



LWR COMMUNITIES, LLC
LAKEWOOD RANCH

WEST FLORIDA'S LAKEWOOD RANCH IS THE BEST-SELLING MASTER-PLANNED COMMUNITY IN THE NATION

LAKEWOOD RANCH, FLA. (July 19, 2021) – Lakewood Ranch, a 33,000+-acre master-planned community on the West Coast of Florida, is the best-selling community in the U.S., according to national real estate consulting firm RCLCO's 2021 mid-year survey. "The Ranch" secured 1,535 new home sales through the end of June of 2021, beating last year's numbers by 83% percent. Although Lakewood Ranch has been the best-selling multi-generational master-planned community in the U.S. for the past three years, the 2021 mid-year report marks the first time it is ranked No. 1 overall.

Lakewood Ranch was primed to meet the increased number of relocations spurred by the pandemic, according to Laura Cole, executive vice president of LWR Communities. "The Ranch's maturity, locational assets, and multi-generational appeal drew buyers and their extended families (and friends) from all corners of the U.S.," Cole said. "Five new villages opened during the pandemic, offering greater home choices at all price points with outstanding amenities and access to open space and trails — key criteria sought by buyers fleeing more urban locations.

"Buyers say they are looking to move close to family and friends, downsizing, or accelerating retirement. Year-over-year, we experienced the largest sales gains in the Entry/First Move-up segment (84% growth over prior year) which generally leans towards millennials. The Empty Nest/Active Adult market jumped by 71% during this period, and Second Home Move-up/Luxury buyers increased by 57%."

Lakewood Ranch's first place position put it among the top-selling master-planned communities (MPCs) in the country for 10 consecutive years. Rex Jensen, president and CEO of Schroeder-Manatee Ranch, Inc., developer of Lakewood Ranch, said that planning and execution continue to keep the community – which has been owned and guided by the same family since its inception over 25 years ago – at the top.

"Lakewood Ranch has been a perennial pack leader by delivering the features which epitomize top selling MPCs: consumer centric homes, well integrated natural areas, abundant amenities and a vast array of lifestyle offerings," Jensen said.

There is no doubt Lakewood Ranch is seeing a "pursuit of quality of life," Cole said. "Buyers across the demographic and geographic spectrum are attracted to the qualities and conveniences

of our established community with the added benefit of resort-level amenities in their neighborhood. Lakewood Ranch has three town centers, five neighborhood shopping centers, the award-winning Lakewood Ranch Medical Center, A-Rated schools, over 120 miles of trails, a parks and recreation program, 60+ clubs, the Premier Sports Campus, Sarasota Polo Club, and more than 1,400 businesses.”

Waterside Place, The Ranch’s newest town center – and its first in Sarasota County – will open this fall with a wide array of shopping, dining, and wellness opportunities. The Farmers’ Market at Lakewood Ranch will make Waterside Place its permanent home later this fall, and numerous events, sports leagues, and musical performances are scheduled throughout each month.

The robust sales have caused heightened demand, and Ranch builders are working to increase availability. Two new villages, Star Farms and Sweetwater, will be added to the 21 new home villages by year-end. There remain plenty of opportunities to buy in Lakewood Ranch.

“As the market has become more competitive,” Cole continued, “we feel it is essential to recognize the pressures confronting buyers and help them navigate options in the for-sale or rental space.”

RCLCO has been ranking master-planned communities since 1994; for more information, visit www.rclco.com.

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Lakewood Ranch is the 33,000+-acre award-winning master-planned community in Sarasota and Manatee counties on the West Coast of Florida. Just minutes from the Gulf Coast beaches and cultural assets in Sarasota, Lakewood Ranch is already home to more than 50,000 residents and features A-rated schools, a hospital, the Sarasota Polo Club, the 75-acre Premier Sports Campus, its own Main Street with theaters, shopping and dining, and more than four million square feet of commercial property. For more information visit www.lakewoodranch.com.