



LAKEWOOD RANCHSM

OUR COMMON GROUND.

TOUR OF HOMES

DON'T MISS OUR SIGNATURE EVENT OF THE YEAR. OCTOBER 21ST - NOVEMBER 20TH.



LAKEWOOD RANCH™

LIFE IN LAKEWOOD RANCH EXTENDS BEYOND OUR
AWARD-WINNING HOMES. IT'S WHERE WE PUT DOWN OUR
ROOTS. IT'S WHERE WE LOVE, LIVE AND LAUGH. AND IT'S
A PLACE YOU'LL WANT TO CALL HOME. COME EXPERIENCE
IT FOR YOURSELF DURING THE ANNUAL TOUR OF HOMES.

WITH MORE THAN 50 MODEL HOMES TO EXPLORE,
WE INVITE YOU TO GAIN INSPIRATION AND INSIGHT
INTO LIFE IN LAKEWOOD RANCH.

TOUR OF HOMES

OCTOBER 21ST - NOVEMBER 20TH

FOR DETAILS ON EVENTS AND INFORMATION CENTERS, VISIT LWRTOUROFHOMES.COM





LAKEWOOD RANCH

TABLE OF CONTENTS



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6 **LETTER FROM LAKEWOOD RANCH**

Well spent days. Wonderful lives.

7 **LEGACY**

The Lakewood Ranch plan, land & lifestyle

13 **CONNECTIONS**

Residents and business owners describe Lakewood Ranch in their own words

17 **FLORIDA**

Curating life on the Cultural Coast

27 **LIFESTYLE**

Favorite ways to be active or just relax on The Ranch

31 **THE VILLAGES**

The Lakeshore Rodeo Drive & Waterfront at Main Street
Harmony at Lakewood Ranch
Bridgewater at Lakewood Ranch
Esplanade Golf & Country Club
Indigo at Lakewood Ranch
Savanna at Lakewood Ranch
Lakewood National Golf Club
Del Webb at Lakewood Ranch
Country Club East at Lakewood Ranch
The Lake Club at Lakewood Ranch
Arbor Grande at Lakewood Ranch
Mallory Park at Lakewood Ranch
Waterside at Lakewood Ranch

61 **BUILDER GUIDE**

89 **RESOURCE GUIDE**





LETTER FROM LAKEWOOD RANCH

*“How we spend our days is, of course,
how we spend our lives.”*

This quote from Annie Dillard always reminds me to be intentional about what gets my energy and attention every day, but it’s often only in hindsight that we can see how our days thread together into how we’d characterize our lives. In fact, it occurred to me recently that there are really only a handful of times in life – often when we need to move – when we get to think holistically and even idealistically about how we want to live.

As my family and I discussed our move from Northern Virginia to Florida so I could accept my new position at Lakewood Ranch, we all had different things we wanted (some compatible and some not so much). We talked about everything from school systems to commute times, baseball teams, beaches, tennis leagues, churches and restaurants. Whatever we decided, it was going to be a tall order.

In the meantime, I started coming to work at Lakewood Ranch every day and getting to know its villages and residents. The first thing I noticed was how warm, approachable and welcoming the people are here. Everyone calls it “The Ranch,” and that feels right because of their hospitality, but also because of the land.

The word “stewardship” gets thrown around a lot these days, but here you feel it in many ways. So much care has been given to preserving open spaces and habitat, maintaining native landscaping, and unifying villages and neighborhoods through iconic fencing and signage. It’s simply beautiful.

The community setting is so peaceful, but if you choose, there is so much to do here and EVERYTHING is accessible. Main Street is the heart of the community and is always buzzing. There are thriving and progressive businesses in Lakewood Ranch, in diverse sectors such as biomedical, technology, insurance, and education.

That all brings interesting people to the community – and they stay here. It’s unusual for many Florida communities but not at all unusual in Lakewood Ranch to meet people who have moved four or five times within the community to accommodate different stages in their lives.

In a time when, more often than not, we see soulless subdivisions strewn over the landscape, this is significant because few developers are able to build and sustain a vision that creates an authentic community – that intangible but critical framework within which people of all ages and life stages can learn and grow, interact and mature, thrive, evolve and belong.

At Lakewood Ranch, there is a palpable sense of purpose and intent. The developer, Schroeder-Manatee Ranch, has placed great significance on integrating nature, maintaining open spaces, and creating meaningful spaces and amenities for people to gather and celebrate life.

As a former market researcher, I can tell you that this is why Lakewood Ranch continues to attract new homebuyers from all over the US, earning it a spot as the 5th best-selling master-planned community in the country, according to RCLCO. And it’s also why my family and I decided to make it our home, too.

As you start to explore Lakewood Ranch for yourself, this publication will be a valuable primer on some of the people, businesses, culture, lifestyle and traditions that make Lakewood Ranch what it is.

Here’s to well-spent days that turn into wonderful lives.



Laura Cole
Vice President, Marketing
LWR Communities, LLC



LAKEWOOD RANCH™

Imagine you have the opportunity to create a community from scratch. You have a completely blank canvas on which to plan homes, businesses, recreation and nature.

Now imagine that canvas is more than twice the size of Manhattan.

That was the opportunity – and the challenge – Schroeder-Manatee Ranch (SMR) had when envisioning what Lakewood Ranch could be when it broke ground in 1994. At 50 square miles, the land could accommodate just about anything. But the vision of the land owners and the leadership of the families kept it from becoming just anything.

Three themes guided the development of Lakewood Ranch: Planning a richly layered place for people with varied interests, pursuits, dreams and demographics. Protecting the natural environment and being good stewards of the family land. And providing people opportunities for deeper, more meaningful connections throughout the community.

*So, where did it all start?
With four corners.*



THE PLAN

“Good planning is all about scale,” said Bob Simons, president of LWR Development. If you took an area this big and made it sprawl, you’d feel totally lost. We started with four key intersections and built the four corners of each. They give you landmarks right away and bring the neighborhoods to a physical point, so you know what to orient around and you’re comfortable in your surroundings.”

From there, The Ranch was developed in small enclaves of 30 to 50 homes, to which Simons attributes its ability to establish community connections from the start. “People look out for each other here because they’re connected. And they’re connected because we built The Ranch in enclaves of certain homes at certain sizes at certain prices, so people could find their spot intuitively.”

“It’s like buying shoes. You’re not going to buy a size 10 or a size 8 if you wear a size 9 – you’re going to buy a size 9 because that’s what you wear. So we made opportunities for people to buy into areas where they felt immediately comfortable. We found that by keeping enclaves small, people would gather and connect.”

Today, there are 11 actively selling villages in Lakewood Ranch, six built-out villages, and two more villages coming soon, and each is made up of smaller enclaves. There are different home types and styles to suit every age and life stage, but each neighborhood is still crafted on a small scale by the builders selected to be in the community.

But what has consistently ranked Lakewood Ranch among the top 10 best-selling master-planned communities in the country (#5 at mid-year in 2016) is that people see the value to their daily life in its overall plan. A wealth of civic, economic, educational, medical, cultural and recreational elements has been woven into the community for an authentic sense of place and very high quality of life.

“People look at what their lives will really be like living in a place,” says Gregg Logan, managing director of RCLCO, a leading real estate advisory group. “On top of so many product offerings, Lakewood Ranch also has the most important

amenity – convenience – with everything on Main Street, jobs, events, recreation, clubs, and access to nature. And with its green building emphasis, people can also make a choice to live in a place that is consistent with their values and has a positive impact on the environment.”





THE LAND

In addition to what has been built and planned for, Lakewood Ranch is notable for what hasn’t been built at all. It is nearly 50% open space – which means about 25 square miles have been reserved for natural habitat, outdoor recreation and environmental stewardship.

“As we developed, we set up suitable habitats to receive the animals that would be displaced by construction so we could protect each species,” Simons explained. The Rookery in Heron’s Nest Nature Park, for example, was established by leaving an island in the middle of the lake, knowing it would become a safe haven for birds. Long Swamp is a massive wetland area of very diverse conditions, and was set aside from the very beginning for future generations to be able to study how this type of ecosystem evolved and thrived while being surrounded by development.

