

Haines City Approved 120 Lot Subdivision

State Road 544 E, Haines City, Florida 33844

Marvin Puryear
352-267-5900
marvin@saundersrealestate.com

PROPERTY OVERVIEW



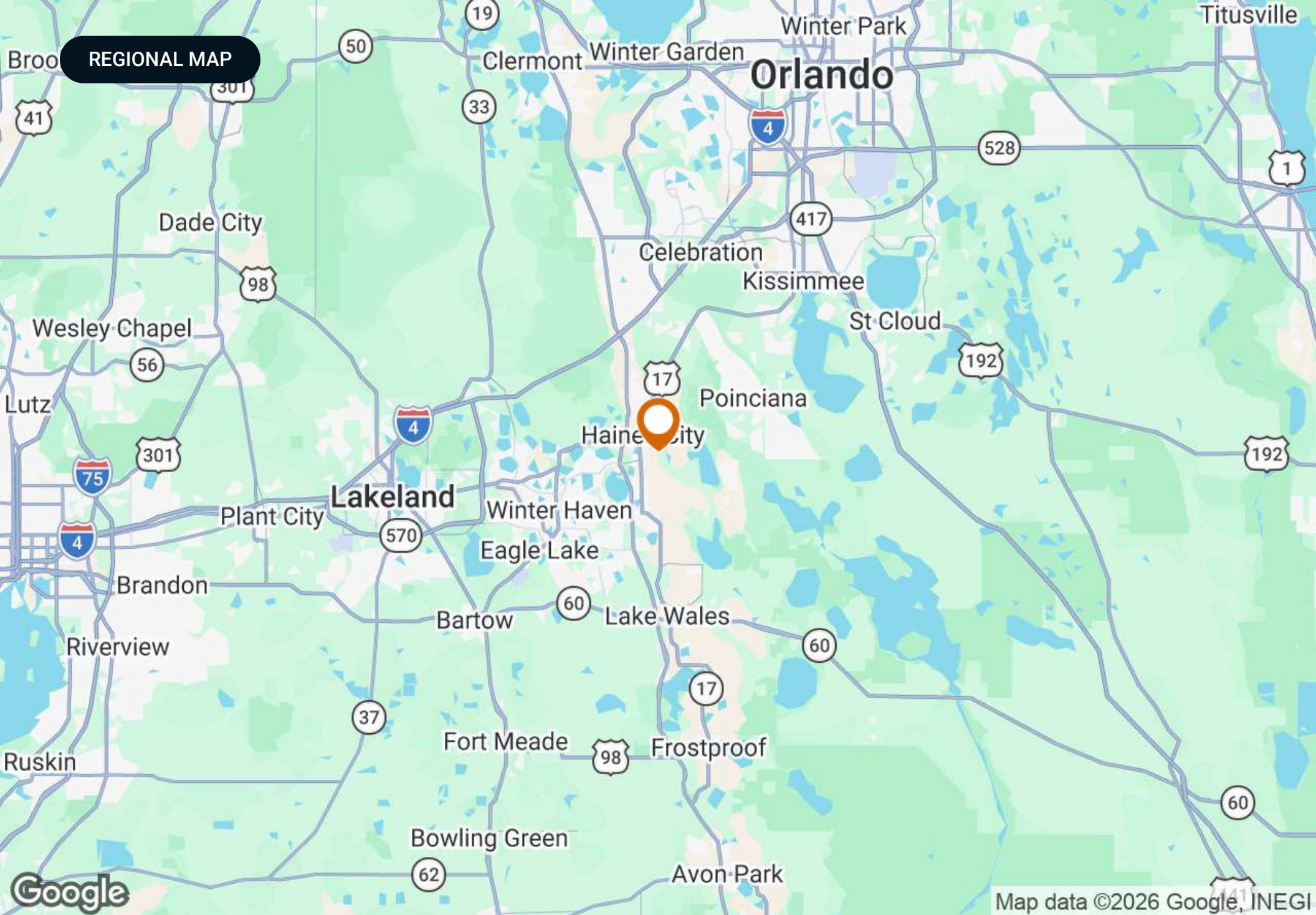
Offering Summary

Sale Price	\$2,350,000
Price/Entitled Lot:	\$19,583.33
Acreage:	20.75 Acres
Total Units:	120 Approved
SFR Lots:	52 (30x52' / 11x60' / 11x70')
Townhome Units:	68 (40' lots) Possible to convert TH to +32 additional SFR units for a total of 84
Density:	5.78 Units/Acre
Price / Acre:	\$113,253
State:	Florida
City:	Haines City
County:	Polk
Property Type:	Development Land

Property Overview

Approved and entitled PUD ready for development—20.75-acre residential PUD on State Road 544 in Haines City with 120 approved residential units: 52 single-family homes (30 52' lots, 11 60' lots, 11 70' lots) and 68 townhome units yielding an approved density of 5.78 units per acre (NOTE: TH sites can possibly be converted to an additional 32 SFR lots for a total of 84 lots). Utilities (water and sewer—Haines City) available with capacity within 650 feet west. Planned amenities: pool, cabana, dog park, and recreation field. \$19,583.33 per entitled lot, \$113,253 per acre.

