



## **Strong sales continue at Naples Reserve**

NAPLES, Fla. (April 5, 2019) – Interest in Naples Reserve, iStar’s 688-acre community of Southern Coastal-inspired attached villa, single-family and custom estate homes in South Naples, shows no signs of slowing down. Sales for the first quarter of 2019 remained strong, with 64 sales made in the first three months of the year.

“Buyers continue to respond to the relaxed, lakefront lifestyle that Naples Reserve provides,” said Heather Thompson, Naples Reserve’s marketing manager. “The community keeps attracting homeowners interested in living life by the water and enjoying the exceptional amenities we offer.”

One of South Naples’s fastest-selling master-planned communities, Naples Reserve has pushed past the \$223 million mark, with a total of 451 home sales since opening in 2015. The entire community is 41 percent sold.

Several of the distinctive neighborhoods in its Phase I, including Egret Landing, Mallard Point, Savannah Lakes and Sparrow Cay, are more than 65 percent sold. A number of waterfront lots remain available in the Parrot Cay neighborhood, where buyers can build custom estate homes ranging from 2,811 to more than 3,500 square feet priced from the high \$700,000s.

Naples Reserve also offers options for buyers in its Phase II neighborhoods, Canoe Landing and Halfmoon Point. Nearly all of the 64 homesites in Canoe Landing have water views, and 17 have already sold. Stock Signature Homes offers homes from its Classic Series in Canoe Landing, including the Plantation III, Marathon III, Siesta III and Wisteria. Floor plans range from 2,445 to 3,097 square feet under air, with prices beginning in the high \$400,000s.

Starting in the high \$300,000s, the Halfmoon Point neighborhood features 129 homesites, nearly 20 of which have already sold. The single-family homes by D.R Horton offer up to 2,600 square feet and are located near the Walk & Wag dog park and the community’s mile-long rowing lane, nestled against the Picayune Strand State Forest, a 76,000-acre state park with protected pinelands, cypress swamps, marshes and abundant wildlife.

“Naples Reserve’s distinct neighborhoods offer a variety of options for homeowners,” said Thompson. “They have choices related to price, square footage and lot size. But there are also numerous options when it comes to location, where buyers can choose a home with scenic lake views or opt for a homesite situated near other amenities that best match their interests.”

Naples Reserve was created amongst 22 lakes, which provide prime opportunities for using the community’s Hydrobikes, kayaking, canoeing, paddleboarding and enjoying scenic vistas. The 125-acre Eagle Lake features a large tiki hut on destination Kontiki Island, in addition to the mile-long rowing lane.

The community’s lakefront resort-inspired amenities include the \$7-million Island Club social center, which features 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. The nearby Outrigger Center offers a variety of watercraft options available for residents’ use and serves as the departure point for cruises on the community’s two Duffy electric boats for exploring Eagle Lake and Kontiki Island. Naples Reserve also offers homebuyers along Eagle Lake the opportunity for a personal floating boat dock.

At the lakefront Match Point complex, residents can challenge their neighbors to some friendly competition on five tennis and four pickleball courts. Additional amenities currently under construction include a second dog park, Paws Awhile, and 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 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](http://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 \$40 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](http://www.istar.com).

Contact:

Jennifer Hamilton, Gravina, Smith, Matte & Arnold Marketing and PR, 239-275-5758,  
[Jennifer@GSMA.pro](mailto:Jennifer@GSMA.pro)