Lakewood Ranch is the largest “green build” community in the southeastern United States, not just because of the standards the homes meet but because of its infrastructure, as well. “For example,

because Lakewood Ranch is in the Evers Reservoir (the headwaters for Bradenton’s drinking water),” Simons explained, “we treat the drainage runoff going into the retention pond to 150% over County discharge standards before allowing it to go downstream.”

In addition to being the right thing to do for the environment and wildlife on the property, Lakewood Ranch’s commitment to stewardship adds tremendous value to the experience of living here.

For one thing, it is visually stunning. “People always comment on how beautifully maintained the community is and how surprised they are that after 20 years, nothing about it feels dated,” said Kitt Kearney, one of the first residents and vice president of sales and marketing for Homes by Towne.

Simons explained that’s a result of appropriately adapting the planting palette over time to the ever-changing microclimates on The Ranch. “Twenty years ago, Lakewood Ranch Boulevard had small trees. Now the canopies have matured as we wanted, but

there is more shade and half as much sod. So we changed out the accent materials and support materials to plantings that will thrive in that new microclimate, and that keeps the landscape fresh. That’s why three years can go by and you feel like it’s a new place.”

The other way the stewardship plan adds value is in the home sites themselves. “We put as many homes as we could on a lake, a preserve, or a golf course. We thought it was a good planning principle, but we had no idea just how valuable that would be to people,” said Simons.

Plus, Simons noted, residents get to experience so much of the land in its natural state because of the trail system that connects nature paths to sidewalks, bike lanes, parks and recreational areas. “When people buy a home at Lakewood Ranch, they come to understand the commitment made to nature, sustainability and true stewardship of the land by interacting with it themselves.”





THE LIFESTYLE

THE LIFESTYLE

For as large as it is, the success of Lakewood Ranch has been born of its attention to the small things, from the micro-communities formed by its enclave neighborhoods to the microclimates bred by the natural environment.

That understanding for the interrelatedness of people to each other and to their surroundings has been the foundation of a quality of life that is hard to find anywhere else. Just look at Main Street, one small component of the community.

“Main Street is a place for people to go, meet their friends, go to the movie theater, but also do their banking or pick up a great gift,” explained Carol Edwards, Lakewood Ranch ambassador and 19-year resident. “There’s a bike shop with a very active biking community that goes out for rides on Saturday and Sunday mornings. A wonderful barber for the gentlemen to come have an old-fashioned shave. These things make it so much easier for people to see how they can come here and meet people and really live their lives conveniently – and well.”

There is no shortage of ways for folks to connect – it seems there are opportunities designed into every corner.

“Lakewood Ranch just has everything. You are truly able to live, to work, and to play in this region. You don’t need to get on the interstate. You don’t need to go to Bradenton or Sarasota. We have some extremely high paying jobs in the area and our household income is the highest in the whole area,” said Heather Kasten, executive director of the Lakewood Ranch Business Alliance.

“If you’re single and want to work during the day and meet up with people later, we’ve got a nightlife that’s second to none. If you’re newly married and want that active, outdoor lifestyle, or if you’re middle aged with three teenagers it’s a great place to raise them. If you’re retired and want to be a tennis coach – or now, even if you’ve got a loved one who needs assisted living, this is just a completely well rounded community,” she continued.

“When you’re looking for quality of life,
this is the place.”





“Events of all kinds – hot air balloon festivals, Winterfest with the Doobie Brothers playing last year, Low Country shrimp boils and barbecues, the firefighter chili cook-off – really, give us a reason to have a party and we’ll have a party.”

*Debbie Rausch,
Lakewood Ranch Ambassador*



“Main Street events (more than 59 each year!) enhance the camaraderie among residents and give the community the **opportunity to support some really great causes.** Everyone wants to feel like they belong; participating in events allows people to be a part of something bigger than themselves.”

*Amanda Zipperer,
Property Manager of Lakewood Ranch Main St.*



“When people come into the community they usually get pointed right in our direction for a welcome packet and directory of our clubs. We have a new member orientation at Town Hall every month and I encourage them to join a club, attend an event or volunteer. **There are so many different ways to get involved in the community.**”

*Kyanne Merrill, Director of Events,
Lakewood Ranch Community Activities*

HEARD AROUND TOWN

RESIDENTS AND BUSINESS LEADERS DESCRIBE LIFE ON “THE RANCH” IN THEIR OWN WORDS.

“You know a club is a success when it becomes an extension of your members’ homes. They come here to meet, eat and drink. Actually, they come here before and after they go out to meet, eat and drink, too. They come to celebrate holidays and special occasions in their lives. **It’s really something to host weddings for the same kids who not so long ago were here gathering Easter Eggs.**”

*Wayne Piazza, General Manager,
Lakewood Ranch Golf and Country Club*



“When you have teenage kids, you are a certified taxi driver. You work all day, you run the kids around all evening and your minivan pulls back in the driveway at 9 p.m., and then you wake up and do it all over again. But being here on The Ranch we have so many choices, I don’t have to get in the car and go to Tampa. I don’t need to drive to Sarasota to get my daughter to gymnastics. I don’t need to go anywhere else to get my son to wrestling. **It’s an incredibly convenient quality of life.**”

*Heather Kasten, Resident &
Executive Director of the Lakewood Ranch
Business Alliance*



“I receive many emails throughout the year from people looking to move into the area and they decide to **move to Lakewood Ranch because of our Premier Sports Campus** and all the athletic activities that it has to offer. Soccer is one of the most popular sports we host at our facility but lacrosse is a growing sport as well.”

*Antonio Saviano,
Director of Sports at Premier Sports Campus*



“Lakewood Ranch is such a thriving area and we felt our quick-serve concept would be the perfect fit for its bustling Main Street. As small business owners in the Lakewood Ranch area for over 10 years and residents since 2001, we’ve enjoyed seeing this area flourish with a variety of new businesses to serve local residents and beyond.

We are so fortunate to be a part of it!”

*Lesley Harb, Resident
& Owner of Fast N Fresh*



“Lakewood Ranch is a unique Florida community in that the owners have created and implemented a long-term vision for the future, without sacrificing the promise over short-term opportunities or shortcuts. Our team has built about 1,500 homes in nearly 20 neighborhoods here since 1994 because the founders and management of The Ranch keep their promises, and have always kept their promises.

It’s a place where we can be sure that the vision painted for the future will be realized.”

*Builder Pat Neal,
Chairman of Neal Communities*



“As a co-work space, we’re the un-office. People actually want to come to work here. So being in a place like Main Street is great because **people can come here for a meeting and then take a client to lunch.** Plus, Music on Main brings in about 2,000-3,000 people so it’s a great opportunity for us to get the businesses exposure. Being on Main Street as the community hub is great for us because our whole goal is to foster community and support the entrepreneurs and small businesses that wouldn’t have a place if not for us.”

*Keith Pandeloglou,
Resident & Owner, Cowork LWR*



HEARD AROUND TOWN

RESIDENTS AND BUSINESS LEADERS DESCRIBE LIFE ON “THE RANCH” IN THEIR OWN WORDS.



“My friends and I joke because Lakewood Ranch is like our own little bubble.

Everything is here but it’s also so nice and quiet and peaceful

– we have to remind ourselves to leave from time to time!”

*Kristen Galvan, Resident &
Sarasota Polo Club Operations Manager*



“I’ve been building in Lakewood Ranch since its inception, and 25% of my business today is repeat business. People who bought from me 15 years ago are moving up or downsizing, or they’ve decided to stay year-round and want a larger home. **It says a lot that people aren’t moving out of the community, they are just moving within it as their needs change.**”

*Derek Nelson, Owner of Nelson Homes, Inc.,
an Arthurutenberg Homes franchise*



CURATING LIFE ON THE CULTURAL COAST

For centuries, people from every corner of the globe have been coming to Florida’s west coast to find relaxation, rejuvenation and inspiration in its award-winning white sand beaches and turquoise waters.

Among them have been some of the most talented artists, musicians, writers and performers in the world. As they’ve settled and worked here, they’ve made the Sarasota area the heart of the state’s “Cultural Coast.”

