

Marion Road

544

11,300 ±
Cars/Day

State Road 544 Development Land

0 Hwy 544 E, Haines City, Florida 33844

Lauren Ralston Smith, CCIM, CPM
863-873-1970
lauren@saundersrealestate.com
FL #BK3235233

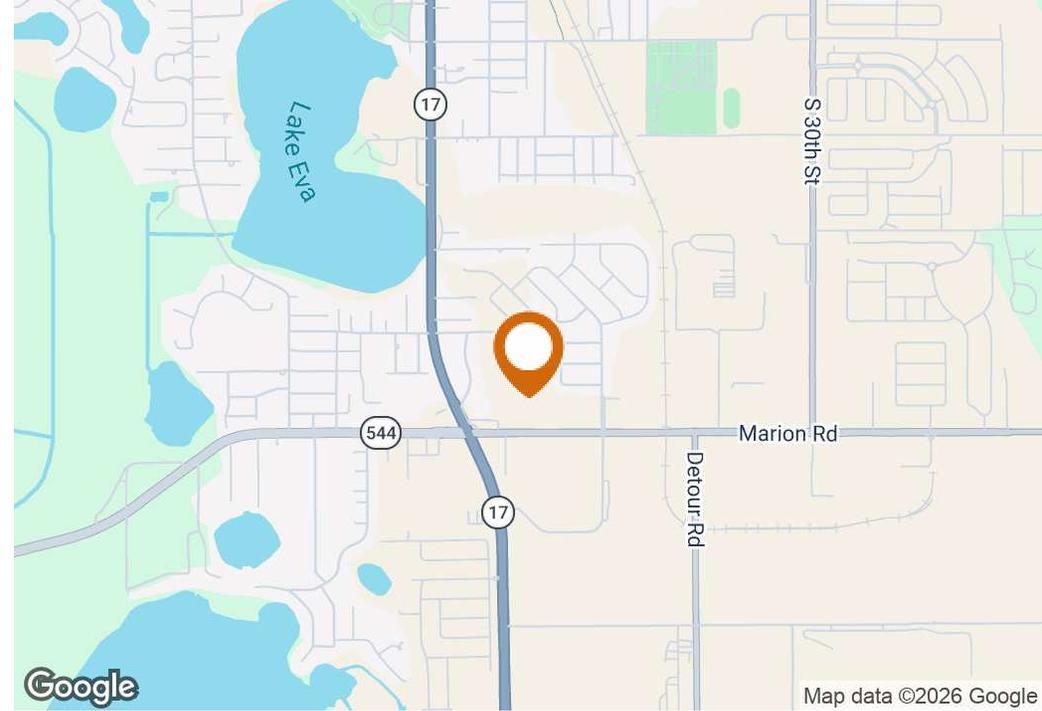
Carly Powell
863-698-3716
carly@saundersrealestate.com
FL #SL3404321

TABLE OF CONTENTS



Table of Contents

Property Summary	3
Location Description	4
Regional Map	5
Location Map	6
Benchmark Demographics	7
Retailer Map	8
Aerial Photo	9
Additional Photos	10
Advisor Biography	11
Advisor Biography	12



Offering Summary

Sale Price:	\$1,350,000
Lot Size:	6.52 Acres
Price / Acre:	\$207,055
PIN:	27-27-32-800000-000041, 27-27-33-804511-001900, 27-27-32-800000-000051, 27-27-33-804511-001910, 27-27-32-800000-000061
Traffic Count:	11,300 ± Cars/Day (SR-544)
City:	Haines City
County:	Polk
State:	Florida
Property Type:	Development Land

Property Overview

Prime investment opportunity in Haines City, FL! This strategically located property on State Road 544 E offers an ideal blend of versatility and potential. With its extensive land and conveniently accessible location, it presents an excellent opportunity for land and office investors seeking a high-traffic, high-visibility setting. This property is ideally positioned for those looking to capitalize on the growing commercial real estate market in the area. Embrace the potential for development and growth on this promising site.

