



Berkshire Hathaway HomeServices Florida Network Realty to Lead Sales Effort

Two of the Florida real estate industry's most respected names have joined forces. Hallmark Partners, developers of Beacon Riverside, is partnering with the prestigious worldwide real estate brokerage network, Berkshire Hathaway HomeServices Florida Network Realty. The locally owned and operated company was founded by President and CEO Linda H. Sherrer.

"This is a perfect match," states Bryan Weber, principal of Hallmark Partners. "Nobody knows the Northeast Florida real estate market like Berkshire Hathaway HomeServices. They deliver the global reach, innovation and prestige of this renowned worldwide holding company. This means better service for our homebuyers and will help accelerate Beacon Riverside coming to life."

"Hallmark Partners is a leader in the redevelopment renaissance taking place in Jacksonville's downtown and Riverside districts, creating the city's most exciting destinations to live, work and play," said Sherrer. "Beacon Riverside is a crown jewel and will offer an exquisite new riverfront lifestyle. This is the area's most exciting new condominium opportunity."



BERKSHIRE HATHAWAY
HomeServices
Florida Network Realty

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806 Riverside Avenue
Jacksonville, FL 32204
BeaconRiverside.com



Luxurious Riverfront Living Located in Riverside's Most Active Neighborhood



HP 500, LLC, an affiliate of Jacksonville-based Hallmark Partners, is introducing Beacon Riverside, an exclusive, 15-story, 45-residence condominium tower along the St. Johns River in the historic Riverside neighborhood.



Initial Construction Phase Commences

Beacon Bulkhead and Dock Underway

Hallmark Partners, Inc. is excited to announce that the construction phase of Beacon Riverside is officially underway! With marina and dock permitting and construction being overseen by Jacksonville's own Farrell Brothers Marine Construction, initial site work development is now progressing to construct the new seawall and bulkhead along the St. Johns River in advance of site work for the tower.

This first phase also includes a new 925 square-foot transient boat dock and gazebo sure to be a focal point of the vibrant riverfront lifestyle available to residents of this exclusive new condominium community. It enhances the living experience for residents on the shores of the St. Johns River in the charming Riverside historic district. Plans call for the high-rise to go vertical later this year and for the upscale condominium tower to be completed and ready for occupancy in the spring of 2016!

Beacon Selection Center Provides Convenience for Homebuyers

Homebuyers at Beacon Riverside can begin planning their new home layout by meeting with the development interior design consultant at **Beacon Selection Center set to open at First Coast Supply**, North Florida's full-service source for the finest appliances, kitchen and bath cabinetry, and custom cabinetry and stone countertops. First Coast Supply is also NE Florida's distributor for the full line of TOTO plumbing fixtures which means that Beacon residents can examine this fine product line in person as part of their selection process. Upgraded standard features at Beacon Riverside include best-in-class name brands such as Thermador kitchen appliances, Toto bath fixtures and Decora cabinetry. Additional high-end wood and porcelain tile flooring selections will also be available.

First Coast Supply's 55,000 square-foot showroom and warehouse is located at 6860 Phillips Industrial Boulevard, Jacksonville, FL 32256. **Showroom hours** are Monday-Friday, 8:00 AM to 5:00 PM and Saturday, 10:00 AM to 5:00 PM. To schedule an appointment, please call Beacon Sales Gallery at **904.696.9200**.

Riverfront Condominium Living at Its Finest

Designed by two acclaimed architectural firms with significant luxury condominium experience, Jacksonville-based Studio 9 Architecture in partnership with Minneapolis-based Collaborative Design Group, each tower residence's front-to-back floor plan provides expansive views of the St. Johns River, downtown Jacksonville skyline, and tree-lined streets of Riverside.

Privacy gates, an enclosed, under-building parking garage, and the attentive services of an on-site concierge add to the tower's intimacy.

Lavish lifestyle amenities create a spa-like ambiance featuring a large riverfront fitness center, a 1,600 square-foot owners' clubroom with lounge, catering kitchen and terrace on the river, a guest suite for overnight visitor stays and a motion studio for private workouts. Outside, a riverfront clubroom patio, pool and terraced green space take full advantage of the riverfront location.

The pool seating areas, owners' pavilion and resident dock provide riverfront enjoyment for owners and their guests.

Ideally located between Memorial Park and the newly renovated Cummer Museum of Art and Gardens (a Beacon Riverside Community Partner), Beacon is surrounded by the eclectic neighborhood shopping, dining, nightlife and culture of Riverside, Avondale, Brooklyn, Five Points and the King Street district.

From shopping in the historic district's many one-of-a-kind boutiques to rooftop dining at a cutting-edge restaurant overlooking the city, Beacon Riverside, "ranks in the top categories of walkable neighborhoods" according to walkscore.com. Beacon Riverside provides residents with a vibrant, walkable neighborhood living experience that is unparalleled in Northeast Florida.





806 Riverside Avenue
Jacksonville, FL 32204

(904) 696-9200
BeaconRiverside.com



Broker Participation Welcomed and Encouraged.

ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A SELLER TO A BUYER OR LESSEE. This project has been filed in the state of Florida and no other state. This is not an offer to sell or solicitation of offers to buy the condominium units in states where such offer or solicitation cannot be made. Prices and availability are subject to change at any time without notice.

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Berkshire Hathaway HomeServices Florida Network Realty



Nicole Dana
Director of Sales

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A proud resident of the Riverside neighborhood, Nicole Dana has specialized in luxury waterfront condominiums since 2001. Her skills in building client relationships and extensive knowledge of high-rise building production have helped her achieve over \$250 million in condominium sales from Ft. Lauderdale to Jacksonville.



Linda H. Sherrer
Founder, President and CEO of Berkshire Hathaway HomeServices
Florida Network Realty

As the founding broker of Berkshire Hathaway HomeServices Florida Network Realty, Linda Sherrer has led the company since 1988. With a 25-year history as the most dynamic and successful Northeast Florida real estate firm, the company is known for its exceptional strength, stability, quality and innovation. During the past decade, the company has sold more than 31,000 homes valued at more than \$8.5 billion.

HP 500, LLC is an affiliate of Hallmark Partners



Bryan Weber
Principal, Multifamily
Manager, HP 500, LLC

Bryan Weber has over 25 years of leadership experience in the finance and development of luxury condominium communities. Prior to becoming a principal at Hallmark Partners, Bryan was the founder and Managing Director of Flagship Communities LLC, where he led the development of award-winning northeast Florida luxury condominium communities such as The Ocean Villas at Serenata Beach and Villa Riva in Jacksonville.



Molly Bole
Sales Gallery Manager

mb@beaconriverside.com

Molly Bole has nearly a decade of experience in customer service, special events coordination, and community involvement in the Jacksonville area. Prior to joining Hallmark Partners, she worked as an administrative coordinator and event planner for an international action sports lifestyle company in California.



**Schedule your personal
preview today!**

806 Riverside Avenue, Jacksonville, FL 32204
Directly across from The Cummer Museum
904-696-9200

Sales Gallery Hours: Monday - Friday: 10 a.m. - 5 p.m.,
Saturdays: 10 a.m. - 5 p.m.
Sunday: by appointment