

The Tradition Continues with Royal Palm's *Annual Parade of Homes*

It is a tradition that has endured the test of time.

Since the late 1950s and early 1960s, when Arvida Corporation was trying to spark interest in its innovative new residential community, Royal Palm Yacht and Country Club, prospective home buyers have driven through the neighborhood streets on one Sunday in March to view homes offered for sale.

Over the years, the event has evolved and on Sunday, March 13, the open house tradition at Royal Palm Yacht and Country Club continued as Royal Palm Properties once again hosted its annual Parade of Homes.

Throughout the afternoon, prospective home buyers and residents interested in possibly buying a second home made it a point to discover the elegance of the almost two dozen homes available for viewing.

"This is the most successful Parade of Homes we've ever had, both in terms of weather and in terms of turnout," said David Roberts, Broker/Owner of Royal Palm Properties, which has hosted the Parade of Homes for 20 years. "There were about 1,500 people who visited our community for Parade of Homes and several of the open homes are now under contract."

This year, prospective home buyers had an opportunity to see more than 20 homes throughout the community – ranging in price from \$1.4 million to \$8.9 million.



This year's brunch was held at 279 Key Palm Road

"This is a wonderful tradition," Roberts said. "It's an easy and convenient way for prospective home buyers to see all of the houses available at their own pace."

A resident of the Royal Palm Yacht and Country Club who has become its unofficial historian, Roberts traces the roots of the Parade of Homes tradition back to the early days of the community when Arvida built 70 "spec" homes and opened them up for public viewing.

Back then the event was called Super Sunday. Although the name has changed over the years, the basic premise of allowing prospective home buyers and proud residents, family and friends the opportunity to look for themselves and explore properties within the



A bird's eye view of Royal Palm Yacht & Country Club

community without having to make an appointment, has remained constant.

Of course, as the community has grown a few small enhancements have been added to the Parade of Homes, giving it an added touch of elegance.

As he has done in the past, Roberts hosted a Sunday morning brunch catered by the Boca Raton Resort and Club, for more than 400 Royal Palm residents at one of the featured homes.

"The brunch gave residents the opportunity to get together as a community," said Roberts, who sees it as a chance for neighbors to gather in a casual environment.

An annual gathering, the brunch highlights one of the unique attributes of Royal Palm – the fact that it is truly a neighborhood that serves people of all ages and interests.

"This community has something for everyone," says Roberts, adding that Royal Palm Properties is the only firm specializing exclusively in selling homes in Royal Palm Yacht and Country Club. "During the Parade of Homes, visitors had a chance to see that it really is a neighborhood."

As they went from home to home, prospective buyers were greeted by a hostess in each home. In addition, the Royal Palm Builders Program featured several homes in which the builders were present to answer questions and discuss future projects.

Mostly what prospective buyers found is that Royal Palm Yacht and Country Club continues to be the most prestigious community in Florida.

"It's all about location, location, location," says Roberts, pointing out that Royal Palm is the only

community that features an equal amount of waterfront, golf course and interior homes and is bordered by the Intracoastal Waterway on the east, the Boca Raton Resort & Club on the north and faces Capone Island on the south.

Interest in Royal Palm has continued to grow in recent months in the wake of a Forbes magazine article that rated it as the most expensive gated community in America. Homes in Royal Palm today range in price from about \$950,000 to more than \$15 million.

"Right now Royal Palm is the hottest real estate market," says Roberts.

Much has changed over the past 46 years since Arvida first introduced the tradition of an open house in Royal Palm, yet much remains the same. "Royal Palm is still Florida's finest address," Roberts says. "We're really proud to be a part of this community."

For additional information about Royal Palm Yacht & Country Club, contact David W. Roberts, Broker/Owner of Royal Palm Properties, the only real estate firm specializing exclusively in Royal Palm at 561.368.6200 or visit www.royalpalm.com.



As featured in the First Quarter 2005 issue of the **Royal Palm Real Estate Portfolio**.

Call 561.368.6200 to request your copy.