The site is situated in the "Heart of Florida," in one of Central Florida's strongest growth corridors approximately 23 miles from Walt Disney World, 40 miles southwest of Orlando and 60 miles east of Tampa. This location is ideal for both Disney/Attraction employees or vacation homeowners, and capturing spillover demand from the high-cost Orlando metro, where housing is roughly 25% more expensive. Haines City sits at the crossroads of Central Florida's growth, positioned along the US 27 and I-4 corridors in Polk County—one of the fastest-growing counties in the state. The property is located less than 4 miles from US 27, less than 2 miles from US 17-92, and within the immediate vicinity of the Ridge Scenic Highway, Florida's designated 38.7-mile scenic byway that winds along the Lake Wales Ridge through Haines City, Lake Hamilton, Dundee, Lake Wales, and Frostproof. The SR 544 corridor connects the site to the Haines City Industrial Park—home to ALDI, Carvana, Sofidel America, SIKA, and a growing concentration of distribution and logistics operations that drive the workforce housing demand this development is positioned to serve. Elementary, Middle and High schools are less than 2 miles away. Walmart/Lowes is 8 miles away.



REGIONAL MAP

Orlando

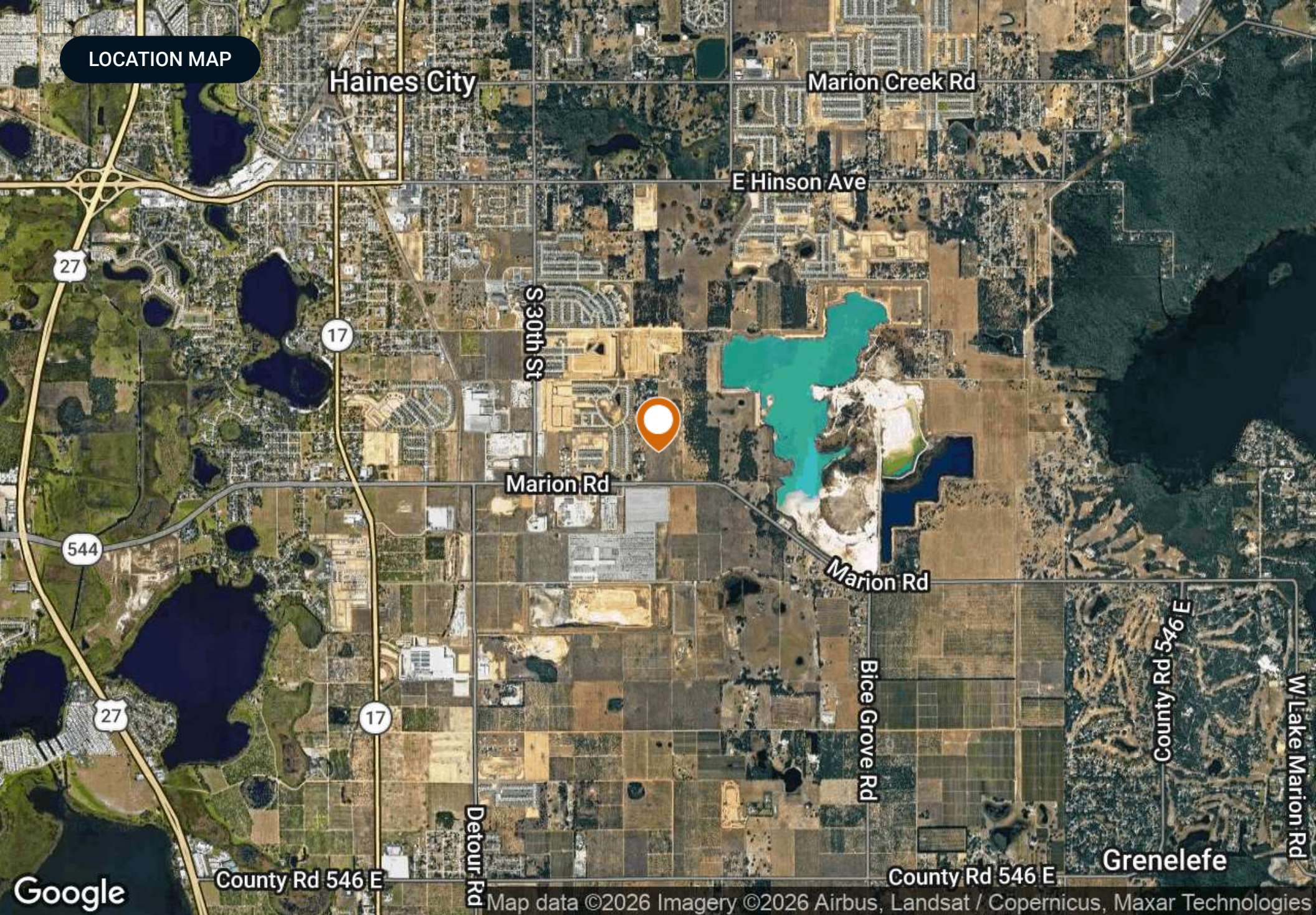
Lakeland

Haines City

Google

Map data ©2026 Google, INEGI

LOCATION MAP



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

APPROVED SITE PLAN



APPROVED SITE PLAN - LANDSCAPE VIEW



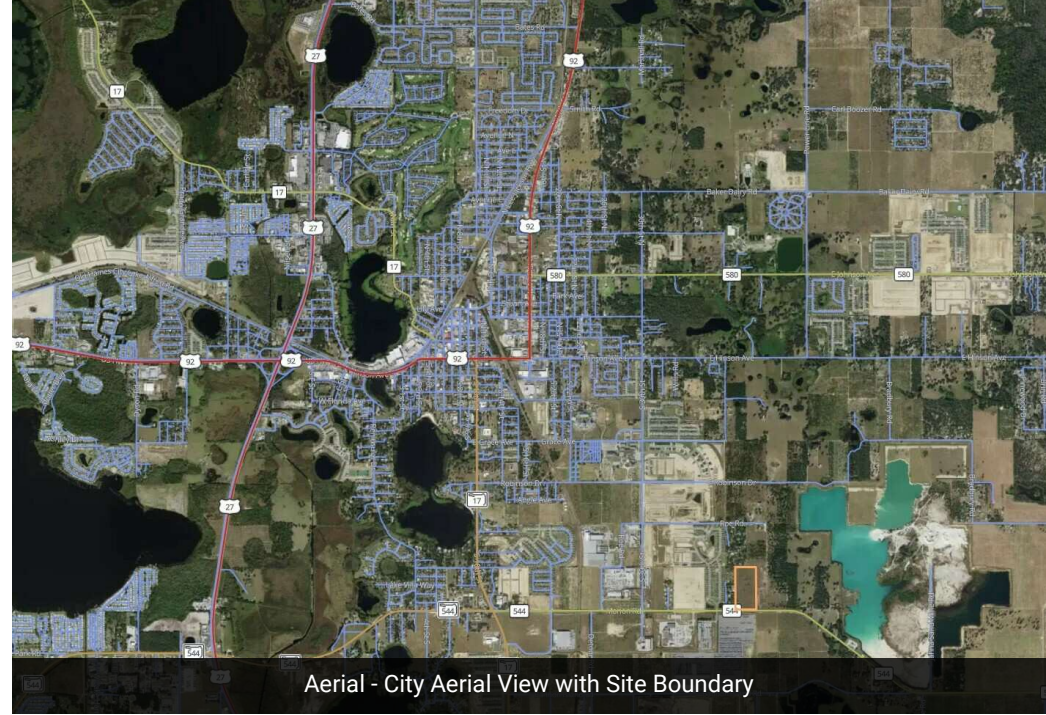
APPROVED SITE PLAN - BIRDSEYE VIEW