As Lakewood Ranch was built, this love of culture was infused into its fabric from the start and expanded from performing arts to music, film, sports, dining and entertainment, not to mention education from pre-K to advanced degrees and facilities for a wide variety of faith-based organizations.

“Culture is a big part of what attracts people to the west coast of Florida, and to Lakewood Ranch in particular. Not only are the arts a dimension you don’t really see in most master-planned communities, but the breadth of offerings in education, sports, and local businesses have moved Lakewood Ranch beyond the typical tennis, golf and swimming to a really authentic town experience,” said Gregg Logan, managing director of RCLCO, a leading real estate advisory group.



A R T I S T S , M U S I C I A N S , W R I T E R S & P E R F O R M E R S

Arts Culture



The Players Centre for Performing Arts



Middle and right: The Sarasota Opera

Experiencing the arts in Sarasota is unforgettable, in part because the coastal setting is in such startling contrast to the urban atmosphere where performances of this caliber usually take place. In most other parts of the country, only large metropolitan city centers have a professional symphony, ballet and orchestra, not to mention world-class museums, theaters and art hubs.

The concentration of the arts here gained traction with the influence of families like the Ringlings, who wintered in the city with the circus, and contributed much to its culture in the 1920s. One of the most famous venues in Sarasota is the Ringling Museum of Art, which gave rise to other art forms such as The Sarasota Opera, which began performing on its grounds in 1960. Today, The Sarasota Opera is housed in the former A.B. Edwards Theater, now on The National Register of Historic Places.

The Sarasota Ballet is a full resident ballet company under the celebrated direction of Iain Webb. The Company’s repertoire will include 140 ballets and divertissements through the 2016 - 2017 season.

The Sarasota Orchestra is perhaps most famous for its Sarasota Music Festival, which is an internationally acclaimed chamber music event that lasts three weeks each year.

The Sarasota International Film Festival, the nation’s fastest-growing film festival, brings out the stars to showcase independent and international features, shorts and documentaries.

As the arts culture has grown, some of its forerunners have outgrown their downtown venues, including The Players Centre for Performing Arts, which has recently announced it will be moving its entire operation, including its Broadway series, black

box theater, cabaret and the main campus of its school – from downtown Sarasota to the new village of Waterside at Lakewood Ranch in the next few years.

“We did a study of where our patrons were coming from that was quite eye-opening,” said Michelle Bianchi-Pingel, managing director and CEO of The Players. “Most are coming from the I-75 corridor. So relocating to Lakewood Ranch gives us opportunities both to bring another arts element to the community, and to be closer to the people who are supporting our work.”

Lakewood Ranch residents are excited to add this element to other favorite community traditions, such as Music on Main, the concert series held on the first Friday night of the month on Main Street. Bianchi-Pingel said she’s been stopped at the bank and the grocery store by people who wanted to say how much they look forward to The Players coming to the community.

“Relocating to Lakewood Ranch gives us an opportunity to bring another arts element to the community.”

Michelle Bianchi-Pingel, Managing Director and CEO of The Players

GET TOGETHER

& EAT

Foodie & Shopping Culture

In addition to the fine arts and performing arts, the culture of this coast is also influenced by the culinary arts. “There is one thing we as humans like to do – get together and eat,” said Nancy Krohngold, Owner, Li'l Nancy's at The Ranch.

And there's lots of opportunity for that in Lakewood Ranch and beyond. From fresh casual fare to haute cuisine, this is a foodie's paradise. At Lakewood Ranch's Main Street alone, you'll find 15 eateries – as well as two culinary institutes to teach the next generation of chefs.

And don't forget the shopping. From University Town Center (UTC), less than one mile from Lakewood Ranch, to the high-end boutiques on St. Armand's Circle that the locals call “our Rodeo Drive,” the opportunities are endless. In fact, UTC is the first enclosed shopping mall to be built in the U.S. in more than five years and it's thriving, with 125 stores and restaurants, more than 50% of which are unique to the Sarasota-Manatee market.

“Our tenant line-up and dining options appeal directly to Lakewood Ranch residents. We're committed to this community and look forward to many years ahead of welcoming local and visiting guests to the region's dominant upscale shopping and dining destination,” said Kim Dominguez, marketing and sponsorship director of UTC.





SPORTING CULTURE

AS MUCH AS WE CAN ALL APPRECIATE A FINE PERFORMANCE FROM RARE ARTISTIC TALENT, THERE'S NOTHING QUITE LIKE A HOMETOWN TEAM OR A FRIENDLY RIVALRY TO NURTURE NEIGHBORHOOD BONDS AND COMMUNITY PRIDE.



Premier Sports Campus

The Premier Sports Campus (PSC) at Lakewood Ranch is a venue like none other in the southeastern United States. With 22 Celebration-seeded fields, the campus hosts soccer, lacrosse, field hockey, rugby, archery, senior games, Ultimate Frisbee, Special Olympics, flag football, youth football, Frisbee golf and punt/pass/kick football on local, state, regional, national – and now international – levels.

In fact, PSC recently announced that the legendary Portuguese soccer player Luis Figo will be bringing his European Showcase by Figo to Lakewood Ranch, the purpose of which is to enhance the international visibility of local teams, coaches and youth players who might otherwise be overlooked by European competitive circuits.

The ability to play at all levels and now truly compete at all levels is a major achievement for PSC.

“An outdoor sports complex such as the Premier Sports Campus is an integral part of the Lakewood Ranch community. I believe sports serve as a focal point for engagement, pride, and achievement. The diversity of sports and sporting activities we offer at the Premier Sports Campus makes it an ideal place for people to see that we promote an active lifestyle,” said Antonio Saviano, director of sports at PSC.



Ancient Oak Gun Club

The Ancient Oak Gun Club, a sporting clays facility, is set in a pristine area of Lakewood Ranch off of State Road 64 East. There are 28 covered shooting stations on two separate courses, which are operated by a wireless, radio controlled launching system that also offers a delay for the individual shooter and a 5-stand for shotgun shooting enthusiasts. All stations have three or more trap machines giving shooters a greater variety of target presentations. The 5-stand consists of five shooting stations and a variety of individual trap machines.

The pro shop has a wide array of sports clothing, shooting vests, bags, pouches, hats and shotgun accessories. For corporate and charity events, and National Sporting Clays Association (NSCA) registered shoots, there is a 40' X 80' covered pavilion.

The Ancient Oak Gun Club has a well-trained staff to assist beginning shooters and to help host charity and corporate events, as well as sanctioned instructors for the more experienced shooters.



Lakewood Ranch Golf & Country Club

The love of the games of golf and tennis has always been a part of the sporting culture at Lakewood Ranch. The Lakewood Ranch Golf & Country Club (LWRGCC) is thriving with the newly opened clubhouse, The Lodge, which is the more relaxed counterpart to the elegance of the recently renovated main club. A 420-yard double-ended range with a separate 8-hole short game course lets you practice every club in your bag. The fitness facility was just doubled in size, with state-of-the-art equipment and trainers who help you get the most from your game. League play on the tennis courts is more popular than ever, and eight pickle ball courts have been added in response to members' enthusiastic adoption of the new sporting trend.

