

Beaches Real Estate Spotlight

A SPECIAL ADVERTISING FEATURE OF SHORELINES

Creating a buzz

The Pineapple Corporation unveils new Web site, new home inventory

Special to the Times-Union

The Pineapple Corporation kicked off the new year with the launch of its new Web site, www.thepineapplecorp.com, and a fresh selection of semi-custom inventory homes available for spring move in at Palermo.

"The start of a new year presents a wonderful opportunity to introduce something innovative and create a buzz of excitement," said The Pineapple Corporation President Jim Ash. "Our hard-working team wrapped up a very successful 2006 and has gotten a running start in '07 with a spectacular collection of inventory homes available later this spring in anticipation of the traffic and interest our redesigned Web site is sure to generate."

With the company's new selection of inventory homes under construction and now listed on its Web site, buyers can obtain information including price, square footage, number of bedrooms and baths, and notable features in a few simple clicks. For example, The Pineapple Corporation has a 2,758-square-foot Magnifico III with a Coastal Mediterranean exterior design that is available for spring delivery at Palermo. According to the Web site, this two-story, five-bedroom, three-bath home is priced at \$639,900. It features an entry portico and courtyard, formal living and dining rooms, a spacious entertainment/great room, guest bedroom with an option for a study with built-ins, a gourmet kitchen with island, pantry, morning room, luxurious master bedroom and bath suite, covered lanai and a two-car garage. A full golf membership to Glen Kerner Golf & Country Club is also included in the purchase of this residence, as it is with every inventory home in Palermo. "Our online visitors will now enjoy a more user-friendly, functional tool to aid them in their home-buying process," Ash said. "The redesign of our Web site gives The Pineapple Corporation a stronger Internet presence and makes virtual visits more interesting and informative."

Designed by Intra-Focus, the company's new Web site features a clean, classic look and user-friendly layout. A natural color scheme and the words "timeless residential environments" on the home page set the

tone for the inviting site. The new site offers more tools for buyers to utilize, including an online warranty-service request form and a current list of custom and semi-custom homes — some of which are available for immediate occupancy.

Visitors can access information about The Pineapple Corporation; its communities in Northeast Florida; awards and accolades the company has received; read press releases, articles and testimonials; as well as view photos and renderings of The Pineapple Corporation's designs.

"We have found the Internet to be the first stop for many home buyers searching for a new home or community and by providing more detailed information online, we are hoping to make their buying experience as easy and enjoyable as possible," Ash said. "We are hopeful that our new Web site sparks buyers' interest and prompts them to visit our homes first-hand by touring our four elegant models at Palermo."

In addition to rolling out a new Web site, The Pineapple Corporation recently celebrated the opening of four beautifully decorated model homes from the Magnifico Collection and the Primo Collection at Palermo. Guests to the European-inspired community are first introduced to The Pineapple Corporation's brand new product line, the Magnifico Collection, and its Magnifico VIII model. This inviting two-story model features a warm ambience with Tuscan influences throughout the home. It has 3,245 square feet of living space with four bedrooms, 4.5 baths, a spacious great room, formal dining room and side courtyard.

The Magnifico IV, the next model in Palermo, offers Coastal Mediterranean flair with 2,959 square feet of space, three bedrooms, 2.5 baths, a formal dining room, comfortable great room and side courtyard. The luxurious master suite is located on the first floor while the secondary bedrooms are upstairs, providing the utmost in privacy.

Following the Magnifico IV are two homes from The Pineapple Corporation's Primo Collection. The Tuscan-inspired Primo IV model features four bedrooms, 4.5 baths including a private guest casita with a full bath. Among the many captivating



View them online, in person

Community: Palermo
Builder: The Pineapple Corporation
Phone: 339-1199
Web site: www.thepineapplecorp.com
Hours: Models are open from 10 a.m. to 5 p.m. Monday through Saturday and from noon to 5 p.m. Sunday.
Location: Palermo is located on Hodges Boulevard, between J. Turner Butler Boulevard and Beach Boulevard, just south of Beach Boulevard.



The dramatic library in the Primo IV model at Palermo has two stories of elegantly crafted bookshelves.

features in this home is its grand library boasting two stories of elegantly crafted bookshelves. Buyers who select this floor-plan have the option of closing the library and making it one story to accommodate a

bonus room on the second floor. The Pineapple Corporation's Primo III features an engaging Country French

See CUSTOM, Page 9

GLEN KERNAN

For A Select Few Golf & Country Club

Featured Show Home

Whitehurst Builders, Inc.

