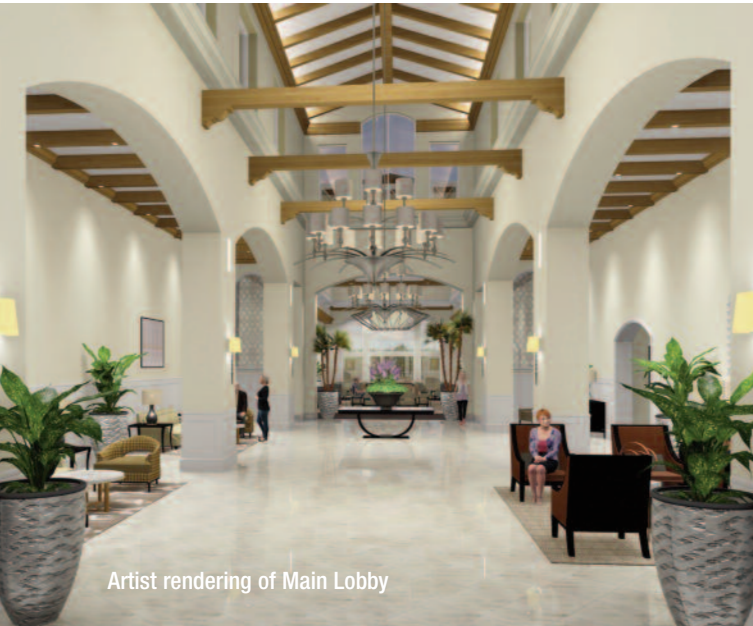


A Community of Firsts

BallenIsles was the host site of the original PGA TOUR Qualifying School, held the inaugural PGA Merchandise Show, and is a leader in delivering a holistic lifestyle.

PALM BEACH GARDENS, FLORIDA: With its sizable number of second homes and condominium developments, South Florida tends to feel outsized benefits and missteps of real estate cycles. The U.S. Census Bureau reports two million baby boomers retire every year. Demand for Florida housing is likely to continue to grow at a healthy clip. The key question to ask: is demand growing faster than supply?



Artist rendering of Main Lobby

MEMBERS HAVE RECIPROCAL PRIVILEGE at Troon Privé's portfolio of 65 private facilities for only the cost of cart fees.

The percentage of second homes increases as you head north from Miami on I-95. It's estimated that 20 percent of the market are non-primary residences in Palm Beach County.

BallenIsles, located on prestigious PGA Boulevard, provides a snapshot into the condition of South Florida's private club market.

"It is a very healthy environment right now," said Brian Merbler, director of membership at BallenIsles. "Most of our peers have kept their initiation fees stable, raised monthly dues at a reasonable three percent per year, and real estate pricing has recovered handsomely. With membership rosters increasing, there has been a renaissance in capital projects at many private communities.

"Virtually every corner in Boca Raton has a private club. When you head to Palm Beach, competition is a little more spread out at one club per mile," explained Merbler. "Many offer a similar product. Your head might start spinning as you search for the right fit."

A HISTORY OF CHAMPIONSHIP GOLF

BallenIsles is a member-owned private community with 1,575 homes. Members have access to three golf courses, a



The East Course



62,000 square-foot sports complex, a Cosmo and Company spa, tennis pavilion, multiple restaurants, and an inviting resort style pool.

"Our courses are known for tournament caliber conditioning," described Merbler. "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."

The community has completed over \$55 million in capital upgrades this decade and residents just approved a \$35 million clubhouse renovation project. "It's an ambitious 18 month undertaking," continued Merbler.

"Our budget is the same as the cost to build the Golden Gate Bridge in San Francisco back in 1930!"

ADVANTAGE BALLENISLES

Clubs within the club include a wine lovers' group, multiple book clubs, a photography club, and bridge teams," said

WHEN BALLENISLES OPENED IN 1963, the median price of a home in America was \$18,000. Today, the median price of a home listed in Florida is \$274,000.



Merbler. "Member interest in tennis is a close second to golf. Our 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 here.

"Since we opened our stunning stand-alone fitness complex, we have made a renewed effort to offer one of the strongest wellness programming in the country," concluded Merbler. "Over 1,800 fitness classes are scheduled during the year, averaging at least five choices per day." ■

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, or you may call (561) 775-4763.

THE CLUB HAS LAUNCHED an innovative Builder Investor Program. New members who are renovating their home and are unable to live on property during construction receive a reprieve from monthly dues for up to 18 months.