



Artist's rendering for Homes

Only minutes from Mandarin and San Marco, The Palazzo on St. Johns is a Tuscan-inspired community that will offer residents upscale waterfront living in a sophisticated setting.

'Quality of life in an exquisite setting'

The Palazzo on St. Johns continues to spring to life

Special for Homes

Just minutes from San Marco and Mandarin, The Palazzo on St. Johns, a new waterfront luxury condominium community, is springing to life. This piece of paradise, nestled along the St. Johns River, calls to residents seeking an active, care-free lifestyle.

Already known for the high-end finishes that will grace the interior of each of the community's luxury homes, The Palazzo on St. Johns also will impress residents seeking a refined outdoor living experience. Its Tuscan-inspired architecture and lush professional landscaping, combined with its resort-style outdoor amenities, will provide a stunning backdrop for homeowners who love to entertain and enjoy all that living in Northeast Florida has to offer.

"Outdoor living is a natural part of the southern lifestyle, particularly in a coastal community built around a majestic body of water such as the St. Johns River," said Tamara Lauridsen, on-site sales specialist with The Marketing Directors. "The Palazzo on St. Johns offers residents a refreshing quality of life in an exquisite setting."

Residents will most appreciate the community's private boardwalk and marina, giving them the perfect opportunity to spend their beautiful, sun-filled Florida days relaxing on the river and area waterways. The marina, featuring private boat slips, a landing for kayaks and jet skis, kayak racks and even private outdoor restrooms, will be the ideal starting point for launching an exceptional river experience.

The sprawling boardwalk will guide guests from the marina and stretch the length of the property along the waterway. Residents strolling along this path will take in picturesque views of the Goodby's Creek Preserve, home to native plants and wildlife like great blue herons, egrets,

manatees and river otters, before arriving at a tranquil outdoor living area.

"One of the features that sets The Palazzo on St. Johns apart from other communities is the memorable setting and experiences it will offer residents and their guests," said Karen Aibel, on-site sales specialist with The Marketing Directors. "Whether celebrating birthdays, marking anniversaries or simply enjoying life with friends, this community's exceptional amenities showcase the very best of outdoor living and entertaining."

A resort-style amenity epitomizing outdoor living will greet residents after their waterfront walk. The focal point of this sophisticated recreation area will be a saline swimming pool surrounded by cabanas providing not only a touch of shade but also luxury. After enjoying a refreshing swim and working up an appetite, residents can cook up a feast or even the catch of the day in the incredible outdoor summer kitchen complete with a gas grill and spacious seating.

The Palazzo on St. Johns will also incorporate top-notch amenities designed with every-day convenience and access in mind. Overlooking the impressive outdoor recreation area will be an elite fitness center, providing residents a restorative experience with world-class strength training equipment and cardiovascular machines. A private entry gate with controlled access, covered parking with elevator access to private elevator landings, and garage-level storage closets will bring daily comfort and ease to residents.

Whether unwinding after a long day or entertaining family and friends, residents of The Palazzo on St. Johns will appreciate the well thought-out and luxurious amenities that complement the timeless and natural style of Northeast Florida living.

The Palazzo on St. Johns, located at the intersection of Baymeadows Road and San Jose Boulevard, will be move-in-ready starting spring 2014. To learn more about The Palazzo on St. Johns, visit its on-site sales center, open daily, at 3958 Baymeadows Road. More information can also be found by visiting www.thepalazzoonthestjohns.com.

Top rankings help Watson associates sell city, surrounding areas

Special for Homes

Jacksonville and its surrounding areas just became much easier for Watson Realty Corp. associates to sell due to recent rankings on real estate brokerage website Movoto.com, and national real estate database Zillow.com.

Movoto.com recently ranked Jacksonville Beach No. 7 on its list of most-exciting suburbs in the U.S. Coincidentally last December, Zillow.com also ranked Jacksonville seventh on its predictions list for 2014's Hottest Housing Markets.

Movoto.com evaluated six different categories to determine the most exciting suburbs. These categories, per capita, included nightlife, live music venues, active life options (parks, outdoor activities, etc.), fast food restaurants (fewer the better), and percentage of restaurants that are fast food (lower the better).

Zillow used a combination of population growth, unemployment rates and the Zillow Home Value Forecast data to determine its list of hot markets.

These top rankings come as no surprise to Watson Realty Corp.'s president, Ed Forman.

"For 48 years our business has thrived in Northeast Florida, not only because of our customers, but also because this is a great city to sell," said Forman. "From superior area hospitals, wonderful parks, year-round sports, business and employment opportunities to two military bases, Jacksonville is a city on the rise and continues to grow."

This increase is currently apparent in the construction industry in Jacksonville. According to a recent Jacksonville Business Journal article, employment predictions for 2014 indicate that construction should have the highest increase in workers, up 8.1 percent this year. With Florida predicted to outgrow New York's population sometime in 2014, more transferees to the state will lead to further demands for housing.

"We have already seen increased activity among individuals moving into the area and we anticipate this incoming growth to continue throughout the year," said Tammy Vlah, Watson's vice president, and director of relocation. "The relocation division had a strong 2013, and this was only achieved because of the tireless hours and efforts of every Watson Realty Corp. associate."