SITE PHOTOGRAPHY & AERIALS



Aerial - Close View with Site Boundary



Aerial - City Aerial View with Site Boundary



Site Boundary Aerial



Ground Level View - SR 544 Frontage

SURROUNDING SCHOOLS

Boone
Middle School

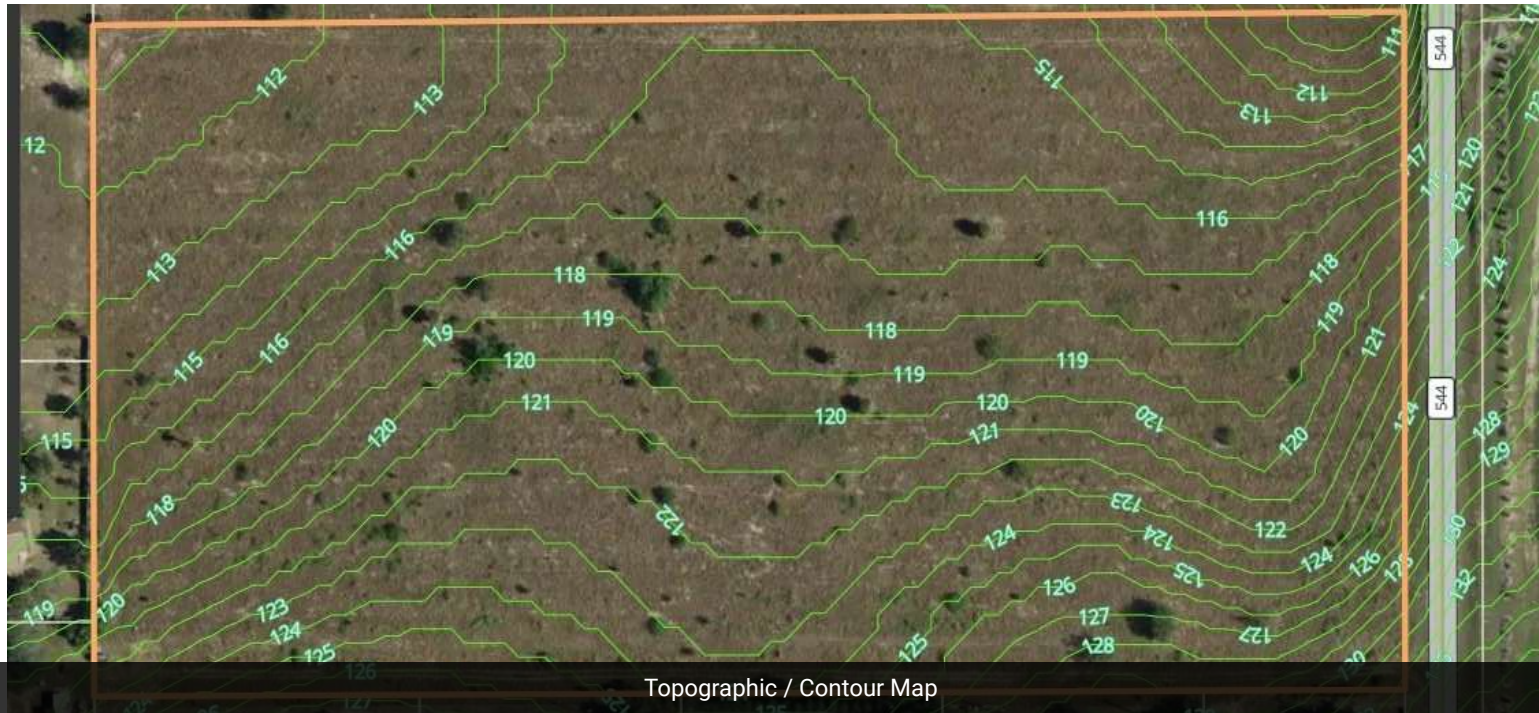
Haines City
High School



AERIAL WITH SITE PLAN



Aerial with Site Plan



Topographic / Contour Map

RETAILER MAP



WELLS FARGO

DUNKIN' DONUTS

Royal Auto Care

Taqueria Hidalguense 1

LOWE'S

La Olla Del Cafe

chili's

Walmart

TAKE 5

SOUTH STATE BANK

Citizens Bank

McDonald's

ups

CRUNCHY

BIG LOTS!

CVS

Winn-Dixie

Joey's Plaza

Heart of Florida Shopping Center

Walgreens

La Finca Coffee Shop

Zocalo Fish Market & Grill

Chevron

KFC

ALDI

SONNY'S BBQ

MANNY'S CHOPHOUSE

Mobil

LA TRI COLOR "Antojitos Colombianos"