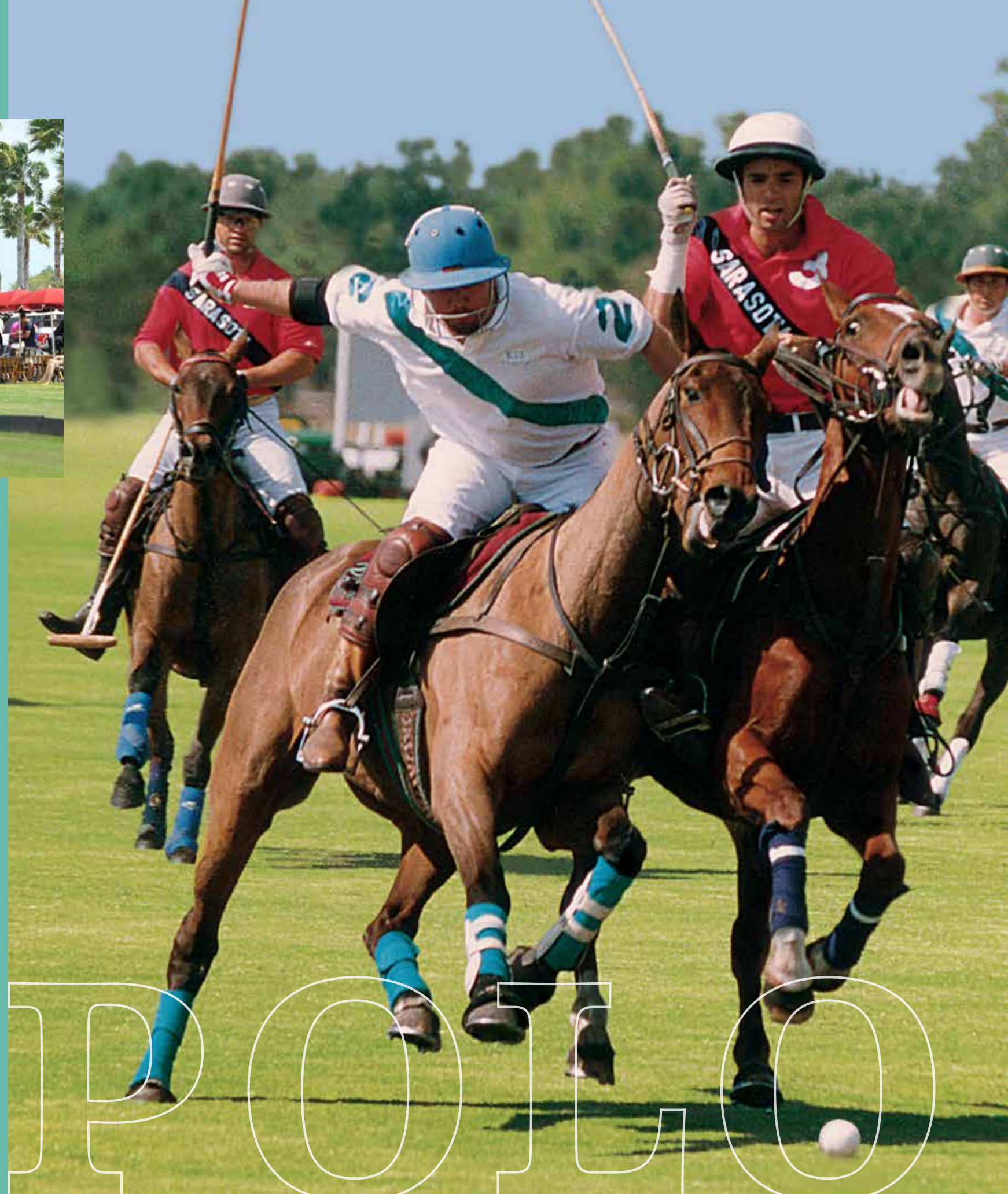
"We are in partnership with our members to create an incredible experience," said Wayne Piazza, general manager of the LWRGCC. "One thing we love is how competitive they are. We put in an 18-hole putting course at The Lodge, and we anticipate lots of betting, lots of heckling and lots of fun."



Sarasota Polo Club

The Polo Club was the first amenity at Lakewood Ranch, and tailgating and watching matches is still a favorite Sunday afternoon tradition. "It's really casual and brings the whole community together," said Sherri Sweeny, events manager for the club. "Especially if there's a theme that day, everyone tries to outdo each other with costumes or a drink and food theme at their tailgate spot. St. Patty's Day is the biggest and when Easter is in our cycle of games, the women love to wear big hats like Julia Roberts in 'Pretty Woman.'"

With so many options in Lakewood Ranch and the surrounding area, each resident has the opportunity to curate a life around their own particular interests, passions and hobbies. Taken together, the Lakewood Ranch culture has evolved to be completely its own, an unparalleled offering in any community.





DRIVE THE GREEN



SKATE THE PARK



JOIN THE CLUB



RACE HOME



RIDE A BIKE



SHOOT CLAY



SWIM LAPS



TAKE A SPIN



RUN THE TRAILS



BAIT A HOOK



GRAB A BITE

READY...
OR NOT!

THE BEAUTY OF LIFE AT LAKEWOOD RANCH IS THAT EVERY DAY CAN LEAD TO NEW DISCOVERIES, FUN ACTIVITIES AND LASTING MEMORIES. THERE ARE PLENTY OF WAYS TO JOIN IN WITH OTHERS, AND JUST AS MANY GREAT WAYS TO OPT FOR A LITTLE TIME OUT.

BE ACTIVE

LIFESTYLE



CATCH A SHOW



ENJOY THE VIEW



SPOT AN EAGLE



TAKE A STROLL



WATCH A MATCH

CHILL OUT



TAKE A DIP



SINK A PUTT



Odellphotos.com



PLAY FETCH



CATCH SOME RAYS



MEET UP ON MAIN



WATCH WILDLIFE



RELAX AT THE LODGE

LET US SHOW
YOU AROUND

EXPLORE OUR VILLAGES

LIFE ON THE TOWN

THE LAKESHORE RODEO DRIVE & WATERFRONT AT MAIN STREET



If you love living in the heart of it all, look no further than the condominiums offered at Main Street. Energy and entertainment will surround you. Walk to get your morning coffee or to meet friends out for dinner and a movie. Or stay in to enjoy your amazing private amenities while the sounds of Music on Main float up on Friday nights.



THE LAKESHORE RODEO DRIVE
BULLARD GROUP
 CONDOMINIUMS
 FROM THE LOW \$600s TO \$1 MILLION+
 1,887 - 3,346 SQUARE FEET



WATERFRONT AT MAIN STREET
HOMES BY TOWNE
 CONDOMINIUMS
 FROM THE \$300s TO HIGH \$900s
 1,300 - 2,800 SQUARE FEET
 SEE OUR AD ON PAGE 72

THE LAKESHORE RODEO DRIVE

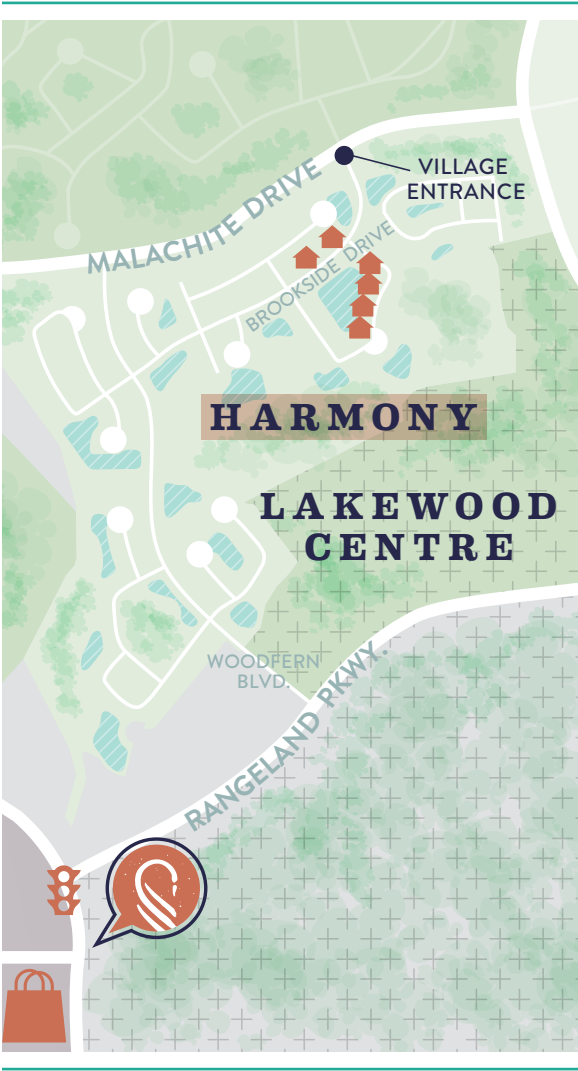
RESORT POOL & SPA | FITNESS CENTER | CLUB ROOM
 SILVER MEMBERSHIP TO LAKEWOOD RANCH COUNTRY CLUB
 CONCIERGE | LAKE UIHLEIN VIEWS

WATERFRONT AT MAIN STREET

FULLY EQUIPPED FITNESS CENTER | RESORT-STYLE POOL & SPA
 OUTDOOR FIRE PIT | LAKE UIHLEIN VIEWS
 OUTDOOR GRILLS | MULTI-PURPOSE GATHERING ROOM

HITTING ALL THE RIGHT NOTES

HARMONY at LAKEWOOD RANCH



When it comes to combining great community amenities with attainable, right-sized homes, Harmony has it all. Select from townhomes, single-family homes and villas for the space that suits your lifestyle, and enjoy parks, trails and other recreation throughout the village. Harmony brings a fresh color palette to its homes, which are complemented by beautifully maintained landscaping that meets the Florida Green Building Coalition's Green Building Standard.



