**Pelican Bay**

**Realtor Microsite**

**Content Draft 1**

**Brief Overview:**

Welcome to Pelican Bay for Realtors, a site designed to provide realtors and prospective homeowners the information they need to know about Pelican Bay!

Known for its miles of immaculate beach, coastal mangrove forests and breathtaking nature paths, Pelican Bay is Naples’ premier mixed-use beachfront community, offering its members a preeminent lifestyle that cannot be found elsewhere Florida.

Pelican Bay sets the bar when it comes to its luxury living with exclusive amenities including private beachfront restaurants, beach services, tennis courts and pro shops, full service fitness center, community center, canoes and kayaks, sailing, wellness studio and nutrition and health services.

As with any luxury community, there are many additional details beyond location, size and amenities that set it apart and, therefore, are important for those selling Pelican Bay to be familiar with.

That’s where Pelican Bay for Realtors comes in. Consider this your one-stop-shop for everything you need to know about Pelican Bay to make marketing, showing and selling properties in the community a breeze.

**Community Overview and Attributes:**

Anchored by the Ritz Carlton, Waldorf Astoria Naples, Waterside Shops and the Market Place, Pelican Bay features 88 acres of parks and recreation areas and 6,500 homes ranging from single-family homes, high-rise condos and luxury apartments located in 91 different associations, each of which with different amenities, offerings and personalities.

Pelican Bay is more than just a gated community. It’s a place where residents and their guests can enjoy the best that Southwest Florida has to offer, thanks in part to the variety of top amenities Pelican Bay provides.

Beaches:

The finest and most frequented amenity are the two beach access locations which open up to a pristine stretch of white sand that extends for almost three miles.

Beach Dining:

The South Beach location offers year-round dining at the Sunset Café and the Sandbar seasonally. The North Beach offers year-round, elegant beach dining at the brand new, state-of-the-art Marker 36 Restaurant.

Tennis:

In addition to beaches and dining, Pelican Bay is one of the most active tennis communities in Southwest Florida. Offering tennis leagues, round-robins, professional instruction or special events, there is something for everyone. The community’s two tennis complexes provide a total of 18 courts in total.

Fitness:

Speaking of perspiring, the fitness center is located within the Community Center at Pelican Bay. The very best equipment is offered to include Lifefitness and Cybex lines of cardio, strength and core training. Personal training is another benefit the fitness center offers along with a variety of classes. Designed to provide a relaxing and enjoyable experience, the wellness studio is located seconds from the fitness center. A variety of therapeutic massages and facial/skin treatments are available by appointment.

Recreation:

Many utilize Clam Bay (located on the Community’ coast) for recreational enjoyment and the use of canoes and kayaks available for residents. Additional outdoor recreational activities occur within the confines of Pelican Bay including, bicycling, fishing, nature walks, running, jogging and rollerblading.

Transportation:

The tram system is another amenity to residents. The tram system runs along the berms and boardwalks. It is designed to take residents to and from the beach and restaurants.

**Links to Pelican Bay Site:**

In addition to Pelican Bay for Realtors (and for those interested in more specific details) the following links provide even deeper insight into the community:

Pelican Bay: [www.PelicanBay.org](http://www.PelicanBay.org)

Amenities: <http://www.pelicanbay.org/amenities.aspx>

Restaurants: <http://www.pelicanbay.org/restaurants.aspx>

Community Center: <http://www.pelicanbay.org/community-center.aspx>

History: <http://www.pelicanbay.org/history.aspx>

Interactive Community Map: <http://www.pelicanbay.org/map.aspx>

**Realtor / Sales Overview:**

Here you will find information everything you need to know about buying or selling in Pelican Bay:

Sales Fee:

Resale Documents:

<http://www.pelicanbay.org/resale-documents.aspx>

Leasing Information:

<http://www.pelicanbay.org/lease-documents.aspx>

**Realtor News About the Community:**

Here visitors will find up-to-date news about events and plans for Pelican Bay that might be of interest to realtors and their clients. Check back often for the latest updates!

**Opt-in Form:**

Want to have updates such as these emailed to you directly on an on-going basis? Complete and submit this opt-in form now and we will keep you in the loop!

**Invitation to tour / Obtain Guest Pass:**

Feel you’ve got all you need to sell Pelican Bay and have a client ready to take a tour? Many areas, including the community’s beach access points and facilities will require a Realtor Guest Pass.

Realtor Guest Passes are issued for one day only and are issued for the day of the showing of the beach and facilities only. The Realtor will provide a business card upon receipt of the guest card and provide the names of each of their clients. The Realtor must be with their clients at all times. The pass cannot be used by the clients without the Realtor. Violation of these terms will terminate this privilege. This pass can be used on the trams and at the restaurants for food and drink. It cannot be used as a credit card.