Juancho's Birrieria

Café Condesa

Haines City Academy

Taqueria Don Gonzalo

Publix

K

Rico Rico Bakery & Restaurant

Rico Rico Bakery

WELLS FARGO

TAQUERIA HIDALGUENSE 2

BD Food N Grill

DOLLAR GENERAL

BEALLS

ABC

McDonald's

American Car Wash

SUNOCO

Smothie Place

Balmoral Resort Florida

Haines City Mall

Publix

TRUIST

Bank of America

7 ELEVEN

El Tarasco

Haines City Plaza

Flavors de Rosita

Max's Ace Hardware LLC

Las Flores Coffee shop

JJV Car Wash

DOLLAR GENERAL

SOUTH STATE BANK

RaceTrac

DEMOGRAPHICS MAP & REPORT

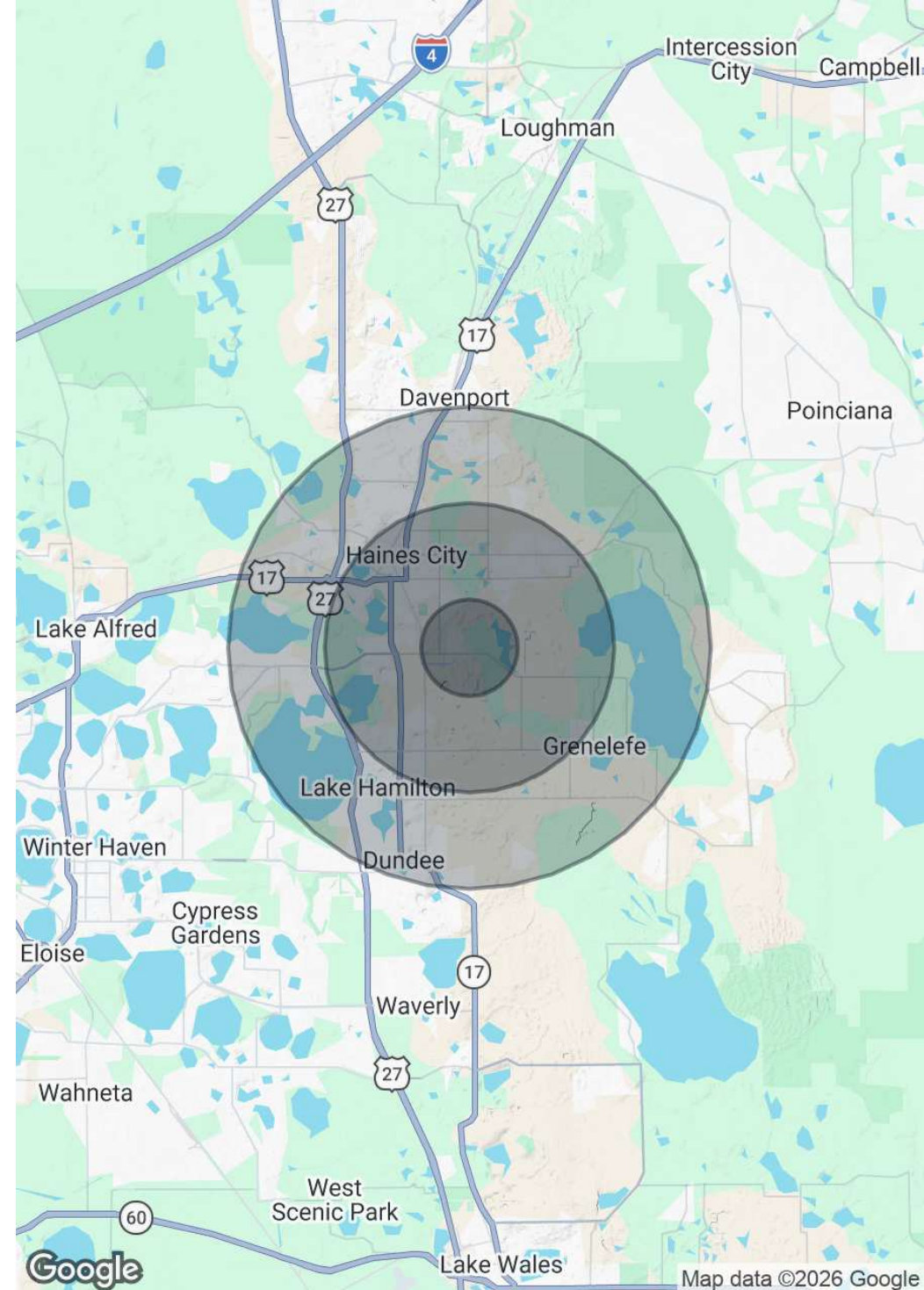
Population

	1 Mile	3 Miles	5 Miles
Total Population	1,346	20,554	59,000
Average Age	35.6	36.5	39.7
Average Age (Male)	36	35	39.9
Average Age (Female)	34.8	37.3	39.9

Households & Income

	1 Mile	3 Miles	5 Miles
Total Households	407	6,423	20,283
# of Persons per HH	3.3	3.2	2.9
Average HH Income	\$67,994	\$78,342	\$76,368
Average House Value	\$271,239	\$251,404	\$232,351

2023 American Community Survey (ACS)



Why Build in Haines City?

One of America's Fastest-Growing Cities · <4 Miles to the US-27 Retail Spine · 6 Miles to I-4 via US-27 · ~38 Miles to Orlando

★ FORTUNE MAGAZINE – ONE OF AMERICA'S FASTEST-GROWING CITIES

I-4 ACCESS: 6 MI NORTH VIA US-27 | ORLANDO: ~38 MI | TAMPA: ~53 MI

LAKELAND-WINTER HAVEN METRO · CENTRAL FLORIDA I-4 CORRIDOR

+75.8%

POPULATION GROWTH SINCE 2020 CENSUS

49,135

2026 EST. POPULATION (27,949 IN 2020)

7.74%

ANNUAL POPULATION GROWTH RATE

<4 Mi

TO US-27 MAJOR RETAIL CORRIDOR

25K

MEDIAN NEW HOME ENTRY PRICE POINT

254+

ACTIVE NEW HOME COMMUNITIES

93M

2025 INDUSTRIAL CONSTRUCTION VALUE

10+

NATIONAL BUILDERS ALREADY ACTIVE



PRIME SR 544 CORRIDOR LOCATION

Positioned on SR 544 / Lake Marion Road – a scenic, developing corridor less than 4 miles east of US-27's major retail spine (Walmart, Lowe's, Publix, Target). I-4 is just 6 miles north via US-27, delivering dual-market reach to both Orlando (~38 mi) and Tampa (~53 mi) with no congested urban core to navigate.



EXPLOSIVE, VALIDATED DEMAND

Haines City's population has surged nearly 76% since the 2020 Census – one of the fastest growth rates in the entire U.S. according to Fortune magazine. Residential developers have already validated the market; the buyers are here and absorbing product now. SR 544 is in the direct path of eastward expansion.



COMMERCIAL ANCHORS ARRIVING

Crossroads Village Center – 120 acres on US-17, Target-anchored with hotels and dining – breaks ground 2025, Phase 1 complete Fall 2026. Combined with the fully leased US-27 retail corridor <4 miles away, buyers have everything they need within minutes of this site.