Property Highlights

- High-traffic location
- Frontage on State Road 544 E
- Versatile land for development
- Ideal for retail, office or medical space
- Strategic investment opportunity
- Convenient accessibility
- Promising commercial real estate market
- Potential for growth and expansion



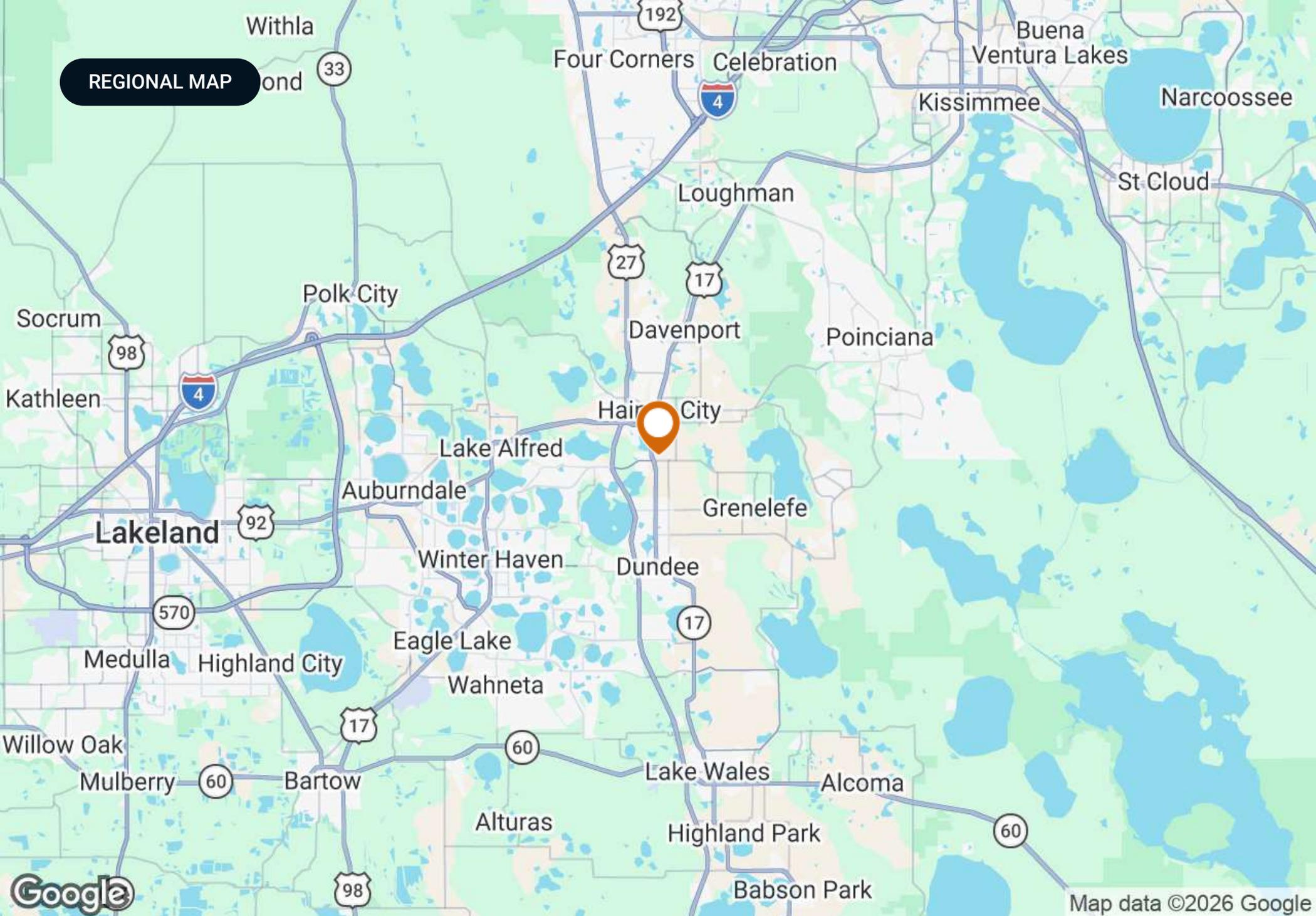
LOCATION DESCRIPTION

Location Description

This vacant land parcel is located in Haines City within Polk County, Florida, and features direct frontage along State Road 544, providing strong visibility and convenient access for commercial or mixed-use development. As a well-traveled east–west corridor, SR 544 supports daily commuter traffic and connects the site to surrounding residential neighborhoods and expanding commercial activity throughout the area.