HARMONY HIGHLIGHTS INCLUDE:

RESORT-STYLE POOL | FITNESS CENTER | TOT LOT
WALKING/BIKING TRAILS | PICNIC AREA | CLUBHOUSE
MAINTENANCE-FREE LANDSCAPING



MATTAMY HOMES

TOWNHOMES, SINGLE-FAMILY HOMES, VILLAS
FROM THE LOW \$200s TO THE \$600s
1,333 - 2,700 SQUARE FEET

SEE OUR AD ON PAGE 77



ESTATES WITH EVERYTHING

BRIDGEWATER at LAKEWOOD RANCH



This magnificent gated village tantalizes the senses at every turn. Famous for their “Everything’s Included” program, Lennar offers estate-inspired homes featuring upgraded exteriors with lush landscaping, stone facades and features like crown molding, tray ceilings and upgraded cabinetry at no additional charge.



BRIDGEWATER HIGHLIGHTS INCLUDE:

GATED ENTRY | PRIVATE POOL AND SPA OPTION
ESTATE HOME SITES | EVERYTHING’S INCLUDED®



LENNAR HOMES

ESTATE-INSPIRED HOMES
FROM THE MID \$300s - \$700s
2,245 - 3,828 SQUARE FEET

SEE OUR AD ON PAGE 75



PLAY THROUGH

ESPLANADE GOLF & COUNTRY CLUB



This gated enclave of 1,250 detached villas and single-family homes is a recreational paradise. Esplanade brings a touch of the Mediterranean to Southwest Florida with its regionally inspired architecture, lush landscaping, serene lakes, and fabulous resort-style amenities run by a full-time lifestyle director located on site.



ESPLANADE HIGHLIGHTS INCLUDE:

GATED ENTRY | ESPLANADE GOLF AND COUNTRY CLUB + PRO SHOP | 2 POOLS
TENNIS COURTS | HEATED POOL/RESISTANCE POOL | PICKLE BALL COURTS
BOCCE BALL COURTS | AEROBICS | BALLROOM | CATERING KITCHEN | LIBRARY
CARD AND CRAFT ROOM | BILLIARD ROOM | BARK PARK | KAYAK LAUNCH
ADVENTURE PLAYGROUND | MEMBERS & PUBLIC GOLF | AMENITY AND WELLNESS CENTERS



TAYLOR MORRISON HOMES

DETACHED VILLAS, SINGLE-FAMILY HOMES, COACH HOMES
FROM THE MID \$200s TO THE \$900s
1,700 - 3,439 SQUARE FEET

SEE OUR AD ON PAGE 85



STOCK SIGNATURE HOMES

SINGLE-FAMILY HOMES FROM THE LOW \$600s
3,100 - 3,700 SQUARE FEET

SEE OUR AD ON PAGE 83

A NEW VIEW ON GREAT LIVING

INDIGO AT LAKEWOOD RANCH



Lush landscaping, beautiful mature oaks and stunning vistas of the natural beauty at Lakewood Ranch make Indigo a village in high demand. This gated village offers wonderful recreational amenities, as well as a variety of new homes by Neal Communities, which was named Professional Builder's 2015 Builder of the Year.



INDIGO HIGHLIGHTS INCLUDE:

GATED ENTRY | POOL & SPA | FITNESS CENTER
CLUBHOUSE & ACTIVITIES DIRECTOR | PICKLE BALL | BOCCE BALL



NEAL COMMUNITIES

SINGLE-FAMILY HOMES | FROM THE HIGH \$200s - \$600s
1,407 - 2,980 SQUARE FEET

SEE OUR AD ON PAGE 80



YOUR NATURAL HABITAT

SAVANNA AT LAKEWOOD RANCH



If you want to live nestled in nature but close to everything, Savanna offers home sites with beautiful views of wetland habitat, ponds and wooded conservation areas throughout. There are no back-to-back home sites in Savanna, meaning you'll have plenty of private outdoor space to enjoy with friends and family. Getting together with neighbors is easy at the vast amenity center and you're just 4 miles from the I-75/SR 64 interchange for convenient commutes.



SAVANNA HIGHLIGHTS INCLUDE:

POOL WITH LAP AREA AND INTERACTIVE WATER FEATURES FOR KIDS
CABANA PAVILION | EVENT LAWN | FITNESS CENTER
TOT LOT | DOG PARK



LENNAR HOMES

SINGLE-FAMILY MANOR HOMES | FROM THE MID \$300s - MID \$500s
2,244 - 3,876 SQUARE FEET

SEE OUR AD ON PAGE 75



MERITAGE HOMES

SINGLE-FAMILY HOMES | FROM THE MID \$300s - \$700s
2,043 - 5,169 SQUARE FEET

SEE OUR AD ON PAGE 78

CHAMPIONSHIP LIVING

LAKEWOOD NATIONAL GOLF CLUB



Lakewood National offers a lifestyle that's nothing short of extraordinary. Choose from a wide variety of home styles and sizes, tucked away inside an artfully crafted, gated environment with sparkling lakes and lush Florida landscaping. With a 36-hole golf course on site, Lakewood National is a golfer's paradise, not to mention the views it offers from the homes.



LAKEWOOD NATIONAL HIGHLIGHTS INCLUDE:

GATED | GOLF COURSE & PRO SHOP | DRIVING RANGE | LAGOONS
LAP POOLS | CLUBHOUSE | FITNESS CENTER | STEAM ROOM & SPA,
AEROBICS | TENNIS CENTER | RESTAURANT



LENNAR HOMES

VERANDA HOMES, COACH HOMES, EXECUTIVE AND ESTATE COLLECTION
SINGLE-FAMILY HOMES | FROM THE HIGH \$100s - \$700s

SEE OUR AD ON PAGE 75



FABULOUS 55-AND-BETTER LIVING

DEL WEBB AT LAKEWOOD RANCH



Del Webb is known throughout the country as the leader in 55-and-better lifestyles. In fact, when younger homebuyers hear about what's included in the Del Webb village at Lakewood Ranch, they can't wait to turn 55 themselves! Choose from a variety of floorplans that maximize entertainment space and the best of maintenance-free living, so you can get out to enjoy all this village offers.



DEL WEBB HIGHLIGHTS INCLUDE:

GATED ENTRY | HEATED RESORT-STYLE POOL & SPA | FITNESS CENTER AND MOVEMENT STUDIO | LIFESTYLE DIRECTOR | CLUBHOUSE WITH ACTIVITY & CRAFT ROOMS | CATERING KITCHEN & WIFI CAFÉ
COMING EARLY 2017: 6 TENNIS, 4 BOCCE AND 8 PICKLE BALL COURTS | BBQ GRILL AREA | OUTDOOR BAREFOOT BAR | WALKING TRAILS | EVENT LAWN



DEL WEBB

SINGLE-FAMILY HOMES AND ATTACHED VILLAS | FROM THE HIGH \$200s-\$700s

SEE OUR AD ON PAGE 70



LIVE EFFORTLESSLY

COUNTRY CLUB EAST AT LAKEWOOD RANCH



Invigorating runs through scenic surroundings. Refreshing dips in a resort-style pool. A game of tennis with friends. A round of golf with neighbors. Hitting the fitness center after work. Walking the kids to a top-ranked school. Just behind the gates awaits a relaxing retreat. A peaceful sanctuary. A private community with a shared love of life, and for getting the most out of it.

