plans at Loon Mountain and South Peak Resort impact the entire Lincoln-Woodstock area of New Hampshire, providing residents with new restaurants, winter and summer amenities, and economic benefits. This year alone, South Peak Resort has opened four new restaurants, including Snowfish Sushi, Alpine Pizza, Basecamp Brewing, and Bluebird Martini Bar.

“We have 25 new homes under construction, and The Nest Club is scheduled to open in 2026,” says Bogosian. Planning is also underway for a walkable South Peak Resort Village, which will include dining, retail, ice skating, a full-service spa, and much more, according to Bogosian.

For Bostonians, enjoying the South Peak Resort lifestyle doesn't require a day-long trek into the mountains. South Peak Resort sits just about two

hours north of Boston—essentially a straight shot up I-93 into Lincoln. This ease of access means more time on the mountain and less time in the car. And while winter weekends bring prime skiing and snowboarding, the White Mountains offer four seasons of fun and adventure, from scenic gondola rides and downhill mountain biking to zip-lining and exploring alpine hiking trails.

## New Terrain That Comes With Bragging Rights

While South Peak Resort is enhancing the family and community experience, Loon Mountain Resort is planning growth. Loon currently offers over 400 acres of skiing served by the most technologically advanced lift system in the state—and more is on the way in both terrain and lifts. Since announcing a 10-year capital investment plan in 2019, Loon has focused on modernization across the resort. The most high-profile of which was the installation of the first eight-place chairlift in the east, Kancamagus 8, which transports guests to the top in under six minutes with heated seats and weather-blocking bubbles.

“Loon's commitment to enhancing the on-mountain experience has exceeded everyone's expectations, and



A custom ski-in/out home is nearing completion in an Adirondack-inspired South Peak neighborhood.



Two of the four new restaurants now open at South Peak's Mills Marketplace; Snowfish Sushi and Basecamp Brewing.

## Loon's terrain expansion highlights include:

**Learning center:** A purpose-built zone featuring two surface lifts and dedicated facilities tailored for first-time skiers and snowboarders.

**Lincoln Express Quad upgrade:** Enhancing uphill capacity and efficiency from the base of South Peak.

**New snow tubing park:** Expanding winter recreation offerings beyond traditional skiing and snowboarding.

**Pemi Base Camp:** A reimagined on-mountain lodge offering dining, guest services, and amenities at the base of the South Peak area.

**A pulse gondola over the Pemigewasset River:** Providing direct and scenic access between Lincoln's downtown and South Peak Village, which is in the planning stages.

**Expanded terrain:** Several new trails, including a 50 percent increase in green-level terrain, significantly improve accessibility for novice skiers.

**New four-place chairlift:** To be installed at the bottom of the current Escape Route trail.

## Elevated Living, Exceptional Returns

Perhaps the most exciting development is South Peak Resort's real estate offerings. With construction nearing completion, The Residences at Fireside, a collection of 41 slopeside townhomes, are now available for sale. These modern-rustic townhomes come with high-end touches—think heated floors, gourmet kitchens, private garages, and, of course, ski-to-door convenience. Ski-in/out homesites with trails maintained by Loon are also available. For those who prefer building their home at South Peak Resort, new slopeside homesites, many with ski-in/out access to Loon Mountain, are listed on a rolling basis.



The Nest club at South Peak with a golf simulator restaurant and retail shop at Pemi Base Camp

South Peak Resort's expansion has jumpstarted an exceptional investment in the community. The resort's slopeside location—just two hours from a major metro—has fueled unprecedented demand for property. Since South Peak LLC purchased South Peak Resort less than four years ago, lot prices have surged over 245 percent, rising from an average of \$251,000 to more than \$865,000, with some selling for as much as \$1.2 million. Custom homes and condos have seen a 161 percent increase, consistently closing at \$1,000 per square foot.

The Lincoln-Woodstock area is the gateway to New Hampshire's broader White Mountain region, offering direct access to year-round adventure across destinations like Franconia Notch, the Kancamagus Highway, and a network of ski resorts, hiking trails,

and national parks. Its strong four-season appeal is driven by skiing in the winter, hiking and biking in the summer, and peak foliage in the fall, which supports a dynamic rental market and positions the area as the strategic regional base for recreation, tourism, and real estate investment.

Rental properties at South Peak Resort offer visitors upscale ski-in/out homes with full access to resort amenities—a rarity in New England. These premium rentals command superior nightly rates and consistently high occupancy, even during off-peak seasons. In other words, owners can turn a healthy profit by renting out their homes when they're not in use, all while watching their property values climb. It's a win-win scenario that has not gone unnoticed by Boston-area investors seeking both luxury and ROI.



360 acres nestled between the Pemigewasset River and Loon Mountain in Lincoln, New Hampshire.

## Decades in the Making

In the early 1960s, as Lincoln's logging industry experienced a sharp decline, former New Hampshire Governor Sherman Adams envisioned a transformative solution: a ski resort to revive the local economy. Loon Mountain opened its slopes in 1966, yet the ambitious plans for South Peak took longer to materialize.

"The development process at South Peak started 25 to 30 years ago," says Brian Norton, CEO of Loon Mountain. "Early progress proved limited until new ownership revitalized efforts about two-and-a-half years ago. With South Peak LLC's purchase of the

property, the development since then has just been gangbusters."

As the expansion of Loon and South Peak Resort gains momentum, Lincoln is emerging as New Hampshire's premier four-season mountain community. Here, residents and visitors alike carve fresh morning runs, unwind over après-ski sushi, and eagerly return in warmer months to explore mountain trails on foot and bike. Adams' original vision is finally marking a new era in the heart of the White Mountains—where family memories and financial rewards happily share the same lift to the summit.

[SOUTHPEAKRESORT.COM](https://southpeakresort.com)



The newly named Lincoln Peak—site of Loon’s terrain expansion, and the future South Peak Village.



Learn to ski with Loon’s ski school (left) and zipline (right) the canopy at Alpine Adventures.



The Residences at Fireside feature 41 luxury ski-in/out townhomes now available for sale. photo: May 2025