\$2,165,000 - 5 Br - 6 & (1/2) ba - 5,011 sf - .50 acre golf to water view

<p style="font-weight: bold; font-size: 0.8em; margin: 0;">\$2,188,000</p> <p style="font-weight: bold; font-size: 0.8em; margin: 0;">Sun City Development, Inc.</p> <p style="font-size: 0.7em; margin: 0;">5 Br - 4 & (1/2) Ba - 4,791 sf</p>	<p style="font-weight: bold; font-size: 0.8em; margin: 0;">\$1,295,000</p> <p style="font-weight: bold; font-size: 0.8em; margin: 0;">The Pineapple Corporation</p> <p style="font-size: 0.7em; margin: 0;">4 Br - 4 Ba - 3,891 sf</p>
<p style="font-weight: bold; font-size: 0.8em; margin: 0;">\$1,850,000</p> <p style="font-weight: bold; font-size: 0.8em; margin: 0;">Glen Kerner Realty, Inc.</p> <p style="font-size: 0.7em; margin: 0;">5 Br - 5 Ba - 6,751 sf</p>	<p style="font-weight: bold; font-size: 0.8em; margin: 0;">\$1,225,000</p> <p style="font-weight: bold; font-size: 0.8em; margin: 0;">Glen Kerner Realty, Inc.</p> <p style="font-size: 0.7em; margin: 0;">4 Br - 3 & (1/2) Ba - 3,652 sf</p>

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The entertainment/great room in the Magnifico IV model at Palermo.

Beaches Real Estate Spotlight

A Special Advertising Feature of Shorelines



Custom designs are award winners

ABOVE: The living room in the Primo III model at Palermo reflects the French Country design in the two-story home which has 3,541 square feet, four bedrooms and a private guest casita.

RIGHT: The new Web site also provides information about the communities in which The Pineapple Corporation builds.



exterior and quaint side courtyard. This model is for a two-story design with 3,541 square feet, four bedrooms including a private guest casita and 3.5 baths. The guest casita provides an ideal space for a mother-in-law suite, visiting guests or for a home office.

Homes in the Magnifico Collection are priced from the \$500,000s and homes from the Primo Collection are priced from the \$600,000s.

All new home purchasers at Palermo have the opportunity to become social members of the prestigious Glen Kernal Golf & Country Club where they can enjoy a wonderful selection of amenities.

Once complete, Palermo will feature 133 elegant courtyard homes in a picturesque European village-style setting.

Residents will enjoy community recreation amenities including a swimming pool, spacious lanai, two multi-purpose rooms, an exercise room, women's and men's facilities, and community pavilion.

Construction on the amenities is expected to be complete by early summer 2007.

The Pineapple Corporation is the fastest growing premier builder of luxury custom and semi-custom homes in Northeast Florida. The company's award-winning design conveys elegance, superior quality and building excellence. The Pineapple Corporation's homes are showcased in the area's most exclusive neighborhoods including Glen Kernal Golf & Country Club, Villini at Glen Kernal and Palermo, the company's new European village-style community.

For more information about The Pineapple Corporation, call 232-7024 or visit www.thepineapplecorp.com



You can do more than just imagine this kitchen with a different look. Today's innovative Web sites allow you to change floors and walls with the click of a mouse.

Web site redesigns rooms

Special to The Times-Union

Using today's most innovative technology, consumers can now see what their redesigned room will look like — without ever leaving the comfort of their home.

Flooring manufacturing company Mannington has launched a "Virtual Decorator" on its Web site, Mannington.com. The program is a completely customizable tool to help consumers "see" what their room will look like by experimenting with different wall and floor combinations. And unlike other programs of this type — it's free.

Consumers can access it directly at <http://VirtualDecorator.Mannington.com>, or through the main Mannington residential flooring site at Mannington.com.

In a recent study, consumers said that visualizing what the room will look like is one of the most difficult parts of shopping for a new floor. This unique program offers two ways to visualize the redecorated room — by using pre-selected room scenes, or by downloading an image of a room from their own home.

The basic Virtual Decorator provides 15 rooms to choose from — bathrooms, living rooms, foyers, and kitchens. Consumers can

choose a room and with a click of the mouse, change the flooring, wall color, even alter the angle at which the floor is viewed. But for the ultimate in customized visualizing, there's "My Virtual Decorator." Just go to <http://VirtualDecorator.Mannington.com> and follow the download instructions for the free program.

Consumers can achieve thousands of combinations using different floor and wall options. In addition, the site creates perspective and scaling of the items placed in the room, for the most precise visuals available today. Floors can also be split, meaning two floors are arranged in the same room, allowing for superior customization; and floor options can be placed on walls as well (which, in the case of porcelain tile, is extremely helpful).

