

Another Real Estate Diamond

The Heaton Companies

*F*or two former FSU students, building multi-million dollar homes along Shell Point's shoreline means no more missed home football games.

Ask the staff at The Heaton Companies why they're excited about the new planned development called The Resort At Shell Point and they'll tell you, it's all about football. Florida State University football, that is.

Sure, they're ecstatic about selling out the 35 single-family residences, all priced between \$1.4 and \$3 million dollars. And yes, they're eager to finish the condos and hotel, the spa and beach club as well as the restaurant and the marina. But for Vice Presidents Lee and Linn Heaton and Sales Coordinator Kristina Marshall, the Shell Point Resort project is something of a homecoming and they couldn't be happier.

Principal George W. Heaton, his sons Linn D. Heaton and Lee W. Heaton run The Heaton Companies. Both Linn and Lee attended Florida State University and the company is a Florida State Booster.

Aside from strengthening their ties to the Tallahassee community by supporting the University, The Heaton Companies has acquired, developed and owned properties throughout the State. The Company has been active in Florida for over 40 years and is a prime mover in Florida real estate. Their interests are varied, ranging from corporate restructuring to office space and residential development, but they specialize in the development of oceanfront properties with unique personalities and high potential cash flow.

In fact, a Heaton Companies property is designed specifically to create the maximum cash flow and appreciation for its customers. This is one reason the first phase of The Shell Point Resort plan has already sold out and all of Phase II is either sold or under contract.

Although the Heaton Companies owns and manages numerous properties throughout Florida, their energy over the next 18 months will be focused on the Shell Point Resort., as they launch Phase III and the condominiums.

The development at Shell Point includes 35 single-family residences, 152 suites comprised of condominiums and an upscale, boutique hotel, 3,000 square foot spa, and beach club, not to mention, a world-class seafood restaurant with additional seating on an open deck. The deck will be 400 feet long and 100 feet wide, and owner George Heaton envisions it will be the go-to spot for music and art festivals. Additionally, the 78-acre





Waterfront homes at Resort At Shell Point will be three stories and meets all new hurricane building standards

Big-City Amenities at the Resort At Shell Point

development will host a bar and grill area with a tiki hut at ground level, meeting facilities and commercial offices. To accommodate the rich fishing the area is renown for, the facility will also boast a 200-slip marina.

The Heaton Companies is working with Wakulla County to fund a major beach renourishment program at the public beach that will benefit resort residents and guests, as well as locals and beachgoers from the surrounding counties.

The contractors – all of whom are Tallahassee-based – have a lot of work to do first, starting with the 3,000-foot seawall constructed by Top Notch Construction.

The Shell Point Resort project began with unanimous approval at the Wakulla County commission meeting in March of '06. The company officially released the properties for sale on May 23. Come that December, the Heaton Companies had already sold out Phase I,

consisting of 14 lots with homes. Completion of the home sites in Phase I is set for December of this year. Phase II, consists of 11 Peninsula lots. These too have sold out and are scheduled to close mid September. Home construction should be complete within 24 months thereafter.

Currently, Shell Point Resort is offering the remaining 10 beachfront lots with homes, and hopes to have sales completed by December.

So, who's buying them?

Initial buyers are coming from Tallahassee, Fort Lauderdale, Miami, Philadelphia, Orlando, New York, Boston and Atlanta. George Heaton and his team sell by referral method only.

The Old Florida charm of a sleepy town married to big-city amenities minus the traffic jams is just about everyone's vision a perfect vacation resort. Of course, not everyone who's buying property at the Shell Point Resort is a retiree. Many, are from South Florida.

They're rat-race refugees who know their dollar can buy twice the house in North Florida and the way of living offers less stress. "The Shell Point property is like a diamond," George Heaton said. "It's almost unheard of that you can buy a property this size for these prices with waterfront entitlements, access to resort quality amenities ~ restaurant, spa, white sandy beach, meeting facility, ship store."

With the recent contamination of the waterways in the area, clean up is imperative. As a good corporate citizen Heaton and his company feel it's their responsibility to work closely with government officials to ensure it happens.

Heaton and his staff will work closely with Wakulla County staff to bring central sewer services to the development. The county is working on a plan that will require residents using septic tanks to connect to the central sewer system once in place.

Construction crews and contractors are working tirelessly to ensure the build out deadlines are met. Peavy Construction is responsible for constructing and managing the roads and water and sewer projects, and Mad Dog Construction is responsible for the construction of the Phase I, single-family home sites.

The sleepy little town we know of today as Shell Point will soon be the resort community of tomorrow, as developers like The Heaton Companies continue to buy up and remodel shoreline proving that if you build it, they will come.

Our websites are:
www.verobeachsales.com
www.shellpointsales.com
www.bonefishbayislamoradahomes.com

Old Florida Charm, With Big-City Amenities

The Heaton Companies

Specializes in the development of ocean front properties with unique visions, as well as, offer commercial lease space throughout the state of Florida.

Our Real Estate is designed to create maximum cash flow and appreciation for our investor clients.

The Heaton Companies has over 40 years experience in successfully completing numerous turnarounds or restructuring of companies with a need for capital, management, or both.

Heavily involved in real estate, primarily in Florida since 1969, the company has developed, acquired and/or controlled over 200 properties over the last 35 years.

Currently owners and operators of numerous office buildings, as well as other commercial properties in Ft. Lauderdale, The Keys, Sanibel Island, Port Charlotte, Singer Island, Palm Beach, West Palm Beach, Tampa, Vero Beach and Tallahassee.

