

Exceptional contract conversions at Ronto's Eleven Eleven Central

Caffrey & Associates
Special to Naples Daily News
USA TODAY NETWORK - FLORIDA

The Ronto Group has converted 83 percent of the reservations for Phase I residences at its new Eleven Eleven Central community to binding sales contracts worth nearly \$22 million. Conversion of additional reservations is currently in process.

Eleven Eleven Central is a new walkable/bikeable, access-controlled community to be built by the developer on Central Avenue between 10th Street and Goodlette-Frank Road in downtown Naples. Permitting for Phase I construction is in process. Ronto anticipates beginning construction by the end of this year. Construction will take approximately 14 months.

The Phase I offering features 62 residences showcasing five light-filled two-bedroom, two-bedroom plus den, and three-bedroom open-concept floor plans ranging from 1,407 to 2,297 square feet of total living space, including covered outdoor balconies. Pre-construction pricing starts in the mid-\$500s. Four furnished models, already under contract, will showcase Ronto's Phase I Belair, Collins and Duval floor plans. The models will be available for viewing after completion of construction through a developer leaseback.

"The excitement the introduction of Eleven Eleven Central has generated has been gratifying," said Ronto Group President Anthony Solomon. "Frankly, the contract conversion rate has been historic. It is a reflection of the confidence our homebuyers have in us and in the value of our product. That is exciting to all of us at The Ronto Group. Our design intention was to provide the things that make Naples so popular – sun, fun, and luxury. Eleven Eleven Central's location will put residents right in the middle of downtown's action and excitement. The beach, galleries, restaurants, and shopping are all within easy walking distance. At the same time, our residents will enjoy all the sun, fun, and luxury they want right at home. There is no other community or residential building in Old Naples that offers the level of amenities that are included in the Eleven Eleven Central design. Homebuyers no longer need to choose between a downtown location or a fully amenitized master-planned community lifestyle. Now they can have both."

Each floor plan includes an outdoor balcony with northern exposure views of the community's amenity courtyard or southern exposure views of the surrounding neighborhood. Just nine southern facing residences remain available. Two of the floor plans, the 1,265 square feet under air, two-bedroom Atlantic plan and the 1,476 square feet under air, two-bedroom Avalon plan, are sold out.

Northern exposure and two southern exposure Belair residences are available. The remaining southern exposure Belair units are priced at \$690,000 and \$740,000. With 1,741 square feet of living space and 1,561 square feet under air, the Belair floor plan includes a large great room that opens to a covered balcony, a comfortable dining area, and an island kitchen. The plan also includes



The Ronto Group has converted 83 percent of the reservations for Phase I residences at its new Eleven Eleven Central community to binding sales contracts. SUBMITTED

two bedrooms, two full-baths, a den, and a separate laundry room. Two walk-in closets are featured in the owner's suite.

Northern and southern facing Collins residences, base priced at \$785,000, are available, including seven offering a southern neighborhood view. The two-bedroom plus den, two-and-a-half bath Collins floor plan includes a total of 1,947 total square feet of living space with 1,757 square feet under air. The living area opens to a covered balcony and includes a great room, dining area, and island kitchen. The owner's suite features two walk-in closets, a bath with his and her vanities, and a bedroom with a sitting area. The Collins plan also includes a separate laundry room.

The Duval floor plan is the largest of the Phase I plans. Base priced at \$1.02 million, the three-bedroom, three-and-a-half bath plan features a total of 2,297 square feet of living space with 2,045 square feet under air. The Duval residences are northern facing. Each guest bedroom includes a private bath and one of the guest bedrooms opens to the covered balcony. A gallery hallway and two walk-in closets are included in the owner's suite. The living area features a great room, dining area, and an island kitchen wrapped by perimeter cabinetry and counter surfaces. The great room and dining area open to the covered balcony. A separate laundry room is also included.

Every Eleven Eleven Central residence will feature luxurious standard finishes or a variety of optional finishes. Standard finishes in the open-concept living areas include 10-foot ceilings, smooth walls with finish paint and 8-

inch clean-lined 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 kitchen designs 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.

Eleven Eleven Central residents will enjoy immediate access to downtown Naples' shopping, dining, and entertainment attractions, and to the new eateries, galleries, and specialty shops in the burgeoning Design District. Naples' beach is just three-quarters of a mile from the community via the sidewalks and bike lanes on Central Avenue, or a short ride on the planned community beach shuttle. Eleven Eleven Central's 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 Central Avenue and downtown Naples to the Gordon River Greenway along a pedestrian and bicycle friendly route.