These associate efforts were rewarded at Watson Realty Corp.'s annual awards ceremonies last week. Associates were presented awards for their outstanding sales performances ranging from a first-time ever "Award of Excellence Diamond" presented to an associate who closed more than \$75 million in volume, to the Rookie of the Year who closed more than \$1 million.

The top rookie in the Jacksonville region, Kathryn Nobles Harper, was ecstatic about her recognition. Nobles Harper joined the Ponte Vedra office in September 2012.

"The leadership and managers at

Watson Realty are so vested in your progress and career that it's hard not to succeed," said Nobles Harper. "This has been an amazing career journey filled with constant support, guidance and ongoing training."

The Watson School of Real Estate has been a reliable source for those starting out in real estate. The school offers the principles and practices in one course which fulfills the required 63 hours of instruction needed to obtain a real estate license in Florida.

Watson Realty Corp. also provides ongoing training through its Success School program. This sought-after program offers licensed and experienced real estate professionals a comprehensive training course to further prepare them to meet their career goals. The course offers classes in negotiating, managing leads, business planning, conduct and ethics, and personal marketing to name a few.

"The general feedback from our students over the years regarding our Success School curriculum is that this course offers essential and supplemental information that would otherwise have to be learned on the job," said André Boutté, director of operations/training. "Newly licensed associates get to learn firsthand from our industry expert leaders and office managers, while experienced agents get great refresher training on Watson Realty marketing tools and technological resources."

Besides being afforded a plethora of resources and support to succeed, Watson Realty Corp. associates also have the unique advantage in Jacksonville of the company being not just a founder, but the only local member of Leading Real Estate Companies of the World. The real estate business is largely local in nature, which explains why independent, locally branded real estate firms continue to dominate many markets. LeadingRE brings together the industry's best and allows independent companies to leverage their resources to provide their customers and associates with excellent service, as well as national and international connections. LeadingRE has 500 affiliate firms in more than 40 countries worldwide.

"Our continued affiliation with LeadingRE helps us stand out as a premier broker in Northeast Florida, with the highest standards of service, building an immediate sense of trust with relocating families that Watson Realty Corp. is the preferred choice," said Vlah.

Watson Realty Corp. had an outstanding year in 2013 with more than \$2.63 billion in closed sales volume or 14,501 transaction sides, and is a three-time recipient of LeadingRE's highest honor, the Diamond Award. In addition to trusted referrals, members of the LeadingRE network provide exceptional marketing advantages and knowledge to their buyers and sellers.

Touch base with Watson Realty Corp. by phone at 1-800-257-5143 or online at www.Facebook.com/WatsonRealtyCorp.

LENNAR

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ing sites in the master-planned community of Palencia, located just minutes from downtown St. Augustine. The company will develop 595 homesites surrounded by over 100 acres of preserve, conservation areas and lake views, with two model homes projected for completion in early spring 2014.

Residents will have easy access to beautiful Florida beaches, outdoor activities at Deep Creek State Park and excellent health care at the Mayo Clinic, in addition to the shopping, dining and entertainment of downtown historic St. Augustine.

But Palencia's location isn't the only thing that makes it special. This one-of-a-kind community is anchored by The Palencia Club, featuring a 33,000-square-foot clubhouse and Arthur Hills-designed championship golf course.

What's more, Palencia Elementary school is situated right in the community. Excellent schools in St. Johns County adjacent to the community include Pacetti Bay Middle School and Allen D. Nease High School.

Bainebridge Estates

Homeowners in Bainebridge Estates, Lennar's newest community in north Jacksonville, will appreciate easy access to I-95 and 60 acres of beautiful conservation home-



Lennar homeowners will have full use of Palencia's world-class amenities that include 10 tennis courts, four swimming pools, a state-of-the-art fitness center, spa services, soccer and baseball fields and a regulation-sized basketball court. Families with children will enjoy the Pirate Playground, Family Picnic Pavilion and eight miles of nature trails.

sites. Plus, the community is just a short drive away from River City Marketplace, a regional shopping and dining destination. Priced from the high \$200,000s, the single-family homes feature 1,544 to 2,938 square feet of living space with three to five bedrooms and two to 4.5 baths.

Bainebridge Estates offers state-of-the-art amenities the whole family will enjoy including a community clubhouse and playground, resort-style swimming pool, fully equipped fitness center and lighted tennis courts. Children

living in the community will have the opportunity to attend highly acclaimed Duval County schools.

Mill Creek at Kendall Town

Located west of the Southside Connector and north of Regency Square Boulevard, Mill Creek at Kendall Town offers single-family homes priced from the high \$100,000s. With three to five bedrooms and two to 4.5 baths, floor plans range from 1,544 to 2,980 square feet and are flexible enough to meet any family's needs.

Mill Creek at Kendall Town is just minutes from the shopping, dining and entertainment of downtown Jacksonville, and residents with children will love the community playground.

Longleaf

Homeowners will fall in love with Longleaf, the Lennar community that has it all — including prime location in the beautiful Orange Park area. With superior attention paid to every detail during its design, homes in Longleaf offer three to four bedrooms and range from 2,300 to more than 3,000 square feet. The single-family homes are priced from the \$160,000s and move-in-ready. Plus, Longleaf's spectacular amenity center includes a resort-style pool, fitness center, playground and a covered party pavilion.

For more information regarding Lennar communities in the Northeast Florida area, call (904) 380-0774 or visit www.LennarJacksonville.com.

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