



Reef Capital Partners Expands Partnership with CoralTree Hospitality *Management Company Adds Four New Properties to Growing Collection*

DENVER – July 1, 2026 – [CoralTree Hospitality](#) today announced it has been selected by [Reef Capital Partners](#) to manage four additional properties, expanding their relationship to five properties nationwide. The new additions include Main & Sky and Pioche Village in Park City, Utah; Tributer Resort, a premier lakeside resort community at Lake Anna in Virginia; and Cornerstone Club, a private mountain community and hospitality destination near Montrose, Colo.

The expanded relationship builds on CoralTree’s existing management of Black Desert Resort in Greater Zion Utah, reinforcing a shared vision between Reef and CoralTree for creating distinctive, experience-driven resort and residential destinations in high-growth leisure markets.

“Reef continues to develop some of the most compelling resort and lifestyle communities in the country, and we’re proud to deepen our partnership as they bring these four exceptional properties into operation,” said Tom Luersen, president of CoralTree Hospitality. “Each destination reflects a strong sense of place, thoughtful design, and long-term vision, which are qualities that align closely with CoralTree’s approach to hospitality.”

Four Distinct Destinations, One Shared Vision

[Main & Sky](#) – Park City, Utah

Located on historic Main Street just steps from Town Lift, Main & Sky is a 33-unit, all-suite luxury boutique hotel offering a residential-style experience in the heart of Park City. Featuring spacious one- to three-bedroom suites and penthouses - many with private hot tubs, fireplaces, and full kitchens - the property is designed for families, groups, and discerning leisure travelers seeking both comfort and connection. Main & Sky joins the CoralTree Residence Collection, further strengthening CoralTree’s footprint in Utah’s premier mountain resort market.

[Tributer Resort](#) – Lake Anna, Virginia

Set across 1,000 acres along the shores of Lake Anna, Tributer Resort is an emerging luxury resort community centered around Cutalong, an 18-hole championship golf course designed by Tom Clark. The course is known for its blend of strategic challenge and dramatic highland scenery overlooking Lake Anna. A second 18-hole championship course, developed in collaboration with TGR Design, was recently announced, further cementing Tributer’s position as one of the premier multi-course golf destinations on the East Coast. With marina access, dining, outdoor recreation, and a master-planned blend of residences and amenities, Tributer is rapidly gaining attention as one of the Mid-Atlantic’s most compelling golf and lifestyle destinations. Beginning this summer, guests will be welcomed to newly opened Golf Villas and Cottages, marking CoralTree’s first managed property in Virginia.

[Cornerstone Club](#) – Montrose, Colorado

Nestled within a private mountain setting on Colorado's Western Slope, Cornerstone Club is a refined alpine community offering a blend of luxury residences, curated amenities, and year-round outdoor experiences. As Reef advances the evolution of Cornerstone Club as both a private club and hospitality destination, CoralTree will oversee the guest experience, operations, and residential hospitality services, bringing its expertise in high-end mountain resorts to another iconic Colorado market.

[Pioche Village](#) – Park City, Utah

Pioche Village joins the CoralTree Residence Collection offering exceptional ski-in/ski-out access to Deer Valley's Jordanelle Express Gondola and is ideally located about one mile from the emerging Deer Valley East Village base area, placing guests at the center of new terrain, dining, and year-round mountain recreation in the Wasatch and Uinta Mountains. The property features 402 accommodations, most of which are thoughtfully designed 450-square-foot studios, along with a limited selection of one- and two-bedroom residences, creating flexible options for couples, families, and adventure travelers. Guests enjoy an elevated yet approachable amenity set, including a game room, media and billiards rooms, fitness center with yoga studio, steam room, hot tubs, and multiple inviting social spaces for gathering, coworking, and après-ski relaxation.

CoralTree now manages five Reef-developed properties spanning resort, residential, private clubs, and mixed-use destinations. Together, the companies are shaping communities designed for longevity where hospitality, recreation, and real estate come together to create vibrant, enduring value.

"CoralTree has proven to be an ideal operating partner as we bring complex, experiential destinations to life," said Harry Hirsch, chief hospitality officer at Reef Capital Partners. "Their ability to scale while maintaining authenticity and service excellence makes them a natural fit as we continue to expand our portfolio."

About Reef Capital Partners

Reef Capital Partners is a vertically integrated real estate investment, development, and operations firm dedicated to enhancing communities through transformative and impactful projects across North America. Reef creates a sense of belonging to something extraordinary by delivering unforgettable experiences that endure for generations. By aligning investment expertise with development vision, Reef Capital Partners is reshaping the future of luxury living, hospitality, and recreation.

About CoralTree Hospitality

CoralTree Hospitality is one of the fastest-growing hospitality management companies in the United States with a diverse portfolio of more than 50 hotels, resorts, and vacation rentals. Formed in 2018 and based in Denver, CoralTree is dedicated to delivering distinctive and memorable experiences that celebrate the unique surroundings, culture, and community of each property. CoralTree's collection includes independent, branded, and soft branded properties in key metropolitan areas and resort markets. By embracing the unique features of each location, CoralTree crafts personalized guest experiences across its collection, which includes resort communities, lifestyle hotels, the CoralTree Residence Collection and other exceptional properties.

CoralTree's brand pillars focus on serving from the heart and fostering empowering experiences for team members. This dedication has earned the company recognition as one of the top small companies to work for in Colorado by the Denver Post Top Workplace survey four years in a row. The company has developed initiatives to better serve its team members, communities, stakeholders, and customers, including Bloom, an environmental sustainability program, and CoralTree Cares, the company's philanthropic platform. CoralTree is a wholly-owned subsidiary of Los Angeles-based Lowe, a real estate investment, management, and development firm. For more information, visit [CoralTreeHospitality.com](https://www.coraltreehospitality.com).

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For high resolution, downloadable images of properties in the CoralTree collection, please visit <https://coraltree.intelligencebank.com>