Eleven Eleven Central will present an amenity rich environment. Scheduled for completion in Phase I, the communi-

ty's 60,000-square-foot courtyard amenity deck will feature a resort-style pool with a beach entry and two 90-foot lap lanes, chaise lounges and poolside tables, two spas, outdoor showers, poolside cabanas, numerous grills, a cabana bar and grilling area with large screen televisions, multiple fire pits with large built-in seating areas, 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 complete with park benches, a putting green, a yoga lawn, and fenced dog runs for both large and small dogs.

Inside, Eleven Eleven Central will invite residents to enjoy a nearly 4,000-square-foot club room 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 measuring nearly 4,000-square feet will include a stretching and functional movement area, exercise equipment, massage rooms, and rest rooms. Six community guest suites will be provided for visiting friends and family members. Resident storage areas and bike storage areas will be included. The property will be managed by a professional staff. Common area maintenance will be provided.

Two downtown Naples sales centers represent Eleven Eleven Central and Ronto's Naples Square community, one at 100 Goodlette-Frank Road S. and the other in Unit 101 of the Naples Square Phase I building at 1030 Third Ave. S. Both sales centers are open daily. Visit 1111Central.com or NaplesSquare.com.

'Remarkable' housing activity in Naples in May yields solid market

Naples Area Board of Realtors
Special to Naples Daily News
USA TODAY NETWORK - FLORIDA

For a second consecutive year, housing activity during May demonstrated to broker analysts that May remained a standout month. Overall closed sales were remarkable with 1,024 closed sales during May 2018 compared to 1,027 closed sales in May 2017. Closed sales in May 2018 were higher than all months following May 2017.

May also saw inventory levels continue to stabilize, according to the May 2018 Market Report released by the Naples Area Board of REALTORS® (NABOR®), which tracks home listings and sales within Collier County (excluding Marco Island).

"In 2017, May's sales increased 23 percent over sales in May 2016," said Phil Wood, president and CEO of John R. Wood Properties. "The fact that we are keeping the same pace this year and inventory is holding steady is good news as we move into summer."

Closed sales of properties in the

\$300,000 to \$500,000 price category during May increased 21 percent over May 2017, while closed sales in the \$300,000 and below price category were just one sale short of the number of closed sales in May 2017.

There was very good news for buyers in the report as May's overall median closed price dropped 5 percent to \$337,000 from \$355,000 in May 2017. Moreover, the overall median closed price for homes priced above \$500,000 decreased 14 percent to \$507,000 from \$590,000 in May 2017.

On the high-end side of the market, despite an 11 percent increase in median closed prices, pending sales of properties in the \$2 million and above price category increased 23 percent in May 2018 compared to May 2017.

"We haven't seen inventory levels in May this high since 2013," said Mike Hughes, vice president and general manager for Downing-Frye Realty, Inc. "I was concerned that the low end of the market would start shrinking after season, but the May report showed inventory increased 6 percent for homes under \$300,000."

Overall inventory in May rose by 15 properties compared to May 2017. The report also showed inventory rose in May for both single-family homes and condominiums priced below \$500,000, which accounted for 58 percent of the available market in Collier County at the end of the month.

The NABOR May 2018 Market Report provides comparisons of single-family home and condominium sales (via the Southwest Florida MLS), price ranges, and geographic segmentation and includes an overall market summary. The NABOR May 2018 sales statistics are presented in chart format and can be viewed at Naplesarea.com.

According to Dominic Pallini, broker at Vanderbilt Realty, "both median closed prices and days on market for single-family homes above \$300,000 decreased in May, which may indicate sellers are pricing homes to sell."

As broker analysts discussed the inherent necessity for REALTORS to work with a seller to help them price a home properly the first time, veteran broker Bill Coffey, broker manager of Amerivest Realty Naples, added that

"When I was trained, they told us that 50 percent of our listings won't sell because they are overpriced. But things look better today because REALTORS are better trained and can provide more accurate market comparisons to sellers. As a result, sellers can make more informed decisions."

Geographically, North Naples continues to be a shining star as the only coastal area in Collier County to report an increase in closed sales for May. Activity in the rural Ave Maria area has increased steadily over the last year; but in May, this area saw its single-family home closed sales skyrocket to 40 percent.

"Inventory levels in other areas of the nation and Florida are very tight right now, but Naples is enjoying some renewed momentum in our inventory," said Brenda Fioretti, managing broker at Berkshire Hathaway HomeServices Florida Realty. "When the market is good in other areas of the country, our home sales activity is driven up as out-of-staters relocate to the Naples area. I think we'll see a very strong summer." Online at Naplesarea.com.