



Real Estate News

CENTRAL FLORIDA'S MASTERPIECE DESIGN GROUP CAPTURES FIVE MAJOR DESIGN AWARDS AT SOUTHEAST BUILDER'S CONFERENCE IN ORLANDO

WINTER PARK, FL – Masterpiece Design Group (MDG) of Winter Park solidified its reputation as one of the country's most versatile design firms by winning five major industry awards for design and merchandising excellence – including a prestigious *Grand Aurora* – at the 38th annual Southeast Builder's Conference (SEBC) in Orlando.

The full-service design firm, which has been serving the country's homebuilding industry for nearly two decades, showcased its versatility by earning top honors in the categories of *Kitchen Design*, *Interior Detailing* and *Model Merchandising* for residential homebuilding projects in the Greater Orlando and South Florida markets.

In addition to its *Grand Aurora*, the 18-year-old privately-owned company also earned two *Aurora* and two *Excel* awards at the SEBC to cap off what has been a very active and successful 2016 campaign, says Masterpiece President and COO *Christy Scanlon*, whose company has been providing professional design and merchandising services for some of the biggest names in the homebuilding industry.

The SEBC is an annual showcase that features hundreds of the best and most distinctive designs from builders and industry professionals from 11 Southeast states and the Eastern Caribbean.

Masterpiece also scored well on the local front, as well, garnering two *Major Achievement Awards* for model merchandising at the Greater Orlando Builder's Association annual gala that salutes outstanding member achievement.

The seven awards capped an extremely active and rewarding year for the company. With the latest additions to its portfolio, Masterpiece now has earned 50 separate industry awards since its inception in 1998.

The crown jewel for 2016, however, was its *Grand Aurora*. Masterpiece took the top prize the *\$1-2 Million/Best Interior Merchandising* category for the *Edge B* model in the community of *Alton* in Palm Beach Gardens built by well-known South Florida builder *Kolter Homes*.

It was one of five awards in which Masterpiece and Kolter Homes collaborated. They also won *Aurora*'s for *Best Interior Detailing (\$1-2 Million)* for the *Edge D* model at *Alton*; *Best Kitchen (\$1-2 million)* for the *Edge D*; an *Excel* in *Best Model Merchandising (\$1-3 million)* for the *Edge B*; and a *MAME* in *Best Model Merchandising Single-Family (\$1-3 million)* for the *Edge B*.

Masterpiece also teamed up with industry heavyweight *M/I Homes* to win two awards at separate residential communities in Winter Garden. It won an *Excel* in *Best Model Merchandising (Under \$500,000)* for the *M/I Homes' Rutland* model at *Summerlake Groves* and another in *Best Model Merchandising Multi-Family (Under \$500,000)* for the builder's *Coventry* model at *Hickory Hammock*. The *Excel* awards were presented at the SEBC by the Florida Homebuilders Sales & Marketing Council honoring Florida members.

Scanlon says the *Aurora* Awards are regarded as the industry's gold standard for which industry professionals ranging from builders to architects to interior designers strive toward.

"Winning an *Aurora*, let alone a *Grand Aurora*, is a major achievement in itself because you are competing against hundreds of the very best and talented design professionals from not just Florida but 10 other states and the Caribbean," says Scanlon. "We will savor this for a little while and will get back to work looking forward to next year's SEBC conference."

Scanlon says being recognized for its design is always rewarding but she takes greater satisfaction in getting recognition for her

builder clients such as Kolter Homes and M/I Homes and contributing to their sales and marketing success.

"Our primary objective – particularly in the area of Model Merchandising – is to not just make the homes look appealing and captivating but also to help drive sales," she says. "If we're successful doing that, we're doing our job. The awards and outside recognition are simply an added bonus."

Since its inception in 1998, Masterpiece has become one of Florida's premier design companies with a diverse clientele in most of the state's major metro markets, including Orlando, Tampa, Sarasota-Bradenton, Jacksonville and south Florida, as well as key market areas in the Southeast and Midwest. Over the years it has provided professional design and model merchandising services for a long line of industry leaders, including *Homes by WestBay*, *Standard Pacific/Cal Atlantic Homes*, *Silliman Homes*, *Royal Oaks Homes*, *AV Homes*, *Lennar Homes*, *DR Horton Homes*, *Ryland Homes*, *Taylor Morrison* and *Chicago-based Crown Development Group*.

PROVIDENCE MAKING STRIDES TEAM MAKES 2016 THEIR YEAR TO SHINE YET AGAIN, DESPITE HURRICANE

2016 has been another successful year for the Providence Booby Brigade, a community-driven fundraising effort that benefits Making Strides Against Breast Cancer. Events this year included a Casino Night party, charity golf tournament, and other special activities for Providence residents and their friends and families. So far the team has raised over \$27,000 for the cause so close to their hearts, and has been recognized as one of the highest fundraisers again this year.