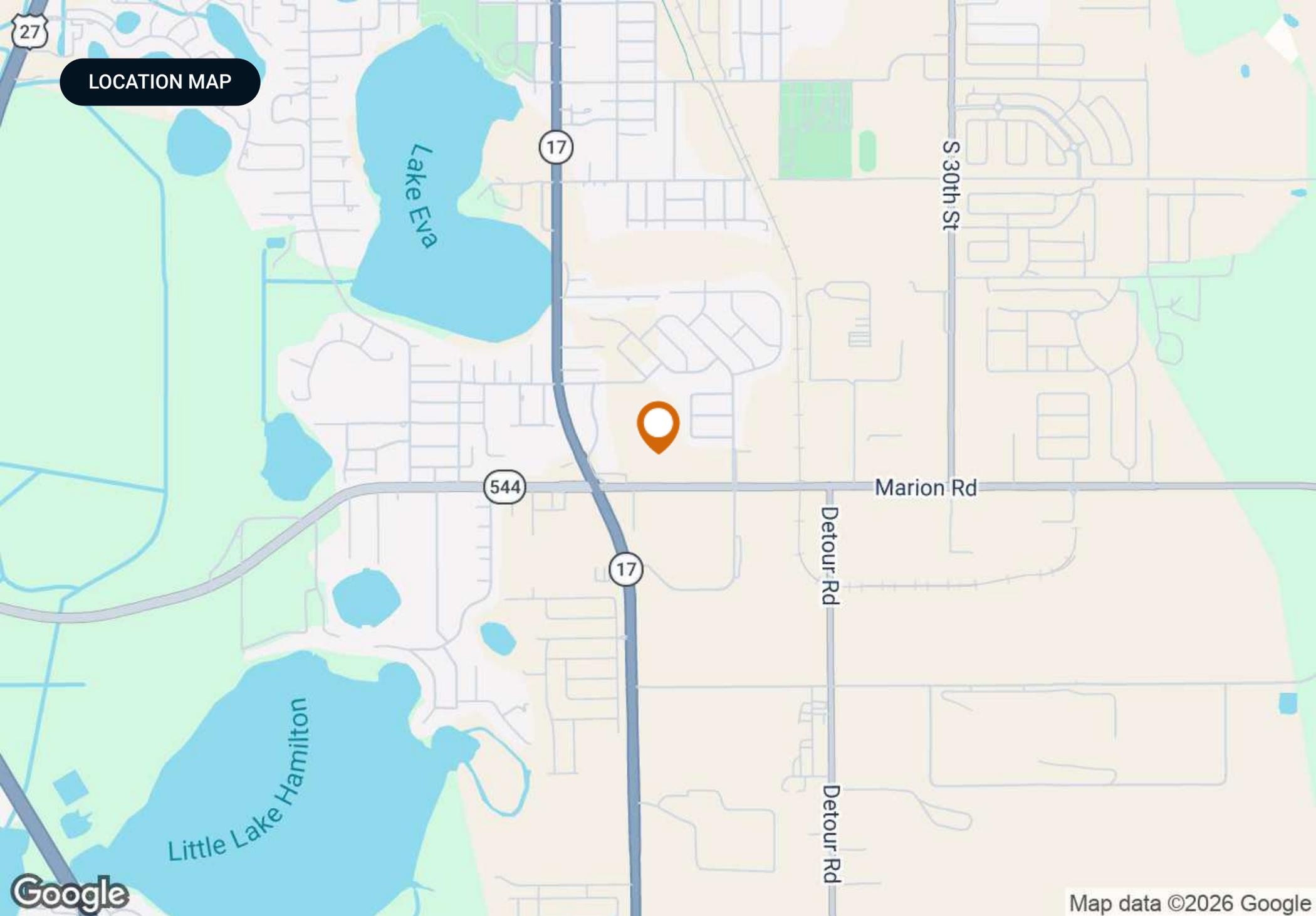
The property benefits from proximity to major regional roadways, including US Highway 27 to the east, US Highway 17-92 to the west, and Interstate 4 within a short drive, offering efficient connectivity to both the Tampa Bay and Orlando metropolitan areas. Nearby cities such as Davenport, Winter Haven, and Lake Wales further enhance the location, positioning the site within a rapidly growing Central Florida corridor supported by continued population growth and development activity.

