

People Who Know Downtown Recognize Value of Eleven Eleven Central's Lifestyle

Situated in the center of the Design District that has emerged along the 10th Street corridor, and just five blocks from 5th Avenue South, The Ronto Group's new walkable/bikeable Eleven Eleven Central community to be built by the award-winning developer on Central Avenue between 10th Street and Goodlette-Frank Road in downtown Naples is continuing to generate unprecedented homebuyer interest. Buyers have been captivated by the community's location, amenities that rival those found in master planned communities, attractive floor plan choices, and pre-construction pricing that starts in the mid-\$500's. Five two-bedroom, two-bedroom plus den, and three-bedroom open-concept Phase I floor plans range from 1,407 to 2,297 square feet of total living space, including covered outdoor balconies. Permitting for Phase I construction is in process. Construction will take approximately 14 months.

With its proximity to Fifth Avenue South, Eleven Eleven Central residents will enjoy immediate access to downtown Naples' shopping, dining, and entertainment attractions, and to the numerous new eateries, galleries, interior design studios, and specialty shops in the burgeoning Design District. The beach is three-quarters of a mile away via the sidewalks and bike lanes on Central Avenue, or a short ride on the planned community beach shuttle. The location provides ready access to Baker Park and the Gordon River Pedestrian Bridge and Boardwalk on the east side of Goodlette-Frank Road that connects downtown Naples to the Gordon River Greenway.

"We have experienced extraordinary homebuyer traffic since we announced reservations were being accepted," said Wanda Cross, director of sales for The Ronto Group. "Reservations for every type of floorplan and view have been processed. The appeal of the community's walkable/bikeable downtown lifestyle has been reflected in every demographic category, including forty-something professionals, empty nesters, and retirees. What has been telling is the interest we've seen from those who know the value of a downtown location and the amenities Eleven Eleven Central will offer. People who work downtown, real estate professionals, and people who want to be in the middle of downtown's excitement have secured their reservations and the pace of the reservation activity has been extraordinary. Ronto has clearly struck a chord that is resonating throughout the market."

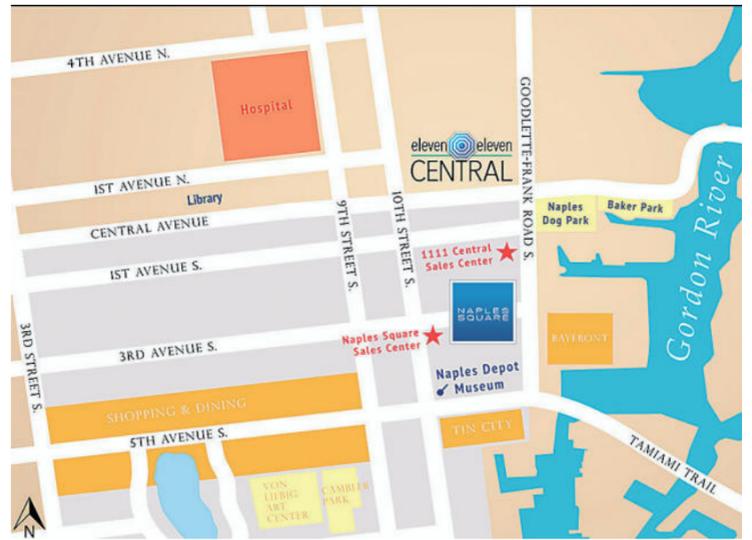
Eleven Eleven Central will feature an array of amenities that no other downtown community can duplicate. Inside, the community will offer a nearly 3,500-square foot clubroom with a bar, billiards tables, card tables, large screen televisions, and a catering kitchen adjacent to an outdoor grill and fire pit. A fitness center also measuring nearly 3,500-square feet will include a stretching and functional movement area, state-of-the-art exercise equipment, massage rooms, and rest rooms.

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Resident storage areas and bike storage areas will also be included. Six furnished community guest suites will be provided for visiting friends and family members.

Outside, an approximately 60,000 square-foot courtyard amenity deck is scheduled for completion in Phase I. The deck will feature a 3,200 square-foot resort-style pool with a beach entry and two 90-foot lap lanes, chaise lounges and poolside tables, two spas, outdoor showers, poolside cabanas, grills, a cabana bar and grilling area with large screen televisions, fire pits with built-in seating, a hammock lawn, a life-sized outdoor chess set, a yoga stretching area, and two bocce ball courts. The outdoor amenities will be expanded during Phase II to include a 20,400-square foot Courtyard Park set ten-feet below the amenity pool deck at actual ground level. The park, accessed by a grand staircase, will include benches, a putting green, a yoga lawn and fenced dog runs for large and small dogs.

Every Eleven Eleven Central Phase I floor plan includes



Two downtown Naples sales centers represent Eleven Eleven Central and Naples Square. One is located at 100 Goodlette-Frank Road South. The other is situated in unit 101 of the Naples Square Phase I building at 1030 3rd Avenue South. Both sales centers are open daily.

an outdoor balcony with views of the amenity courtyard or the surrounding neighborhood. Each residence will feature luxurious standard finishes or optional finishes that will allow residents to finish their homes to their individual preferences. Standard finishes in the open-concept living areas include 10-foot ceilings, smooth walls with finish paint and 8-inch baseboards, polished chrome lever style door hardware, porcelain tile flooring, 8-foot two-panel solid core interior doors, 8-foot sliding glass doors and exterior doors, and Whirlpool front load electric washers and dryers. Standard features in the open kitchens showcase large working islands, stainless steel undermount sinks, granite or quartz countertops with a four-inch backsplash, North American Cabinets, and a Whirlpool stainless steel appliance package, including a slide in range with a convection oven and a French door counter depth refrigerator. Standard features in the owner's bath include under-mount sinks, a 60 by 32-inch tub, framed glass shower doors, 36-inch height vanities, comfort height elongated toilets, and chrome fixtures.

"Once I heard that The Ronto Group was starting Eleven Eleven Central, I knew this was a place to be for a care-free living experience," said Naples Transportation & Tours' Shelli A. Halper who reserved a Duval residence that features a total of 2,297 square feet of living space with 2,045 square feet under air on the Phase I building's top floor. "Because of my marketing relationship with The Ronto Group, I am very familiar with the quality and style that goes into each of their communities. Much thought and attention is delivered into every design detail. The finished product leaves no doubt in my mind that I would feel comfortable and proud to be part of any Ronto Group development."

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Every Phase I Eleven Eleven Central floor plan includes an outdoor balcony with views of the amenity courtyard or the surrounding neighborhood.



Scheduled for completion in Phase I, Eleven Eleven Central's approximately 60,000 square foot courtyard amenity deck will feature a massive 3,200 square foot resort style pool with a beach entry and two 90-foot lap lanes.



As evidenced by the myriad reservations already processed, forty-something professionals, empty nesters, and retirees have been captivated by Eleven Eleven Central's walkable lifestyle and five light-filled Phase I floor plan choices.



The Eleven Eleven Central Phase I floor plan choices offer an ideal downtown Naples pied-a-terre or full-time residence. Every plan includes an outdoor balcony with views of the amenity courtyard or the surrounding neighborhood.