



**“OUR THREE COURSES** are known for tournament caliber conditioning. The East Course is our marquis design. It is by far our toughest test with deep bunkers. It has hosted many U.S. Open qualifiers and is famous for several great moments, including Jack Nicklaus’s win of the 1971 PGA Championship.” – JEFF FITZHERBERT, DIRECTOR OF GOLF, BALLENISLES

# BALLENISLES

*successfully bridges the generational gap*

PALM BEACH GARDENS, FLORIDA: As CEO of the largest Coldwell Banker franchise in the state of Pennsylvania, Frank Mancuso Sr. has the pulse of the real estate markets. “I used to run a real estate business that used technology. Now we are a technology company that sells real estate,” said Frank Sr.

“One of the first questions I ask a client is about their timeline. It is important they match their objectives,” advised Frank Sr. “In the private golf community industry, there is often a dichotomy between a developer and the homeowner’s timeline. Typically, a developer is looking to sell out a project in about seven years, while a member has a multi-decade time horizon.”

Like many Northeasterners, Frank and his wife, Patricia, yearned for a warm weather winter escape. “We were visiting Florida and playing a round of golf with friends at Jupiter Hills when a hard downpour altered our plans. With time on our hands, we decided to tour several of the golf communities in the area,” recalled Frank Sr.

“We joined BallenIsles in 1992,” said Frank Sr. “It was an era not unlike today. The Black Monday stock market crash of 1987, when the Dow lost 22.6 percent of its value, was still fresh in our minds. Although our business was strong, Patricia and I were uncertain building a second home was prudent. As we drove around the meticulously

landscaped neighborhoods, we knew BallenIsles was for us. Patricia turned to me and said, ‘we found home.’”

### AND...A PLACE TO GET A HAIRCUT

BallenIsles is a member-owned private community with 1,575 homes. Members have access to three golf courses, a 72,000 square-foot contemporary clubhouse, a 62,000 square-foot sports complex, a Cosmo and Company spa, 22 tennis courts, three restaurants, and an inviting resort-style pool.

“The growth of our club was amazing,” said Frank Sr. “When we joined 24 years ago, everything operated out of trailers. Now, we even have a salon in our fitness facility.”

West Palm Beach is home to several of the country’s finest restaurants. “You sure don’t have to look far for a great place to eat,” said Frank Sr. “It is a testament to our chef that our club’s dining facilities are so popular. Our Board is in its final stages of approving an expansion and redesign of the dining rooms. I would guess most private clubs can’t boast the same.”

### FROM ONE GENERATION TO THE NEXT

Florida is considered to be the “Fishing Capital of the World” with over 1.6 million recreational saltwater licenses sold last year.



**MEMBER INTEREST** in tennis is a close second to golf. BallenIsles’ 350 active tennis players enjoy one of the largest facilities on the East Coast. With a 500-seat stadium court, 19 Har-Tru clay courts, and two hard surface courts, it is understandable why Olympic Gold Medalists Venus and Serena Williams train at the club.

“The respected American author and poet, Henry David Thoreau, once opined: ‘Many men go fishing all of their lives without knowing that it is not fish they are after,’” said Frank Jr. “That’s not me. I love the freedom of being on the water and the downtime that comes with fishing. I also enjoy an enormous sense of potential every time I leave the dock. I may have been skunked my last couple of times out, but when I throw off the lines in the open water, optimism abounds.

“I was a thrilled 24-year-old when Mom and Dad purchased at BallenIsles. With the club’s proximity to the ocean, I looked forward to visiting them from Pennsylvania,” said Frank Jr.

“After we married, my wife Angie and I considered buying at Jersey Shore or Coastal North Carolina. We enjoyed the BallenIsles lifestyle so much during visits with my parents that we decided to purchase there.

“As our young family grew, the benefits of club living became clear. All three of my daughters play golf, we work out in the fitness complex regularly, and the list of activities is mindboggling,” explained Frank Jr.

“As a family, we like to play golf together, but we



The Mancuso family together during the holidays last year: Francesca, Frank Sr. and Patricia, Angelina, Sophia, and Frank Jr. and Angie.

each have our favorite activity. My wife enjoys morning runs around the club, I look forward to striking balls on the practice range...and my daughters...oh, do they love those lunch buffets in the clubhouse!” ■

*BallenIsles is 15 minutes north of the Palm Beach Airport (PBI) and near all of the Palm Beach cultural activities.*

*For more information, please visit [ballenisles.org](http://ballenisles.org), or you may call (561) 775-4763.*

### SAGE ADVICE FROM AN INDUSTRY VETERAN

“YOUR HOME PROVIDES much more than a roof over your head. It is an investment that you use. Before purchasing, make sure your goals in life match that long-term investment. It may be right for you now, but how about five or ten years in the future? Most private communities have amended their membership plans to provide a more flexible exit. That isn’t necessarily the case for your home within that community. It is important to make sure the club has a robust real estate resale market to protect your investment.” – FRANK MANCUSO SR.