REGIONAL MAP



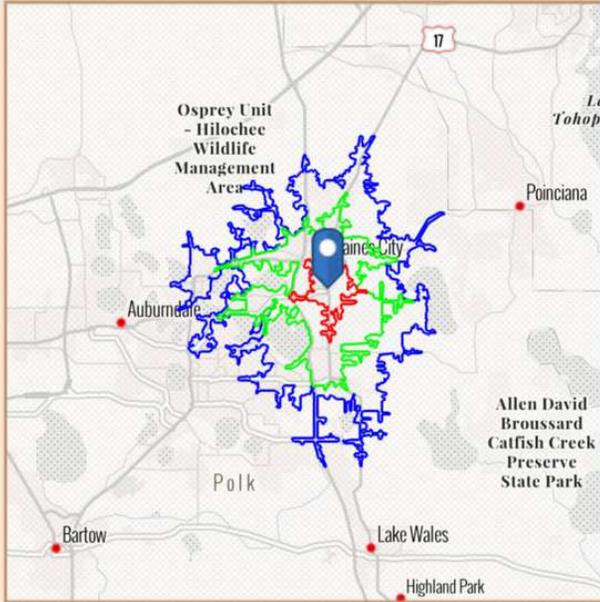
27

LOCATION MAP



BENCHMARK DEMOGRAPHICS

Drive time of 5 mins, 10 mins, & 15 mins



Based on ideas by Gary M. Ralston, CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, FRICS

Source: This infographic contains data provided by Esri (2025, 2030), Esri-Data Axle (2025)

THE CCIM INSTITUTE



DRIVE TIME

5 mins 10 mins 15 mins

GEOGRAPHY

Counties CBSAs States USA
Polk County Lakeland-Winter Haven, FL Metropolitan Statistical Area Florida

AGE SEGMENTS

Age Segment	5 mins	10 mins	15 mins	Polk County	Lakeland-Winter Haven, FL Metropolitan Statistical Area	Florida	USA
0 - 4	6.34%	5.60%	5.40%	5.30%	5.30%	4.69%	5.39%
5 - 9	6.63%	5.99%	5.88%	5.61%	5.61%	5.03%	5.75%
10 - 14	7.22%	6.55%	6.39%	6.00%	6.00%	5.34%	5.98%
15 - 19	8.08%	7.01%	6.49%	6.26%	6.26%	5.84%	6.47%
20 - 34	19.88%	17.87%	17.65%	18.85%	18.85%	18.43%	20.33%
35 - 54	25.08%	23.74%	24.18%	24.12%	24.12%	24.41%	25.20%
55 - 74	19.95%	23.01%	23.65%	23.96%	23.96%	25.55%	22.82%
75+	6.80%	10.24%	10.37%	9.91%	9.91%	10.74%	8.05%

HOUSEHOLD INCOME

Household Income	5 mins	10 mins	15 mins	Polk County	Lakeland-Winter Haven, FL Metropolitan Statistical Area	Florida	USA
<\$15,000	8.5%	9.1%	7.1%	7.4%	7.4%	8.0%	8.3%
\$15,000-\$24,999	7.0%	5.9%	7.1%	6.1%	6.1%	5.8%	5.9%
\$25,000-\$34,999	4.3%	7.8%	7.0%	7.2%	7.2%	6.7%	6.3%
\$35,000-\$49,999	16.9%	15.0%	12.5%	12.0%	12.0%	10.5%	9.8%
\$50,000-\$74,999	26.0%	22.9%	22.0%	19.8%	19.8%	16.9%	15.6%
\$75,000-\$99,999	11.7%	14.6%	15.3%	14.6%	14.6%	12.9%	12.5%
\$100,000-\$149,999	8.7%	13.1%	15.6%	18.1%	18.1%	18.4%	17.8%
\$150,000-\$199,999	6.0%	6.6%	8.2%	8.1%	8.1%	8.7%	9.8%
\$200,000+	11.0%	5.0%	5.1%	6.6%	6.6%	12.1%	14.0%