Orlando, Fla. (Nov. 14, 2016) — It is now clear that nothing can stop the Providence Booby Brigade from raising record funds for Making Strides Against Breast Cancer: not even a hurricane hitting Florida the day before one of their most important events, the Pink Classic Golf Tournament, could stop them. The effort and drive of the team members became evident as they kept their eyes on the prize during the State of Emergency that Hurricane Matthew provoked on Friday, October 7th.

The Pink Classic Golf Tournament, sponsored by ABD Development Company, was held at Providence Golf Club on Saturday, October 8th as planned and ultimately brought in over \$10,000. This combined with many other fundraising activities such as a Casino Night party, Zumba class, ice cream social, lucky pink ticket raffle, and the generous donations of supporters has netted the Providence team over \$27,000 to donate to the cause of breast cancer prevention and awareness, and the time for receiving additional donations is not over until the end of the year.

The winning golf team at the Pink Classic were "Brown, Miles, Breth & Breth" - Troy Brown is a resident and he was joined by three friends, one of whom traveled all the way from Jacksonville because he loved the tournament so much last year. The weather was perfect and spirits were high; Providence welcomed back emcee and entertainer, Buddy Shelton, who kept everyone amused and laughing all day. The Providence Making Strides group was gratified by all the sponsors, golfers, volunteers, and supporters who made the tournament such a success.

The walk that is Orlando's Making Strides Against Breast Cancer main event was held Saturday, October 29th at Lake Eola. The walk included over 70,000 people, which was the largest turnout yet for the city that typically draws the biggest crowd in the country overall. The Providence Booby Brigade was given a special spot on tent row and was awarded the Making Strides Pacesetter Team prize for excellence in fundraising. "We are so thankful for all your support, dedication, and passion to help us raise funds that are restricted to breast

cancer research, programs, and services," declared the organizers of the Orlando walk.

"ABD had no hesitation about being the Title Sponsor of the Pink Classic Golf Tournament or about encouraging other fundraising events at Providence Golf and Country Club Community," says Yuval Botansky, President of the Florida custom home building and development company. "Every year the team works tirelessly, even with a hurricane bearing down on Florida, as was the case this year. We as a company are inspired by the participants' resolve to help others, and ultimately we are pleased to build gated communities such as Providence where the luxury homes contain not just neighbors but also true, lifelong friends."

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WATSON REALTY CORP. OFFICE HOSTS HAUNTED HOUSE SUPPORTING SECOND HARVEST FOOD BANK

Longwood, Fla. – November 10, 2016 – Wekiva Springs and Longwood residents recently embraced the Halloween spirit while supporting the Second Harvest Food Bank of Central Florida, thanks to the local Watson Realty Corp. office.

The fifth annual Watson Haunted House was held on Friday, October 28 and Saturday, October 29, at the Watson Realty Corp. Wekiva/Longwood office. The parking lot was transformed into a cobweb-laden, fog-ridden, spine-tingling spectacle for the occasion. Admission was collected in the form of two or more non-perishable food items benefiting Second Harvest Food Bank.

Lynda Miller, sales associate at Watson's Wekiva/Longwood office, spearheaded the event with the help of VP/Managing Broker Andrew Vold, fellow Watson associates, customers and Lake Brantley High School drama students. "The Haunted House was an incredible success," Miller said. "We had around 1,800 attendees and expect to feed more than 2,500 homes through the canned good donations we collected."

Event goers had the opportunity to tour two impressive haunted houses, with one spooky option for adults and one not-so-scary option for children. They also enjoyed a costume contest, pumpkin patch and petting zoo.

"This all started a few years ago with my house as the venue and just 200 attendees," Miller said. "It's simply amazing to see the growth it's had over the years. We're so thankful to the community for their tremendous efforts in helping us make this event a success. We look forward to continuing to give back through our partnership with Second Harvest Food Bank of Central Florida."

Watson Realty Corp. has been a trusted name in real estate since 1965. Watson Realty is a full-service real estate company with more than 1,400 sales associates and 47 sales offices throughout North and Central Florida, as well as South Georgia. Watson Realty Corp. also has offices including Watson Mortgage Corp., Watson Title Services, Inc., Watson Title Services of North Florida, Inc., Watson Commercial Realty, Inc., Watson School of Real Estate, Watson Referral Realty, Inc., Watson Property Management, Watson Maintenance Services and Watson Relocation Services. For more information about Watson Realty Corp., please visit www.watsonrealtycorp.com.