

PRESS RELEASE

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The Montecino - Florida Riverfront Property Attracts National Attention

BRADENTON, FL - July 16, 2004 /Send2Press Newswire/ -- Emercor Holdings, LLC announces their plans for the development of a luxury waterfront resident community in Manatee County, Florida. The Mediterranean style riverfront development, named 'The Montecino,' consists of 48 condominiums and will be a gated community built on six well-preserved acres located on the Manatee River in Ellenton, FL. It is conveniently located just off US Hwy 301, near I-75 and the Ellenton Outlet Mall. Emercor reports that it expects pre-sales to commence within the next 30 to 60 days.

The well-established and reputable St. Petersburg, Florida firm of Wedding, Stephenson & Ibarquen are the architects for the project. Mark Stephenson, the firm's Vice-President and Managing Partner proudly affirms, "This is one of the most exciting projects we've ever taken on. It's exciting to be involved with a community so unique in lifestyle concept and design. The look, style and structure of this gated luxury community will enhance local area development, captivate onlookers, and be very appealing to residents."

"Our analysis indicated this was the right time and place for this project," explains Ray Alexander, Emercor's Vice President of Business Development. "Local and out of state demand for condos is strong for this riverfront area and Buyers want a vacation lifestyle at or close to home. We found this waterfront property in Ellenton was ideal for a primary residence or vacation getaway." He states that it's only minutes away from Tampa, St. Petersburg, Sarasota and all major airports, close to all prime shopping areas and tourist venues, and only 15 minutes to the Gulf by boat. "In other words," Alexander continues, "it provides a water-oriented lifestyle that's easily accessible and blended with luxury amenities typically found in higher priced waterfront residences."

Lifestyle features planned for the community include optimum water views from each residence, spacious floor plans with quality appointments, large terraces overlooking a lagoon, pool and river, docks, a clubhouse consisting of a state-of-the art fitness center, home theater, business/internet cafe, and a special gathering area called the 'Piazza.' Alexander claims that this community will have many of the lifestyle features homebuyers are looking for in today's market. "It will be an exclusive luxury waterfront residence with a resort-like feel," he states.

Other luxury amenities planned for the development include a resort style pool and spa with a large cabana and pool bar, along with a chipping/putting green embraced by a park peppered with majestic oak trees, fountain ponds, and paths for walking and biking. An added special feature located just above the clubhouse will be two guest residences for owners' family and friends.

"We're excited to be a part of the Ellenton community because of how the area has developed over the years. In fact, close to our community is a large regional mall, new grocery, drug and department stores, several nice restaurants, and other convenient stores and shops that make life easy. We believe our development will complement the community and add both economic and aesthetic value," Alexander continues. "We've yet to launch our marketing effort and interest from prospective buyers both in and out of Florida has been overwhelming. Like other recent condo developments in the area experiencing a quick sell-out phase, our prospect list is growing at a pace that may require us to conduct a lottery draw for reservation candidates in our first phase," Alexander claims.

The first phase consists of residences ranging in size from 1500 up to 3200 square feet with pre-construction prices from the high \$300s to mid-\$800s. Pre-construction pricing is available on limited inventory. Marketing and

sales activity, product brochure releases, and website are soon planned for launch. For more information on pre-construction pricing and inventory, interested parties can call 941.704.2168 for preferred status availability.

Emercor Holdings, LLC is a real estate investment group who specializes in the development, construction and marketing of both commercial and residential properties.

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S2PR-NP/ 7C / FL / BRADENTON, Florida / USA / English
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keywords

luxury condominiums, real estate, resort, mediterranean, condos,
docks, waterfront, lifestyle, florida waterfront property