

LENHOLT – NEWLAND COMMUNITIES Lake County, Florida

In October 2005, Newland Communities retained RCLCO to perform a residential market analysis and to provide development recommendations for the 1,600-acre Lenholt property in Lake County, Florida. The property, located along the St. John's River, is tentatively planned to include up to 1,600 residential units along with a marina as the core community amenity.

RCLCO was tasked with identifying target market audiences who are presently in the market and/or that could be attracted to the site, and recommending an appropriate development program that maximizes opportunities.

In addition, RCLCO studied the opportunity to expand an existing marina that was purchased to create a core amenity for the development. RCLCO studied the supply and demand for boat slips and identified opportunities to develop other real estate in and around the marina to create a more exciting amenity destination.

RCLCO identified the target market segments and conducted consumer research on product preference and purchasing motivations. Additionally, the team examined marketing and positioning strategies for the site.

Some entitlement issues must still be resolved before development may proceed.