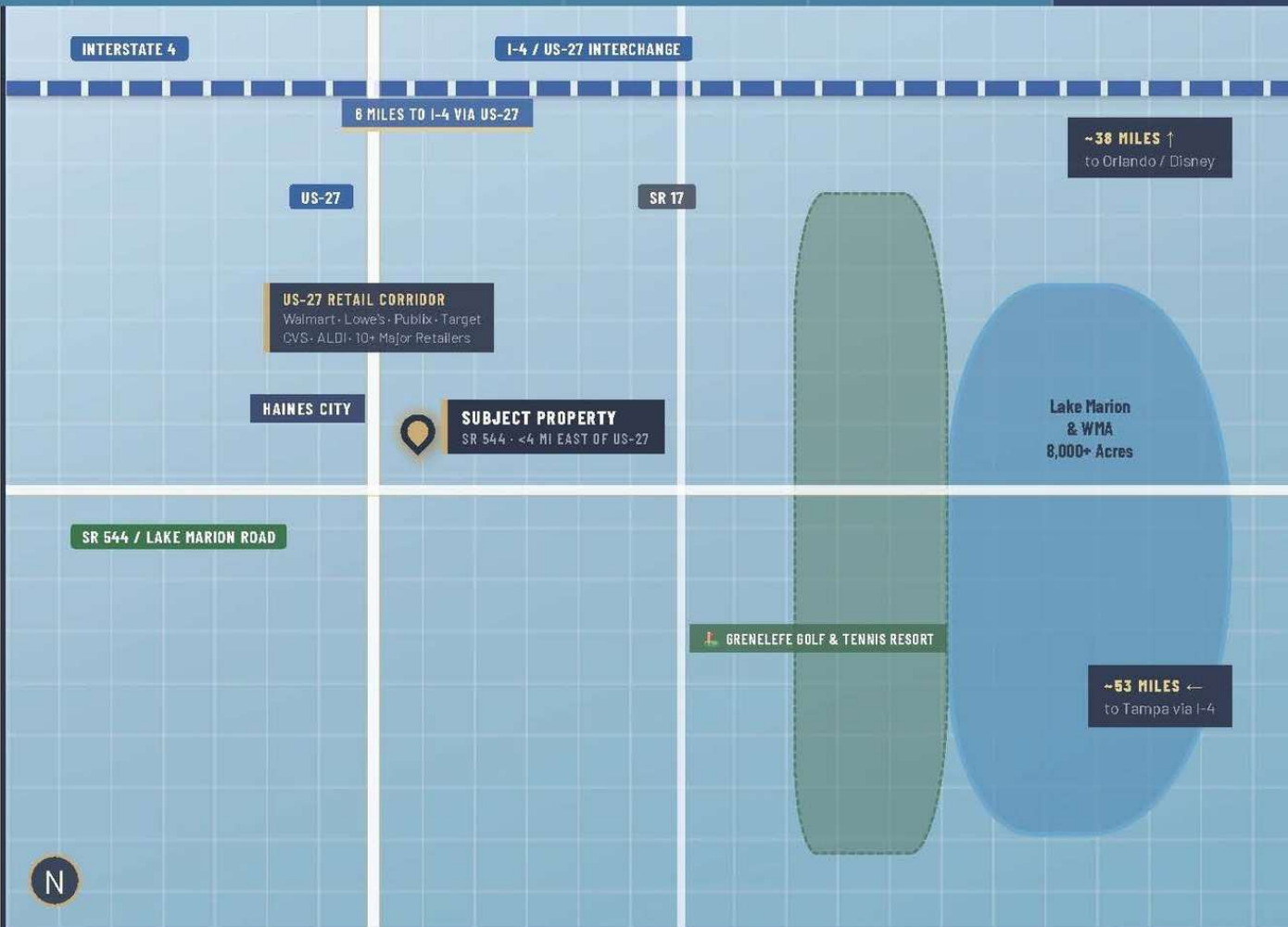
LAKE MARION – A NATURAL LIFESTYLE ASSET

Directly along this corridor: Lake Marion Creek WMA – 8,000+ acres of protected natural lands, ranked among Florida's Top 10 Outstanding Bodies of Water. World-class bass fishing, camping, hiking, and wildlife. Grenelefe Golf & Tennis Resort is also on this road. These are permanent lifestyle amenities that increase buyer desirability and lot premiums.

<4

MILES TO THE US-27 RETAIL CORRIDOR

Walmart Supercenter · Lowe's · Publix (x2) · Winn-Dixie · ALDI · Target · CVS · Walgreens · McDonald's · Burger King · AutoZone · O'Reilly