COUNTRY CLUB EAST HIGHLIGHTS INCLUDE:

- GATED ENTRY | TWO RESIDENTS' CLUBHOUSES
- THREE RESORT-STYLE POOLS, FITNESS CENTER & GAME ROOM
- ROYAL LAKES GOLF COURSE & CLUBHOUSE FOR MEMBERS



LIVE EFFORTLESSLY

COUNTRY CLUB EAST AT LAKEWOOD RANCH

CARDEL HOMES

COLLINGTREE

SINGLE-FAMILY HOMES
FROM THE \$600s

HADDINGTON

SINGLE-FAMILY HOMES
FROM THE \$520s

PRESTBURY

SINGLE-FAMILY HOMES
FROM THE \$600s

WINDY HILL

SINGLE-FAMILY HOMES
FROM THE \$580s

WCI COMMUNITIES

CLUBSIDE

CARRIAGE HOMES
FROM THE MID \$300s

HILLSIDE

SINGLE-FAMILY
GRAND VILLA HOMES
FROM THE \$300s

PRESTBURY

SINGLE-FAMILY
CLASSIC HOMES
FROM THE LOW \$500s

NEAL SIGNATURE HOMES

COLLINGTREE

SINGLE-FAMILY HOMES
FROM THE \$600s

HADDINGTON

SINGLE-FAMILY HOMES
FROM THE \$600s

THE HIGHLANDS

SINGLE-FAMILY HOMES
FROM THE \$500s

WINDY HILL

SINGLE-FAMILY HOMES
FROM THE \$600s

STOCK SIGNATURE HOMES

COLLINGTREE

SINGLE-FAMILY HOMES
FROM THE \$400s

PRESTBURY

SINGLE-FAMILY HOMES
FROM THE \$400s

SEACROFT

SINGLE-FAMILY HOMES
FROM THE \$600s

COMING SOON EAGLESCLIFFE

A NEW NEIGHBORHOOD WITHIN CCE.
FEATURING: JOHN CANNON, ARTHUR
RUTENBERG, LEE WETHERINGTON
AND STOCK SIGNATURE HOMES.

JOHN CANNON HOMES

PRESTBURY

SINGLE-FAMILY HOMES
FROM THE \$800s

SEACROFT

SINGLE-FAMILY HOMES
FROM THE \$700s

ARTHUR RUTENBERG HOMES

PRESTBURY

SINGLE-FAMILY HOMES
FROM THE \$700s

SEACROFT

SINGLE-FAMILY HOMES
FROM THE \$800s

LEE WETHERINGTON HOMES

PRESTBURY

SINGLE-FAMILY HOMES
FROM THE \$700s

SEACROFT

SINGLE-FAMILY HOMES
FROM THE \$700s



VILLAGES

SANCTUARY AWAITS

THE LAKE CLUB AT LAKEWOOD RANCH



A quiet walk down the cobblestone streets. A sunset swim. An evening spent with a rare vintage. Sanctuary is where the chaos of the world isn't allowed in. A place that's comfortable, and completely yours. Find it in this Tuscan-inspired, private club community of custom luxury homes featuring scenic lakes, stone bridges, and a Grande Clubhouse with concierge services and a resort-style pool.

THE LAKE CLUB HIGHLIGHTS INCLUDE:

GATED & ATTENDED ENTRY | 2 POOLS | TENNIS & SPORT COURTS
DAY SPA | FITNESS CENTER | GRANDE CLUBHOUSE
CONCIERGE SERVICES | PLAYGROUND



ANCHOR BUILDERS P.65 | ARTHUR RUTENBERG P.66 | JOHN CANNON P.73
LONDON BAY P.76 | MURRAY HOMES P.79 | NUTTER CONSTRUCTION P.82
STOCK SIGNATURE HOMES P.83 | TODD JOHNSTON P.86

CUSTOM HOMES FROM THE \$750s TO OVER \$5 MILLION
2,200 - TO OVER 18,000 SQUARE FEET



GRANDE LIVING ON AN INTIMATE SCALE

ARBOR GRANDE AT LAKEWOOD RANCH



Arbor Grande is being designed as a gated residential enclave offering private, resort-style amenities. With an ideal location convenient to the attractions of Sarasota, the Gulf beaches, I-75 and the Greater Tampa Bay area, Arbor Grande will feature innovative floorplans featuring great rooms that span the entire back of the home and indoor/outdoor living spaces that set a new standard for year-round Florida Living.



ARBOR GRANDE HIGHLIGHTS INCLUDE:

GATED ENTRY | CLUBHOUSE | POOL | FITNESS
ACTIVITIES DIRECTOR



CALATLANTIC HOMES

VILLAS AND SINGLE-FAMILY HOMES | FROM THE \$300s
1,856 - 4,000 SQUARE FEET

SEE OUR AD ON PAGE 67



SMALL-TOWN LIVING

MALLORY PARK AT LAKEWOOD RANCH



Surrounded by 36 acres of sparkling lakes and natural wetlands, DiVosta will be unveiling 26 stunning new home designs in this village of 436 homes. Walking on the trails throughout this beautiful natural environment will take you to the private clubhouse and other recreational amenities. You'll love the small town atmosphere of this village.



MALLORY PARK HIGHLIGHTS INCLUDE:

GATED ENTRY | ZERO-ENTRY COMMUNITY POOL | FITNESS CENTER
CLUBHOUSE | WALKING TRAILS | PLAYGROUND & SPORT COURTS



DIVOSTA

TOWNHOMES AND SINGLE-FAMILY HOMES | FROM THE \$200s - \$700s
1,600 - 4,200 SQUARE FEET

SEE OUR AD ON PAGE 71



LIVE FLORIDA TO THE FULLEST

COMING SOON! WATERSIDE AT LAKEWOOD RANCH



Waterside isn't just a place for living. It's a place for shopping. For dining. For exploring and adventuring. Where glistening lakes meet coastal architecture. Where kayaks and canoes are as welcome as strollers and bicycles. Where the scenic views are second only to the beautiful streetscapes. From the local markets to the seasonal festivals, and from the parks to the nature trails, Waterside was crafted for community.

In the newest village at Lakewood Ranch, you'll find single-family homes, townhomes and apartments—all nestled among 7 lakes and just a short stroll from the village center.

HIGHLIGHTS OF WATERSIDE WILL INCLUDE:

- WATERSIDE PLACE TOWN CENTER
- BOATING, KAYAKING & CANOEING
- THE PLAYERS CENTRE FOR PERFORMING ARTS
- 1,000 ACRES OF LAKES
- NATURE CENTER & EXPANSIVE TRAILS
- 8-ACRE COMMUNITY PARK
- PUBLIC SCHOOL



COMING 2017
PULTE AND HOMES BY TOWNE



FIND YOUR HOME
ON THE RANCH

MEET OUR BUILDERS

INFORMATION CENTERS AT
LAKEWOOD RANCH



UNIVERSITY

6220 University Parkway, Lakewood Ranch, FL 34240
941.907.6000 | 800.307.2624

From I-75 Exit 213 (University Parkway): Travel east on University Parkway 1/2 mile. Go through the light at Lake Osprey Drive/Market Street. Entrance is the next right.



RANGELAND

11506 Rangeland Parkway, Lakewood Ranch, FL 34211
941.753.1469 | 800.307.2624

From I-75 Exit 217 (SR 70): Go east on SR 70 about 2.2 miles. Turn left onto Lakewood Ranch Blvd. Take right onto Rangeland Parkway; entrance is on your right.



THE LAKE CLUB

8307 Lake Club Blvd., Lakewood Ranch, FL 34202
941.907.9088 | 866.498.5253

From I-75 Exit 213 (University Parkway): Travel east on University Parkway 4 miles. Turn left into The Lake Club, entrance is on your right.