Download the form here: <http://www.pelicanbay.org/uploads/docs/CommitteeMinutes/Realtor%20Guest%20Pass/REALTOR%20GUEST%20PASS%20REQUEST%20FORM2.pdf>

**Important Realtor Documents:**

This page provides links to Pelican Bay’s major policy documents including its governing documents and Bylaws, community covenants, annual assessment information and more.

All should be read carefully. Those with questions are invited to contact the Pelican Bay Foundation at Foundation@PelicanBay.org or (239) 597-8081.

**Governing Documents:**

<http://www.pelicanbay.org/g.aspx>

**Estoppel:** <http://www.pelicanbay.org/uploads/docs/CommitteeMinutes/Resale/2015/Estoppel%202015-2016.pdf>

**Community Rules and Regulations:**

<http://www.pelicanbay.org/rules-and-regulations.aspx>

**Annual Assessment Information and documents:**

<http://www.pelicanbay.org/uploads/docs/CommitteeMinutes/Finance%20Documents/2014%20Financial%20Statements/PBF%20FY2015%20Budget%20-%20per%20unit.pdf>

**Community Bylaws:**

<http://www.pelicanbay.org/g.aspx>

**Community Covenants:**

Commercial: <http://www.pelicanbay.org/commercial-.aspx>

Residential: <http://www.pelicanbay.org/residential-.aspx>

Those with questions concerning the Covenants, design review process or rules and regulations, are encouraged to call the Covenants Department at 239-596-6180, ext. 237.

**Resale Capital Assessment Exemption Form:**

<http://www.pelicanbay.org/uploads/docs/CommitteeMinutes/Resale/2015/RCAE%20form%202015-16.pdf>

**Request Printed Documents:**

Pelican Bay maintains regular, on-going communication with members – keeping them informed about communitywide announcements, disseminating news that is important to them personally, while continuously searching for the best and most effective ways to do so.

To assist realtors and inform prospective homeowners, the following communications outlets and documents are made available to the public.

**Annual Member Guide:**

The Pelican Bay Membership Guide serves as a primer for members, tenants and guests to understand and explore all there is to do in Pelican Bay. Produced by the Pelican Bay Foundation, the community’s the master home owner’s association, the Annual Member Guide highlights the community’s world-class offerings and offers great visuals guaranteed to assist in selling Pelican Bay.

View: <http://www.marketcrank.com/amg2015/pbamg2015.html>

**Subscribe to the Pelican Bay Post:**

The Pelican Bay Post is the official publication of the Pelican Bay Foundation. The “Post” offers comprehensive reporting and analysis on community affairs and events, social and recreational activities, and Foundation related announcements. Printed roughly 20 times per year, the Post is available in print and there is a PDF version available for download on the website.

And, it’s not just for residents. Anyone wishing to stay up to date on all things Pelican Bay are invited to contact Pelican Bay by filling out a form, available at: <http://www.pelicanbay.org/contact-form.aspx>

For information on Pelican Bay Real Estate, for sale and for lease, see the [Marketplace Classifieds](http://www.pelicanbay.org/pelican-bay-post-2014.aspx) section of the latest Post.

**Community Map:**

By now, you’ve likely got a good feel for Pelican Bay, but even for those who are familiar with the community, getting around can take some practice. To help in the meantime, there’s an interactive (and printable) map to help:

<http://www.pelicanbay.org/map.aspx>

**Listing / Sales Tools:**

Even the most experienced at selling Pelican Bay can use some tips from those who know it best.

 **Suggestions for Showing Pelican Bay:**

While all realtors are skilled in the art of showing properties, there is so much more to see beyond Pelican Bay’s luxury residences. To help plan a community tour highlighting many of its world-class offerings and including all the top stops, the following should serve as your guide.

 **Standardized Boilerplate Content for Listings:**

Looking for a way to describe Pelican Bay (beyond “gated community”) in your listings, please consider using the following:

“Known for its miles of immaculate beach, coastal mangrove forests and breathtaking nature paths, Pelican Bay is Naples’ premier mixed-use beachfront community, offering its members a preeminent lifestyle that cannot be found elsewhere Florida.

Pelican Bay sets the bar when it comes to its luxury living with exclusive amenities including private beachfront restaurants, beach services, tennis courts and pro shops, full service fitness center, community center, canoes and kayaks, sailing, wellness studio and nutrition and health services.”

 **Community / Amenity Photos:**

Though they merely do the community justice, below you will find downloadable images and descriptions of Pelican Bay’s top selling points – including its beach, restaurants, community center and more – which we invite you to use for your listings.

 **Printable Community Overview Sheets for Open Houses:**

Looking for a quick and easy way to share the most important information about the community with clients and prospective buyers, look no further. Download our Community Overview Sheets here and bring them to your next Open House.

 **Email-Friendly Digital Brochure:**

 Out-of-state prospects? Send them our digital brochure.