



**InterCommunicationsInc®**  
1375 Dove Street, Suite 200  
Newport Beach, California 92660  
(949) 644-7520 Fax (949) 640-5739  
intercom@intercommunications.com

### Three Projects in Red-Hot Florida Tap InterCom®

**March 3, 2022 - Newport Beach, CA** – In the recent Wall Street Journal/Realtor.com Emerging Housing Markets Index, cities on Florida’s west coast earned the top rankings—fueled by stock-market gains of wealthy households, the appeal of warm weather and the continued growth of remote work. InterCom® is no stranger to the Sunshine State, whose luxury real estate branding expertise was recently tapped by developers of a trio of high-profile projects.



Naples, Florida—which was the top-ranked emerging housing market in The Wall Street Journal index—is home to InterCom client, Naples Beach Club and Residences, a highly anticipated \$1 billion Gulf-front development from The Athens Group and MSD Partners, L.P. InterCom is overseeing the brand, sales and marketing initiatives for the 125-acre walkable, mixed-use coastal residential village, whose best-in-class operating partners include Four Seasons Hotels & Resorts, Discovery Land Company, and design partners Hart Howerton, Champalimaud Design and Fazio Golf Design.

“We’re excited to be partnering with this preeminent owner/developer team in what will soon become an evolutionary, first-of-its-kind masterplan,” said Toni Alexander, President and Creative Director of InterCom. “We’re honoring the storied traditions of the original hotel and golf club

established in 1946, and will soon introduce to the world a new vanguard of Naples style, a place to be cherished by locals, residents and hotel guests alike for generations to come.”

Another high-ranking Florida region on The Wall Street Journal index is Cape Coral-Fort Myers, home to another InterCom client—South Seas Island Resort. Recently acquired by the Timbers Company, the property is a beloved 330-acre retreat on the secluded, northern tip of Captiva Island. InterCom will be playing an integral role in recapturing the magic of the famed family-oriented island destination.

Last but not least, InterCom is crafting the brand narrative for the first-ever U.S. property from Cabot, a luxury developer of incomparable private golf destinations with a portfolio that includes properties in Nova Scotia, British Columbia and the eastern Caribbean isle of Saint Lucia. The new west-central Florida project—Cabot Citrus Farms—will re-emerge from its World Woods Golf Club past into a dynamic 1,200-acre resort masterplan. Anticipated to open in 2023, the destination will offer 63 holes of public and private golf, unparalleled amenities and private homes celebrating a modern-day rendition of Old Florida living.

“For discerning high-net-worth individuals and families in search of discretionary real estate, Florida’s west coast is the land of opportunity,” continued Alexander. “We’re thrilled to be playing a part in what we believe will be a robust market for quite some time.”