ANCHOR BUILDERS | P.65

ARTHUR RUTENBERG HOMES | P.66

CALATLANTIC HOMES | P.67

CARDEL HOMES | P.69

DEL WEBB | P.70

DIVOSTA | P.71

HOMES BY TOWNE | P.72

JOHN CANNON HOMES | P.73

LEE WETHERINGTON | P.74

LENNAR HOMES | P.75

LONDON BAY HOMES | P.76

MATTAMY HOMES | P.77

MERITAGE HOMES | P.78

MURRAY HOMES | P.79

NEAL COMMUNITIES | P.80

NEAL SIGNATURE HOMES | P.81

NUTTER CUSTOM CONSTRUCTION | P.82

STOCK SIGNATURE HOMES | P.83

TAYLOR MORRISON | P.85

TODD JOHNSTON HOMES | P.86

WCI COMMUNITIES | P.87



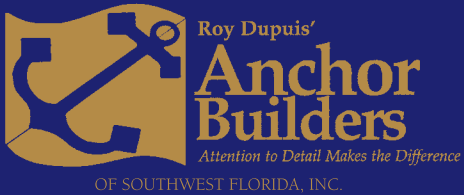
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CGC 040371



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Visit the Almeria at 16420 Daysailor Trail in The Vineyards in The Lake Club, Lakewood Ranch

Visit the Veracruz at 7457 Seacroft Cove and the Avila at 7433 Seacroft Cove at Seacroft in Country Club East, Lakewood Ranch

Please stop at the TLC Information Center to receive your model access pass.

Almeria

941-907-1230

Joe Dweck

JDweck@arhomes.com

Veracruz and Avila

941-907-0181

Dominick Giallombardo

DGiallombardo@arhomes.com

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GRAND OPENING
MODEL HOMES NOW OPEN!

A Limited Collection of Luxury Villas
& Single-Family Homes from the \$300s

GRANDE LIVING

AT LAKEWOOD RANCH



Gated Neighborhoods | Private Amenities | Exceptional New Home Values

Grand Opening of CalAtlantic Homes in Lakewood Ranch
CalAtlantic Homes, one of the nation's largest homebuilders, is proud to unveil its first new community in Lakewood Ranch. Arbor Grande is a gated residential enclave offering private, resort style amenities. With an ideal location convenient to the attractions of Sarasota, the Gulf beaches, I-75 and the Greater Tampa Bay area, Arbor Grande offers "Grande living on an intimate scale."

(941) 202-6505 | ArborGrande.com
Models Now Open. Tour Today.



ARBOR GRANDE

LAKEWOOD RANCH



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You'll Know When You've Arrived



The Dolcetto 3 from
\$789,990



WE BELIEVE IN A FRESH
LOOK AT LIFE.

We believe you'll like it here. At Del Webb, we believe in living in your own beautiful, smartly designed home. With open floor plans and amazing kitchens. In an active adult community where you can connect with friends, take a dance class, learn a new cuisine, or master bocce ball. Go to DelWebb.com/LakewoodRanch or call 866-307-8494 to plan your visit.

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LAKEWOOD RANCH



LAKEWOOD RANCH™

With striking curb appeal, luxurious specifications and resort-style attractions in every direction, there's no mistaking a Cardel home in prestigious Lakewood Ranch.

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mid \$200's to \$500's

**Visit us during the
Tour of Homes and explore
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At least one resident must be 55 years of age or better, a limited number of residents may be younger and no one under 19 years of age. Some residents may be younger than 55. Prices shown are estimated base prices, do not include lot premiums or options and are subject to change without notice. Community Association fees required. Photographs are for illustrative purposes only, are not intended to be an actual representation of a specific community, and depict models containing features or designs that may not be available on all homes or that may be available for an additional cost. This material shall not constitute a valid offer in any state where prior registration is required or if void by law. Please see a sales associate for details. ©2016 Pulte Home Corporation. All rights reserved. CBC057850. 10/21/16





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Luxury Condominiums

10550 Boardwalk Loop | Lakewood Ranch | 941-907-3799

LAKEWOOD RANCH WATERSIDE COMING 2017!

Single-Family Home Community | Sarasota | 941-907-9799

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Mallory Park AT LAKEWOOD RANCH

Discover 25 brand new, consumer inspired townhome and single family home designs with 2-6 bedrooms starting from the low \$200's, plus resort amenities that will include a zero-entry pool, fire pit, kids play area, basketball court, and clubhouse with fitness center and activity room. Decorated models open daily.

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**11717 BLUE HILL TRAIL
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EXPERIENCE

LUXURY CUSTOM HOMES BY JOHN CANNON



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Winner of 5 2016 Parade of Homes Awards and Best Overall
The Lake Club | 16432 Daysailor Trail | 941.907.2817

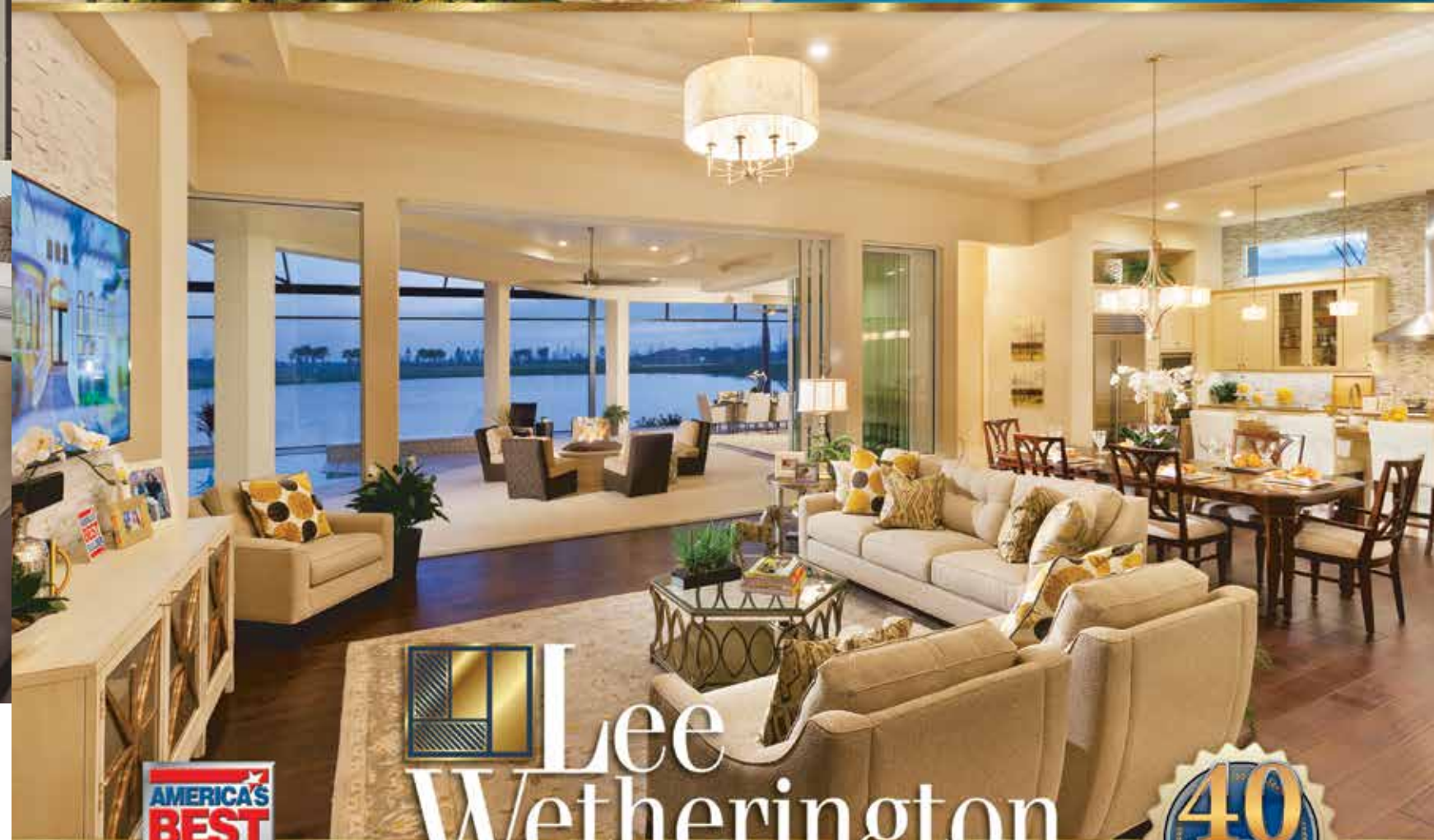
The Kiandra
Winner of 4 2016 Parade of Homes Awards and Best Overall
Country Club East | 7412 Seacroft Cove | 941.907.8131



