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## Ocala-Based Investment Partnership Acquires Legacy Golf and Land Assets

*Oculus R Golf Partners to establish **IronCrest** as a premier residential community  
focused on outdoor, equestrian and golf lifestyle*

Ocala, Fla., February 2, 2026 – Oculus R Golf Partners today announced its acquisition of a 1,300-acre land asset in the greater Ocala area of Marion County, Florida. The property encompasses a luxury golf and country club and an approved planned unit development with more than 200 builder-ready homesites, supported by completed road and utility infrastructure. Strategically located four miles from downtown Ocala and 10 miles from the World Equestrian Center, the site sits adjacent the I-75 and U.S. Highway 441 corridor linking Ocala and Gainesville.

Located on the site of a former limestone quarry, the property is now lined with spectacular lakes that define the landscape. The most prominent of these, **Iron Lake**, forms the visual and experiential heart of the club and provides an iconic backdrop to an 18-hole championship golf course. Formerly known as Club Adena, the club will operate as **The Club at Iron Lake**, featuring a 37,000 square foot clubhouse, spa, fitness and pool facility, and a racquets complex with eight tennis and four pickleball courts.

The community's name, **IronCrest**, is inspired by the commanding view offered from the towering cliffs surrounding the quarry lakes and takes a double meaning from iron as both a golf club and a horseback-riding stirrup. This marks the first acquisition of its kind by Oculus R Golf Partners, founded by husband-and-wife team Craig and Elizabeth Phillips, both Ocala residents with deep ties

across the golf and equestrian communities. They will lead an investment partnership, comprised of both institutional and private individual investors, that share a long-term vision for the development of this distinctive residential community.

“We were drawn to this property because of the strong economic potential of the assets and the unique character of the land. The club provides a great starting point, due to its high-quality golf course and expansive clubhouse and leisure facilities, but what really distinguishes the property is the setting itself,” said Craig Phillips, co-founder of Oculus R Golf Partners.

Fellow co-founder, Elizabeth Phillips added, “Our focus is on developing the club and community in a way that responds naturally to the land and reflects the character of Ocala. As an equestrian family, we are particularly excited about the potential of the 355-acres of the property within the Farmland Preservation Area and the opportunity to create a unique equestrian farm community.”

Financial terms of the transaction were not disclosed. The seller in the transaction was Adena GC Holdings, LLC which is controlled by Frank Stronach, a Canadian industrialist who conceived and developed the property.

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**Notes to Editors:**

A fact sheet, executive bios and media assets for editorial use can be accessed here:

<https://go.clubatironlake.com/ironcrest-ironlake/>.

**About Oculus R Golf Partners**

Oculus R Golf Partners is a private investment firm focused on the acquisition, ownership, and management of complex land and real asset portfolios. The firm specializes in properties where scale, zoning, infrastructure, and location create opportunities for thoughtful, phased development over time. Oculus R Golf Partners approaches each investment with a structured strategy designed to support sustainable growth, flexibility, and enduring relevance within its regional context.

**About IronCrest**

IronCrest is a new private residential community taking shape across an extraordinary stretch of land in Ocala. Defined by elevation, water, and open space, IronCrest reflects a long-term vision to create a distinctive residential environment unlike anything else in Florida. Its 1,300 acres of preserved natural landscape support the opportunity to immerse oneself in a lifestyle built for golf and equestrian enthusiasts alike. Learn more at <https://discoverironcrest.com/>.

**About The Club at Iron Lake**

The Club at Iron Lake is a private club set within a rare natural landscape in Ocala, anchored by an 18-hole championship golf course routed through spring-fed quarry lakes and dramatic elevation changes. Complemented by a 37,000 square-foot clubhouse, racquet sports, and comprehensive practice facilities, the club offers a refined setting designed for both serious play and relaxed gathering. Its landform and course design distinguish it from conventional Florida clubs, offering a setting defined as much by its terrain as by its amenities. Learn more at <https://clubatironlake.com>.