

Weathering A Social Storm ... In Style

by **Chris Dorsey**, Contributor

Tracking the financial moves of high-net worth people is as American as aspiring to be rich. When Warren Buffett (*the Oracle of Omaha himself*) speaks, for instance, legions of people hang on his every word.

While many moves of the wealthy are relatively easy to follow — stock

purchases, business investments and fads that go with the lifestyles of the rich and famous — there is one growing trend among the super wealthy that has largely been missed by coastal media gatekeepers.

The rich are gobbling up land far from population centers. The current trend isn't so much the usual ranch swapping between billionaires looking for a trout dividend, but rather the motivations are rooted in the notion that America is undergoing profound and fundamental change.

"I began seeing my high-net worth clients come to me looking for land with certain features," says Jon Kohler whose Jon Kohler & Associates is a Tallahassee, Florida-based real estate company. "They never say that they're looking for bug-out escapes in case of difficult times, but they're all looking for a hedge if things get bad. Land holds hard assets like timber and cattle and provides recreation to boot. If tumultuous times calm down, an owner might sell the ground and make money if he wants out. If things go south, however, he won't sell the land for anything."

While the zombie-apocalypse craze made it easy for mainstream media outlets to spoof the



One of Kohler's offerings includes this sprawling and private estate located near Charleston, South Carolina. Kohler has seen an increase in wealthy clients looking to buy properties away from population centers where they can weather all manner of societal upheaval from pandemics to urban unrest.

doomsday movement by making people considering prepping feel looney and paranoid, "There are a lot of smart, educated and powerful people that are all of the sudden looking for land for the same reasons," says Kohler. "That has a lot of us asking, what do they know that we don't? It's

fine to hope for the best, but wise people plan for the worst."

Kohler recognized the market shift roughly a decade ago and trademarked Social Storm Properties. Since then, the trend has greatly intensified as America seems to be tectonically shifting into a divided nation in many respects. In fact, a recent poll conducted by Bright Line Watch in conjunction with YouGov, revealed that a majority of people in several regions of the country even support secession. As many Democrat-run cities continue to be overwhelmed



Jon and Erica Kohler coined Social Storm Properties after seeing the trend of high-net-worth individuals looking to buy land where they could both recreate and hold hard assets like timber and livestock.

Continued

with rising crime rates and heavy-handed covid lockdowns, people are escaping – mostly to red states and, in many cases, to rural properties.

“A guy might have plenty of wealth but if he is stuck in a penthouse suite or a beach house he’s trapped,” says Kohler. “But if he has a farm or a ranch he can get out – a thousand-acre playground is nice to have in the portfolio.”



To escape urban lockdowns and rising crime, the rich are turning to rural properties where they can turn back the clock and enjoy the pursuits of a simpler time while providing their families a safe environment.

While some think we’re coming to the end of our Covid woes, others assume we haven’t seen the last of pandemic lockdowns – whether from Covid, a future variant or an entirely new virus. Those are the people who are looking for the freedom to roam. One of those wealthy escapees is none other than Michael Bloomberg who recently purchased a 4,600-acre Colorado ranch near Meeker from mogul Henry Kravis for a cool \$45 million.

“It used to be that when people wanted certainty in uncertain times,” says Kohler, “they’d buy guns and ammunition – and they still do – but there’s a new set of wealthy people that might have the same concerns but they’re more sophisticated and have more resources as they develop strategies to protect their families.

They want land that has water, game, good soil where they can grow food and where they can create their own power sources and store fuel in case the grid fails like we’ve seen recently on the East Coast.”



Land is an investment that you can enjoy while it appreciates in value and, in uncertain times, allows people a measure of insurance as food is often readily available in the form of fish and game along with an abundance of freshwater in ponds and wells.

When it comes to security, the rich also have the option of out-sourcing. The 30-year-old Tallahassee-based Plantation Security Inc. has been a go-to for wealthy landowners. The firm started as a service to keep poachers off properties but has evolved to become a sophisticated training and full-service security team.



Plantation Security has seen its business grow in recent years as more and more landowners hire added protection as crime rates increase.

“If things get really bad, these properties provide something that’s invaluable: peace of mind,” says Kohler. “They’re places where you can recreate and remember a better time...and what’s that worth these days?”