The site also keeps track of the most recently viewed creations, and provides the option of saving rooms or sending them via e-mail. Rooms can be printed out as well.

For anyone looking to redecorate, Mannington.com and Mannington's Virtual Decorator offer superior visualizing, the ultimate in customization, and expert design advice — all for free.

Metro Creative Graphics

Lynn Saul, Realtor

2005 Lifestyles Realtors Top Producer • 904-859-9100 www.LynnSaul.com

OCEAN 9 VILLAS

First Coast's premier new construction ocean side condos. Each residence features beach level storage, sun & dedicated covered parking. The grounds include lush tropical landscaping and a pool with spa.

LUXURY PENTHOUSE

The crowning jewel in an ocean-top floor roof-top penthouse with approximately 5,800SF of living area including private rooftop terrace w/ham garden & Jacuzzi options. 4BR/4.5BA panoramic ocean views w/strip-sanded balconies, 11 ceilings & over 1,000SF luxury master suite. Offered for \$1,950,000. MLS # 324227

8TH FL. END UNIT

Northwest end unit offering open views of the Atlantic Ocean from the terrace on the east side & sunset views from the west terrace. 2,140SF/3BR/2BA, custom finishes include high ceilings with crown molding, granite kitchen, granite counters in kitchen & master bath. Offered for \$929,000. MLS # 286788

7TH FL. END UNIT

Recently released Developer unit complete w/open views of the Atlantic. Ocean, 2,100SF, Santina flooring & beautiful appointments. 3 large bedrooms & walk-in closets each w/walk-in closets. Great kitchen open to family room. Offered for \$895,000. MLS # 308626

WALK TO THE BEACH!

Beautifully renovated 1,700SF condo-town house w/water to golf views. Living RM w/waterfront balcony, 2BR/2.5BA plan. Located in the Sawgrass Country Club close to both beach & golf. Now in conclusion for \$399,000. MLS # 339945

REDUCED FOR QUICK SALE!!!

Beautifully renovated 2BR/2BA condo, hard woods, tile, w/water cabinets, stainless steel appliances. Custom counter tops, fully furnished & overlooking bayfront. Great for rental income or investment. Offered for \$339,000. MLS # 290908

RIVER FRONT

1.5+ acres of a park like setting lies in the 429 of water frontage, the 207' dock stretching into the St. Johns all within the boundaries of 1 Union, San Marco. The outdoors, water activities and peaceful 7,500SF Tucker Estate allow you to leave your mind miles away from civilization. Country Living inside the City for \$5,250,000. MLS # 299387

INTRACOASTAL FRONT

1.74 ACRE WATERFRONT PENINSULA Within Queens Harbor create your own private entrance to this marsh & Intracoastal from 100' of property. You may build the private retreat of your dreams or exercise the option to subdivide into two spectacular homes & features. A bird's eye view for \$2,000,000. MLS # 311692

WHISPER LAKE ON SAWGRASS ISLAND

Sited on 1 acre overlooking the lake & golf course at the extraordinary 6155/3BR/4BA/3 1/2 Bath & 1.21F home. The home is spacious & exquisitely finished with custom woodwork, hardwood & tile flooring. Complete with luxury RM, study & lanai heated pool & spa. \$1,999,000. MLS # 346129

OCEAN FRONT

3BR/3.5BA/2,000SF of luxury living & unparalleled amenities. Located on one of the lower floors close to covered parking & amenities. Home or investment. \$400,000 in upgrades! Great location, incredible ocean views. \$1,479,000

UNDER CONTRACT

5 ACRES IN PONTE VEDRA A hidden treasure, 5+ acres of beautiful water & trees. Water park & large wooded pond, horse stable & great starter home. A day is not a day! 3.1 acre parcels. Offered at \$1,325,000. MLS # 319901

RIVER FRONT

SOUTHBANK'S SAN MARCO PLACE Near "Edgewater" floor plan 2,341 SF 3BR/2BA 2001 features. An extraordinary location on the St. Johns River. Over 520,000 in square footage to address, granite counters & features. A bird's eye view for \$719,000. MLS # 294136

REDUCED

MOTIVATED SELLER IN SAWGRASS Call 888/288-2108 for the great neighborhood of Cypress Creek. Custom built, great wood floors, Cathedral ceiling, large walk-in closets, lovely lanai with private backyard. 4BR of rooms for a price. Just Reduced to \$419,000. MLS # 311237

PERFECT BEACH GETAWAY!

A perfect 10, furnished ready-to-go in three weeks, walking distance to beach. Totally renovated w/waterfront cabinets, Murphy beds, custom tiled flooring & built-in bar. Fully equipped for \$269,000 or available for lease. \$1,800/week. 2/17/07