KEY FACTS

Key Fact	5 mins	10 mins	15 mins	Polk County	Lakeland-Winter Haven, FL Metropolitan Statistical Area	Florida	USA
Population	9,014	41,121	99,134	822,142	822,142	23,027,836	339,887,819
Daytime Population	8,903	40,112	85,455	782,956	782,956	22,846,618	338,218,372
Employees	3,654	14,769	37,321	334,740	334,740	10,832,721	167,630,539
Households	3,098	14,564	35,827	313,012	313,012	9,263,074	132,422,916
Average HH Size	2.86	2.81	2.76	2.57	2.57	2.43	2.50
Median Age	36.4	40.7	41.5	41.3	41.3	43.6	39.6

HOUSING FACTS

Housing Fact	5 mins	10 mins	15 mins	Polk County	Lakeland-Winter Haven, FL Metropolitan Statistical Area	Florida	USA
Median Home Value	423,761	264,431	307,874	319,676	319,676	416,969	370,578
Owner Occupied %	62.9%	76.3%	79.7%	71.8%	71.8%	67.2%	64.2%
Renter Occupied %	37.1%	23.7%	20.3%	28.2%	28.2%	32.8%	35.8%
Total Housing Units	3,335	17,530	42,845	361,112	361,112	10,635,372	146,800,552

INCOME FACTS

Income Fact	5 mins	10 mins	15 mins	Polk County	Lakeland-Winter Haven, FL Metropolitan Statistical Area	Florida	USA
Median HH Income	\$59,540	\$61,942	\$67,461	\$70,958	\$70,958	\$78,205	\$81,624
Per Capita Income	\$30,038	\$28,520	\$31,427	\$34,967	\$34,967	\$44,891	\$45,360
Median Net Worth	\$139,906	\$199,597	\$241,767	\$224,923	\$224,923	\$253,219	\$228,144

Lake Lower

RETAILER MAP



planet fitness

DOLLAR GENERAL

market

Hungry Howie's

Walmart

ZAXBY'S

CHIPOTLE

MEXICAN GRILL

Wendy's

SONNY'S

BBQ

ANYTIME

FITNESS

Bank of America

Publix

Save

a lot

BURGER

KING

McDonald's

WELLS

FARGO

UNITED STATES

POSTAL SERVICE

DOLLAR

GENERAL

Map data ©2026 Google Imagery ©2026 Airbus, Landsat / Copernicus, Maxar Technologies

