



FOR IMMEDIATE RELEASE

Community of the Year Naples Reserve wins big at CBIA Sand Dollar Awards

NAPLES, Fla. (Sept. 25, 2018) – More than a dozen Sand Dollar Awards were presented to Naples Reserve and the builders and designers working within the community at the 2018 awards gala hosted by the Collier Building Industry Association.

Naples Reserve and its developer iStar were honored at the CBIA gala with 2018 Sand Dollar Awards for Community of the Year (\$500,000 to \$1 million), Best Landscape Design (Over \$50,000), Best Logo and Best TV Commercial.

The Sand Dollar Awards are the highest accolades given by the CBIA each year in recognition of building, design, and marketing excellence in Collier County.

“Being recognized by the CBIA is truly an honor,” said Heather Thompson, marketing manager for Naples Reserve. “Winning Community of the Year is especially exciting, as it reinforces why Naples Reserve is one of the best-selling communities in South Naples.”

Naples Reserve takes a different approach to landscaping than many other local communities, with an overall plan that utilizes native, drought-resistant, low-maintenance plants in layered combinations of color and texture for a natural, tropical look.

“Naples Reserve doesn’t have the traditionally manicured landscape that residents of Southwest Florida’s gated communities are accustomed to,” said Don Mears, vice president of land and development with iStar. “Here, the landscaping evokes a sense of discovery and plays a critical part in establishing the sense of place that makes the community so unique.”

In addition to the four awards won by iStar, several builders and designers working within Naples Reserve were honored for their work in the community. Florida Lifestyle Homes won Product Design of the Year (Single Family Homes, \$1.25 to \$1.5 million) for its Key Largo model home at Naples Reserve, while Norris Furniture & Interiors received Interior Design of the Year (Single Family Detached Homes, \$1.25 to \$1.5 million) for its work inside the Key Largo model.

Stock Classic Homes was honored with Product Design of the Year awards for its Naples Reserve model homes Marathon II (Single Family Homes, \$800,001 to \$900,000) and Plantation II (Single Family Homes, \$900,001 to \$1 million). LMG Design Consulting for Pizzazz Interiors won Interior Design of the Year (Single Family Detached Homes, \$800,001 to \$900,000) for their work on the Marathon II model, with Emilio Sadez from International Design Source as the Trade Award recipient.

Sales honors recognizing the performance of individuals working within Naples Reserve went to Paul Miller with D.R. Horton (Sales Person of the Year based on volume) and Dorothy Gora with Stock Development (Sales Person of the Year, \$650,001 to \$850,000). Ashton Woods won Best Brochure for its Naples Reserve community brochure, and KTS Homes won Best Magazine Ad for a piece focused on Naples Reserve.

Created amongst 22 lakes and sweeping open water views, Naples Reserve emphasizes lakefront living with Southern Coastal-inspired homes and amenities along the water’s edge. Lakes provide prime opportunities for using the community’s new Hydrobikes, kayaking, canoeing and paddleboarding, and scenic vistas. The community’s centerpiece 125-acre Eagle Lake features a large tiki hut on destination Kontiki Island and also offers a mile-long stretch of lakefront nestled against the Picayune Strand State Forest, a 76,000-acre state park with protected pinelands, cypress swamps, marshes and abundant wildlife.

iStar has completed the 688-acre community’s initial lakefront resort-inspired amenities, including the \$7 million Island Club social center featuring a 5,160-square-foot clubhouse and an adjacent

3,500-square-foot fitness center with state-of-the-art equipment and a movement studio for spinning, Zumba and yoga. Outdoors, an expansive, resort-style zero-entry pool offers dedicated lap lanes and ample room for relaxation.

Indoor and alfresco gathering areas at the Island Club include a lakeside fire pit and casual beverage and dining options at the Chat 'n Chill Tiki Bar and Latitudes Cafe. At the Outrigger Center, a variety of watercraft options are available for residents' use, as well as a flex-space available for game days, special events and other activities. Cruises on the community's two Duffy electric boats depart from the center's floating docks for residents to explore Eagle Lake and Kontiki Island. Naples Reserve also offers homebuyers along Eagle Lake the opportunity for a personal floating boat dock.

The lakefront Match Point complex, now open, offers residents access to five tennis and four pickleball courts. Nearby, the Walk & Wag dog park provides a place for residents and four-legged friends to enjoy together. An additional dog park – Paws Awhile – is also planned, as well as a Kid's Cove playground and picnic area and a meandering linear park for biking, hiking and jogging. Navigating a loop road circling Naples Reserve, the park is designed to engage residents with their natural environment and provide an alternative mode of transportation throughout the community.

Naples Reserve residents receive complimentary one-year social memberships at Walker's Hideaway Marina of Naples, a yacht club along the Gordon River offering a marina, indoor storage for 600 boats, two waterside restaurants, outdoor pool and sauna, and access to Naples Bay.

Naples Reserve offers 18 fully decorated models available for viewing, built by Southwest Florida's premier homebuilders, including Ashton Woods, D.R. Horton, Florida Lifestyle Homes, KTS Homes, Lundstrom Development, Marvin Development, McGarvey Custom Homes and Stock Signature Homes. Homes are priced from the low \$300,000s to more than \$1 million.

Naples Reserve is located off U.S. 41, 2 miles southeast of the Collier Boulevard/CR 951 intersection and 10 minutes from I-75, Exit 101. Visit the community at 14885 Naples Reserve Circle or online at www.naplesreserve.com.

About iStar Land & Development:

iStar Land & Development creates unique communities, considering the best use of the land with a focus on future residents. iStar has financed and invested in over \$10 billion of residential projects since 1993, making it one of the largest investors in luxury condominium, multifamily and master-planned residential developments in the U.S. Its portfolio has included interests in over 18,000 condominium units in the nation's top markets, and 65,000 acres in master-planned communities with the potential for an estimated 50,000 single-family and multifamily units. Offering a fully integrated platform, the team includes best-in-class developers, architects, builders, marketers and community liaisons.

About iStar:

iStar (NYSE: STAR) finances, invests in and develops real estate and real estate related projects as part of its fully integrated investment platform. Building on over two decades of experience and more than \$35 billion of transactions, iStar brings uncommon capabilities and new ways of thinking to commercial real estate and adapts its investment strategy to changing market conditions. The company is structured as a real estate investment trust, with a diversified portfolio focused on larger assets located in major metropolitan markets. Additional information on iStar is available on its website at www.istar.com.

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