

GRAND BOULEVARD

— Sandestin® —

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Prudential Coastal Properties Opens New Corporate Offices in Grand Boulevard at Sandestin®

Discovery Center on main floor designed to promote area, educate visitors

Walton County, Fla, February 19, 2008 – When the owners of the independently-owned Prudential Coastal Properties were looking to expand their corporate offices in Northwest Florida, as experienced and savvy real estate professionals, they knew it would take something special to impress them. After performing extensive due diligence, they identified the town center of Grand Boulevard at Sandestin® as the ideal location for their new offices.

“We looked very closely at Grand Boulevard and the opportunity it provides in terms of exposure for our company. We believe it’s going to be a hub for the entire panhandle and a real draw for the entire region,” says Chip Jervis, who, along with his sister Susanne Ward, owns the full-service brokerage company.

Susanne and Chip are transplanted Tennesseans with a combined 35 years of real estate experience between them. Susanne moved from Nashville eight years ago and Chip followed from Hendersonville four years later.

Susanne says that, besides the centralized location of Grand Boulevard, the amenities and vitality of the town center make it an exciting destination for visitors and homeowners. Sacred Heart Hospital, Publix Food and Pharmacy and dozens of shops and restaurants are literally steps away from their new offices.

“We saw this tremendous potential in Grand Boulevard. I love the ability to walk everywhere you want to go. I love the activity and people – it’s the perfect location,” she says.

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Prudential Coastal Properties opened its first office in Destin in 2000, followed by office openings in Pensacola and in South Walton county on CR 30-A. The Destin office is relocating to the larger space in Grand Boulevard.

Susanne and Chip originally signed-on for a smaller office space, but soon realized that a larger space of 7,160 square feet would better serve their long-term needs, with more offices for their approximately 50 agents and support staff of 10. The space also includes two state-of-the-art conference rooms. Their new Grand Boulevard offices will officially open in mid to late April.

“We are committed to this market and bullish about the future of this market,” says Susanne.

As word got around about the new Prudential Coastal Properties real estate offices, Chip says they’ve been contacted by numerous agents, developers and property owners expressing interest in the company specifically due to the location.

“We know it’s going to be a great location and so do the agents. A lot of vacationers and property owners come to Grand Boulevard to enjoy the wonderful restaurants and shops. There are banks, hotels and meeting rooms close by. There are so many conveniences here,” says Chip.

Prudential Coastal Properties will occupy two floors of the mixed-use building located on the corner across from Tommy Bahama’s Tropical Café & Emporium and Mitchell’s Fish Market. Agent and administrative offices will be on the second floor.

On the main level of the office building, Chip and Susanne have created a unique interactive media presentation which will promote the entire Panhandle region and educate people about all that the area has to offer. Called the Discovery Center, it is the first of its kind in this area and will be open for anyone to come in and experience it. The Discovery Center will use multiple large television monitors to project images and information and include a menu of lifestyle amenities and activities.

“The Discovery Center will promote our lifestyle and include outdoor activities, restaurants, shopping and different destination experiences. Additionally, our projects, agents and properties for sale can be accessed. It will be a very high-tech presentation,” says Chip.

Grand Boulevard is the new shop, work, play and stay town center located in Beaches of South Walton along the Gulf Coast in Northwest Florida. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 837-1886.

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