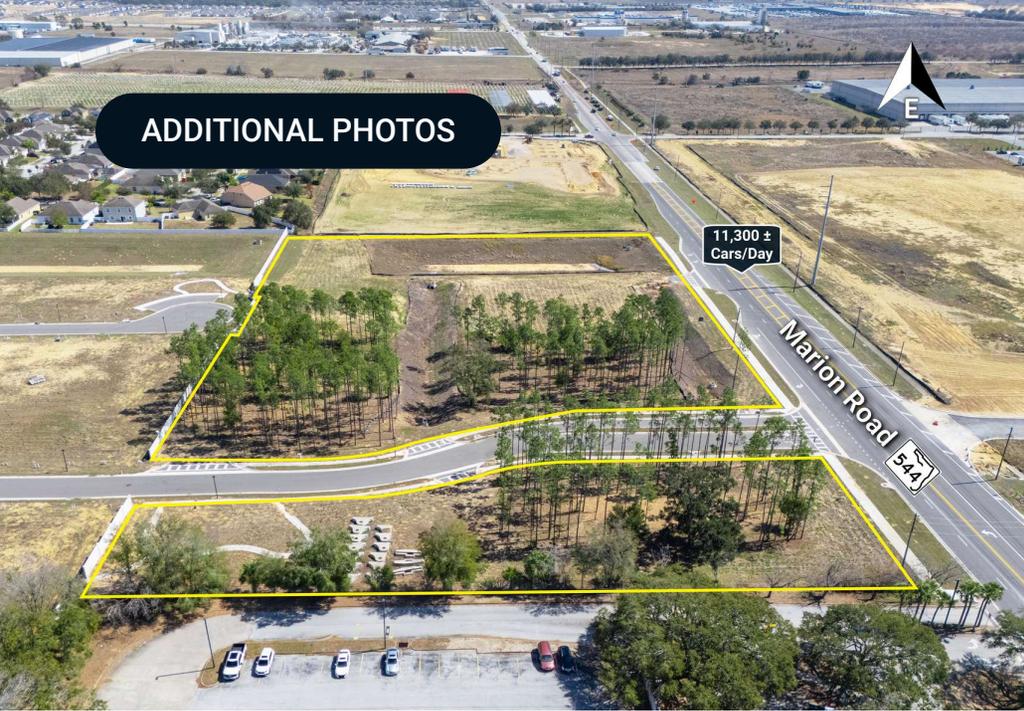
AERIAL PHOTO



Pizza Hut, Brightway Gas & Liquor Store
(Coming Soon)

11,300 ±
Cars/Day

Marion Road 544



ADVISOR BIOGRAPHY



Lauren Ralston Smith, CCIM, CPM

Senior Advisor

lauren@saundersrealestate.com

Direct: **877-518-5263 x428** | Cell: **863-873-1970**

FL #BK3235233

Professional Background

Lauren Ralston Smith, CCIM, CPM is a Senior Advisor at Saunders Real Estate.

Lauren brings over 20 years of experience in the real estate industry, specializing in helping clients build and protect their legacies through strategic real estate investment portfolios. As a Licensed Real Estate Broker, she takes a client-focused approach, meticulously evaluating each property's strengths and weaknesses to maximize efficiency, profitability, and long-term value.

Throughout her career, Lauren has excelled in key areas such as sales, leasing, property management, and development. She is a Certified Property Manager (CPM) through the Institute of Real Estate Management (IREM) and a member of the International Council of Shopping Centers (ICSC). In 2021, she further distinguished herself by earning the prestigious Certified Commercial Investment Member (CCIM) designation, a hallmark of expertise in commercial real estate.

Lauren's professional background extends beyond real estate, with significant experience in business development. She has successfully guided small businesses in accounting, marketing, human resources, and operations. Her academic foundation includes a Bachelor's degree in Business Administration with a concentration in Marketing from Florida Southern College.

With a focus on delivering exceptional results, Lauren is committed to empowering clients to grow and safeguard their wealth through real estate investments. Using her expertise in sales, leasing, property management, and development, she is able to tailor strategies to achieve both immediate goals and enduring financial success.

Lauren specializes in:

- Sales
- Leasing (Landlord & Tenant Representation)
- Site Selection
- Property Management
- Development

ADVISOR BIOGRAPHY



Carly Powell

Advisor

carly@saundersrealestate.com

Direct: **877-518-5263 x489** | Cell: **863-698-3716**

FL #SL3404321

Professional Background

Carly Powell is an Advisor at Saunders Real Estate.

Carly is a 4th generation Floridian and has a deep love of the history and culture found in Central Florida. She grew up in Winter Haven and spent countless hours enjoying water sports on the Chain of Lakes and watching the ski show at Cypress Gardens.

While attending Florida Southern College, she grew to love Lakeland and knew it was a very special community in which to live and work. With a B.A. in Mass Communications specializing in advertising and public relations, Carly worked as a corporate communications manager in the vacation ownership industry for more than 10 years.

In 2013, Carly began a marketing company of her own, providing communications, marketing, and operational services to small local businesses. She then discovered a need for those businesses to have access to real estate services, which led her to enter the real estate industry as a Realtor® in 2018. Carly now specializes in commercial real estate sales and leasing, as well as high-end residential sales. She is currently a Certified Commercial Investment Member (CCIM) candidate working to obtain a CCIM designation.

Carly specializes in:

- Sales
- Leasing
- Development



SAUNDERS
REAL ESTATE



SAUNDERS
LAND



SAUNDERS
COMMERCIAL

Serving the Southeast

At Saunders Real Estate, we deliver full-service real estate solutions across the Southeast, built on more than 30 years of trusted experience. Our dedicated teams—experts in both land and commercial real estate—offer tailored guidance backed by deep regional insight and a proven track record. We believe that successful outcomes start with strong relationships built on trust and a shared commitment to your goals.



877-518-5263 • info@saundersrealestate.com