CROSSROADS VILLAGE CENTER
120-Acre Mixed Use

US-17 · Target-Anchored · Phase 1: Fall 2026

LAKE MARION CREEK WMA
8,000+ Protected Acres

On-Corridor Natural Asset · FL Top 10 Water Body

HAINES CITY INDUSTRIAL PARK
93M 2025 Construction

400+ Acres Remaining · Rail-Served Sites

POLK STATE COLLEGE CAMPUS
New Campus Underway

Broke Ground Dec. 2024 · Workforce Pipeline

MEDIAN HOUSEHOLD INCOME
5,975

Median Age 38 · Growing Workforce Base

🌿 Lake Marion Creek WMA – 8,000 Acres

🎣 World-Class Bass Fishing

🏌️ Grenelefe Golf & Tennis Resort

🌊 Lake Eva Community Park

🎢 LEGOLAND Florida Resort

🏃 IRONMAN 70.3 Race Host

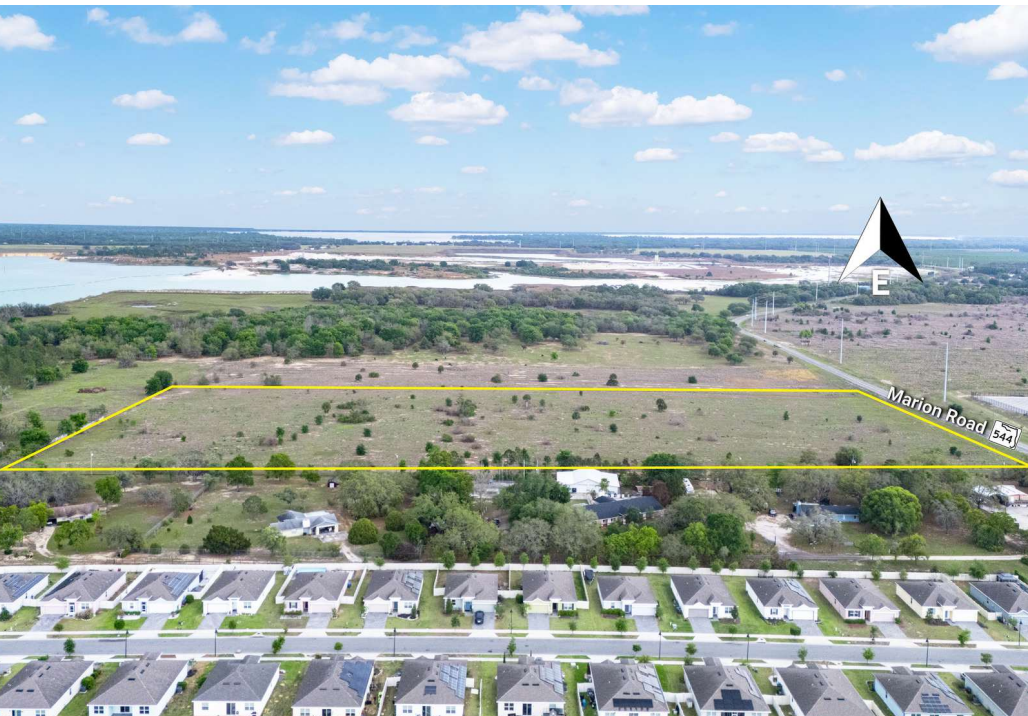
⚽ New Soccer Complex (2024)

🎆 Largest Fireworks Show – Polk County

HAINES CITY NEW HOME & TOWNHOME SALES & ABSORPTION STATS

Statistic	SFR		Townhomes	
Current # Homes For Sale	237	95%	13	5%
# Sold	388	93%	27	7%
Absorption (Units/Month)	64.7	93%	4.5	7%
Months of supply	3.7		2.9	
Average New Home Price	\$ 337,131		\$ 273,070	
Sold Stats				
Average List Price	\$ 331,786		\$ 273,110	
Average Sold Price	\$ 329,905	99.4%	\$ 270,202	98.9%
DOM (avg/med)	49/38		89/74	
Average Bed/Bath	4/2		3/2	
Average SF	1,996		1,716	
Average Sold \$/sf	\$ 165.28		\$ 157.46	
Average Lot Size	.13ac		0.05	

AERIAL PHOTOS



AERIAL PHOTOS





Marvin Puryear

Senior Advisor

marvin@saundersrealestate.com

Direct: 877-518-5263 x354 | Cell: 352-267-5900

Professional Background

Marvin Puryear is a Senior Advisor at Saunders Real Estate, specializing in development land with a proven track record of large-parcel transactions across Central Florida.

Primarily focused on Lake, West Orange, and surrounding counties, Marvin works at the intersection of institutional-grade deal execution and deep local market intelligence. He represents landowners, developers, and institutional clients in the sale of development land ranging from single-product parcels to multi-use assemblages exceeding 400 acres. Developers, national homebuilders, and major lenders call Marvin first, not because he has the biggest database, but because he knows which deals are viable before a contract is ever drafted.

The Orlando Business Journal has quoted Marvin in more than 58 articles since 2020, more than any other broker in Lake County. He has been the go-to market voice on Clermont growth, the Wellness Way corridor, Groveland industrial demand, and development land absorption across the I-4 west corridor. In 2023, OBJ formally recognized him as a “Power Player.”

Marvin is a preferred commercial broker for many major national and regional banks for REO asset valuation and disposition throughout Central Florida. He has served as an expert witness in large-scale property valuation matters presented before city councils and county commissions throughout the region.

Before joining Saunders Real Estate, Marvin spent 20 years building and running two internationally franchised brokerages simultaneously: ERA Professional Real Estate Services, a 60–80 agent office ranked as high as Top 5 in the United States and Top 50 internationally, and Coldwell Banker Commercial Atlantic Properties, where he served as Broker of Record and produced consistent top-ranking commercial sales in Lake County. Both firms were sold in 2014.

Prior to his real estate career, Marvin spent 10 years in corporate management in Chicago, including National Marketing Director at Tripp Lite, Operations Manager at CompUSA, and Regional Manager at Lifetouch. That background in national marketing, operations, and regional market strategy runs directly through the way he approaches commercial brokerage today.

