

Bartram Farms offers Incentives

Progress is evident at Bartram Farms with the completion of Phase I development on the equestrian-themed community. The Ocala fencing-laced entrance, roadways and lakes are in place, along with a massive landscaping design that incorporates hundreds of large oak trees and crepe myrtles.

Located on County Toad 13A in St. Johns County, Bartram Farms' buyers have closed on their lots in Phase I and customers are pulling permits to start building, according to David Robbins of Victoria Robbins Realty, marketers of the community. He reports that 16 of the 44 parcels in the first phase have sold.

The community's developer, Bartram Farms Partners, is offering special incentives for existing owners. "The developer has offered founders incentives in the past which proved to be very lucrative for the people who were first to go to contract and close on their lots," Robbins said. "These initial purchasers are the key to a community's success and we believe they deserve special consideration."

In the previous founder's incentive plan, first purchasers were offered the opportunity to purchase a second lot as a greatly reduced price.

"Similar to the current real estate trend, this program was offered during a so-called 'down cycle' in the real estate industry," Robbins said, "The thinking is that the initial owners have a vested interest in the success of the community along with the developer. The more lots that sell, the better for everyone. In a down cycle, this is especially true."

In the previous case, the founders purchased an additional lot and either held them to sell when the market improved or doubled the size of their home site. In both cases, the modest investment in the second lot proved to be a very profitable decision, Robbins said.

Additionally, the developer is offering special price discount to the next three purchasers in Phase I.

"There is a lot of activity underway in the community, and the incentives are a great bonus to the already affordable pricing," he said.

The community's smallest lot is two acres and priced at \$99,900 with larger parcels, up to 10 acres, priced from \$129,900 to \$189,000.

The equestrian theme is carried throughout Bartram Farms, including its new sales center, an Amish-built horse barn that was transformed into a charming sales office. The center's pine board and batten structure includes special features such as chairs made of saddles.

The developer also recently unveiled 10 larger, premium parcels in the community's second phase priced from \$189,900 and offering views of pristine nature preserves or one of Bartram Farms' crystal-clear lakes.

The community offers hundred of acres and equestrian amenities, such as more than six miles of bridal trails, eight large lakes ranging from 2.5 acres to more than 28 acres, and a community park on more than two acres.

Bartram Farms is seeded with horse-preferred sanitized Bahia grasses and offers acres of uplands on each parcel for an ideal environment for horses.

Nearby boat ramps offer access to the St. Johns River and the community also is near World Golf Village, St. Augustine and Ponte Vedra Beach. For more information on Bartram Farms, call the sales team at Victoria Robbins Realty at (904) 242-8066 or e-mail robinsrealty@msn.com.

Visit www.robinsrealty.net for additional details.

Victoria Robbins Realty Inc. is owned and operated by David and Victoria Robbins. Founded in 1983, the company markets and sells land, specializing in waterfront, equestrian and view home sites all over Jacksonville and in surrounding counties.

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