6710 Professional Parkway West, Suite 100 | Sarasota, FL 34240 | 941.924.5935 | johncannonhomes.com | CGCA18551

Opening January 2017 | **The Akarra IV** at The Lake Club and **The Talia** at Country Club East

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CGC018525

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13112 Bridgeport Crossing | 888-212-2172

Lakewood National Golf Club
AT LAKEWOOD RANCH
14544 Arbor Green Trail | 888-212-0981

Savanna
AT LAKEWOOD RANCH
13733 American Prairie Place | 877-206-8048



MANOR HOMES
2,245 to 3,828 sq. ft | 4 to 6 Bed
2 to 4.5 Bath | 3 Car Garages
FROM THE MID \$300S TO MID \$400S

ESTATE HOMES
2,394 to 3,800 sq. ft | 3 to 5 Bed
2.5 to 4.5 Bath | 3 Car Garages
FROM THE LOW \$400S TO MID \$600S

TERRACE CONDOS
1,107 to 1,284 Sq. Ft. | 2 Bed | 2 Bath | Dinette
FROM THE MID \$100S TO HIGH \$100S

VERANDA CONDOS
1,355 to 1,569 Sq. Ft. | 2 Bed | 2 Bath | Den | 1 Car Garages
FROM THE LOW \$200S TO MID \$200S

COACH HOMES
1,741 to 2,110 Sq. Ft. | 3 Bed | 2 Bath | 2 to 3 Car Garages
FROM THE HIGH \$200S TO LOW \$300S

EXECUTIVE HOMES
1,649 to 2,835 Sq. Ft. | 2 to 3 Bed | 2 to 4 Bath | Den | 2 Car Garages
FROM THE MID \$300S TO HIGH \$400S

ESTATE HOMES
2,394 to 3,800 Sq. Ft. | 3 to 5 Bed | 2.5 to 4 Bath | 2 to 3 Car Garages
FROM THE HIGH \$400S TO LOW \$800S



MANOR HOMES
2,244 to 3,867 sq. ft | 4 to 6 Bed
2 to 4.5 Bath | 2 to 3 Car Garages
FROM THE \$300S TO \$500S

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CREDIT
IN THE LAKE CLUB

TWO ELEGANTLY DECORATED
MODEL HOMES AT DELIGHTFULLY
UN-DECORATED PRICES

SAVE NOW THROUGH NOVEMBER 30TH IN THE LAKE CLUB

THE CARINA

7971 Matera Court, Lakewood Ranch, Florida
3,281 A/C Sq Ft ■ 3 Beds, 3.5 Baths ■ 3-Car Garage



The Carina's reduced price of **\$1,320,000***
reflects a **\$227,360** furnishings credit.

THE ADALIA

7975 Matera Court, Lakewood Ranch, Florida
2,810 A/C Sq Ft ■ 3 Beds, 3 Baths ■ 2-Car Garage



The Adalia's reduced price of **\$1,028,570***
reflects a **\$105,000** furnishings credit.



LONDON BAY HOMES
PRIVATE LABEL LIVING

Contact Janelle Bates to Schedule Your Private Tour ■ 941-378-0900 ■ LondonBayLiving.com

*Offer valid through November 30, 2016. Available on shown model homes only. Availability subject to change without notice and may differ from the actual homes and products being offered. Oral representations cannot be relied on as correctly stating the representations of Seller. For correct representations, reference should be made to any final agreement for purchase or sale. CBC 057242 Firm License 0001213 Copyright ©2016





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**AN AFFORDABLE & DESIRABLE
ADDRESS AT LAKEWOOD RANCH**

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at Lakewood Ranch
mattamy-HOMES

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FROM THE LOW \$200s

Single Family Homes
FROM THE \$270s

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- 4 Decorated Townhomes/Villas
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- Children's Playground

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INTERIORS

FURNITURE PAGE 93

FINISHES PAGE 99

APPLIANCES PAGE 113

EXTERIORS

PAGE 115

EDUCATION PAGE

PAGE 119

FINANCING

PAGE 121

FITNESS

PAGE 122

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PAGE 123



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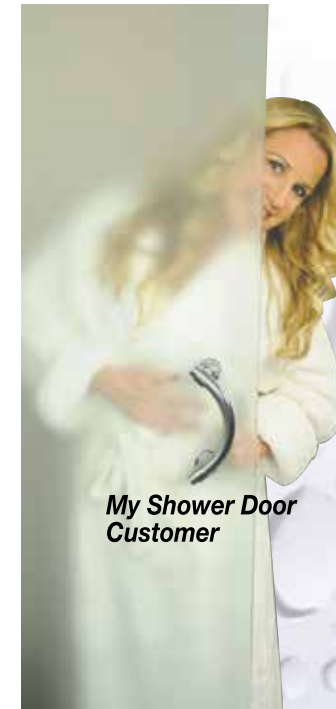


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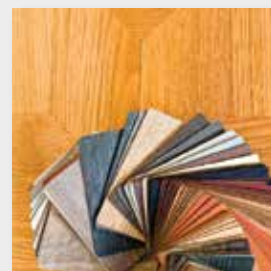
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By BETTY CUNIBERTI

Against the advice of every friend who appeared to have more than a dozen brain cells, I took an early retirement buyout from my job as a columnist for the St. Louis Post-Dispatch a year or so ago. But what could I do with these golden years to justify throwing in the towel a decade early? I needed GOALS!

The first that sprung to mind is the usual one -getting into a regular exercise routine so I might not drop dead before Social Security kicks in.

How about joining a fitness club? The experts advise us to go to the gym several times a week. But the thought of running thousands of miles on a treadmill to nowhere, lost in a vast, sweaty sea of flat-bellied 30-somethings fills me with inspiration to move quickly to the next goal. Besides, well-intentioned folks my age who think they can do the physically challenging stuff they did when they were 25 are injuring themselves in record numbers. And now we're lining up for knee and hip replacements and surgery to repair the damage.

And let's be clear: it's not just that running or doing aerobics will rip an old fogey's knees or back to shreds. It will also drive us stark raving bananas, and we'll quit. One time I signed up for an exercise class and never went at all. Fitness centers that require memberships make big, big money off well-intentioned no-shows like me.

WHAT REALLY CHANGED MY LIFE. I read an article about a 63-year-old gentleman who, after nine months of a fitness program that involves only one 20-minute strengthtraining session a week, broke par for the first time.

In a flash, it all came together - my aging body that once turned heads and now turned stomachs, my passion for golf, my need to exercise regularly or die, my hatred of exercise classes, and well, exercise. But 20 minutes a week of something that even old folks with pain issues can do? So, I went to the 20 Minutes to Fitness studio in Clayton, Mo. There was not one treadmill or stationary bicycle. A Personal Trainer took a detailed health and fitness history and explained the studio's use of a revolutionary fitness technique known as slow cadence, high intensity strength training.

Especially for people over 40, the key to fitness is replacing lost muscle without damaging fragile joints or ligaments. 20 Minutes to Fitness is a smart, safe way to do just that. A big reason is its highly specialized equipment. Originally developed for spine care and osteoporosis, the machines are calibrated to work specific muscle groups without putting stress on joints, bones and ligaments.

You get your own personal trainer and then there's the time factor. If someone were to calculate and compare muscles per minute per dollar, 20 Minutes would blow everybody's doors off. The brief workout takes muscles to failure, which triggers a signal to the body to build new muscle. This rebuilding requires four to six days of rest, similar to the time between starts of a baseball pitcher. During this time the body is using an astounding amount of energy (burning calories) to rebuild muscle. The more calories you burn, the faster you deplete your stored body fat. Blood pressure goes down and bone density is increased. The risk of diabetes is cut.

With my trainer at my side, directing and charting every workout, my body was literally transformed. My back pain went away and my strength seemed to increase overnight. I'm in the best shape of my life and feel like I've reversed the aging process. I never dreamed that at 55, I'd hit the ball this far or wear my golf skirts this short. AND, I went from a size 10 to a size 6!

I want to share my success because I think it can be a life-changing experience for many kinds of people - those too busy to exercise, or think they're too old, or too out of shape, have too many medical problems, or just plain hate exercising.

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