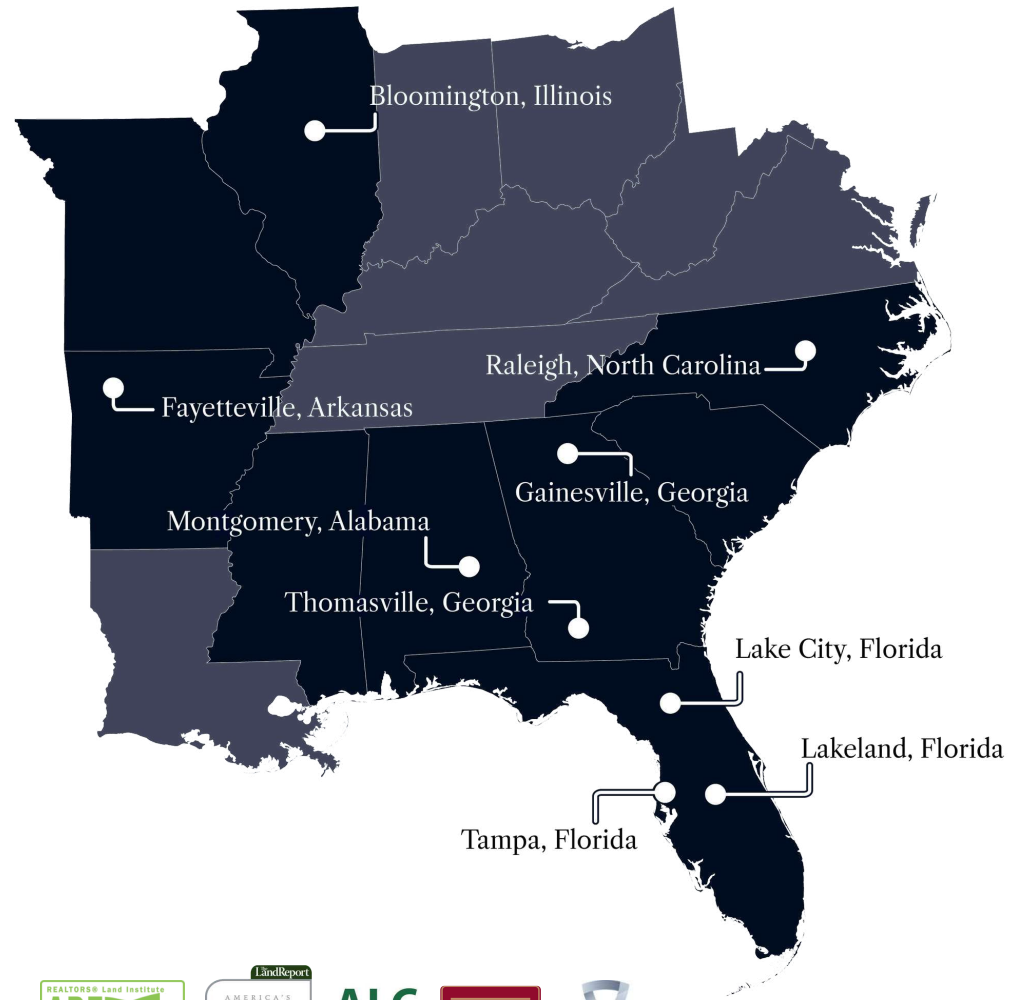
Marvin’s practice is built on a single premise: a seller’s land is only worth what a qualified buyer will pay, and a qualified buyer is only found when the asset is properly positioned, priced, and marketed to the right capital sources. He evaluates highest-and-best use before a property goes to market, identifies the buyer pool most likely to close, and structures transactions to minimize contingency exposure and maximize net proceeds.

Marvin specializes in:

- Residential Development
- Commercial Development
- Retail
- Office
- Industrial



At Saunders Real Estate, we deliver full-service real estate solutions, built on more than 30 years of trusted experience. Our dedicated teams 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



©2026 Saunders Real Estate, LLC. All rights reserved. The information contained in this communication is strictly confidential. This information has been obtained from sources believed to be reliable but has not been verified. NO WARRANTY OR REPRESENTATION, EXPRESS OR IMPLIED, IS MADE AS TO THE CONDITION OF THE PROPERTY (OR PROPERTIES) REFERENCED HEREIN OR AS TO THE ACCURACY OR COMPLETENESS OF THE INFORMATION CONTAINED HEREIN, AND SAME IS SUBMITTED SUBJECT TO ERRORS, OMISSIONS, CHANGE OF PRICE, RENTAL OR OTHER CONDITIONS, WITHDRAWAL WITHOUT NOTICE, AND TO ANY SPECIAL LISTING CONDITIONS IMPOSED BY THE PROPERTY OWNER(S). ANY PROJECTIONS, OPINIONS OR ESTIMATES ARE SUBJECT TO UNCERTAINTY AND DO NOT SIGNIFY CURRENT OR FUTURE PROPERTY PERFORMANCE.