

# Haines City Approved 120 Lot Subdivision

State Road 544 E, Haines City, Florida 33844

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

## PROPERTY OVERVIEW



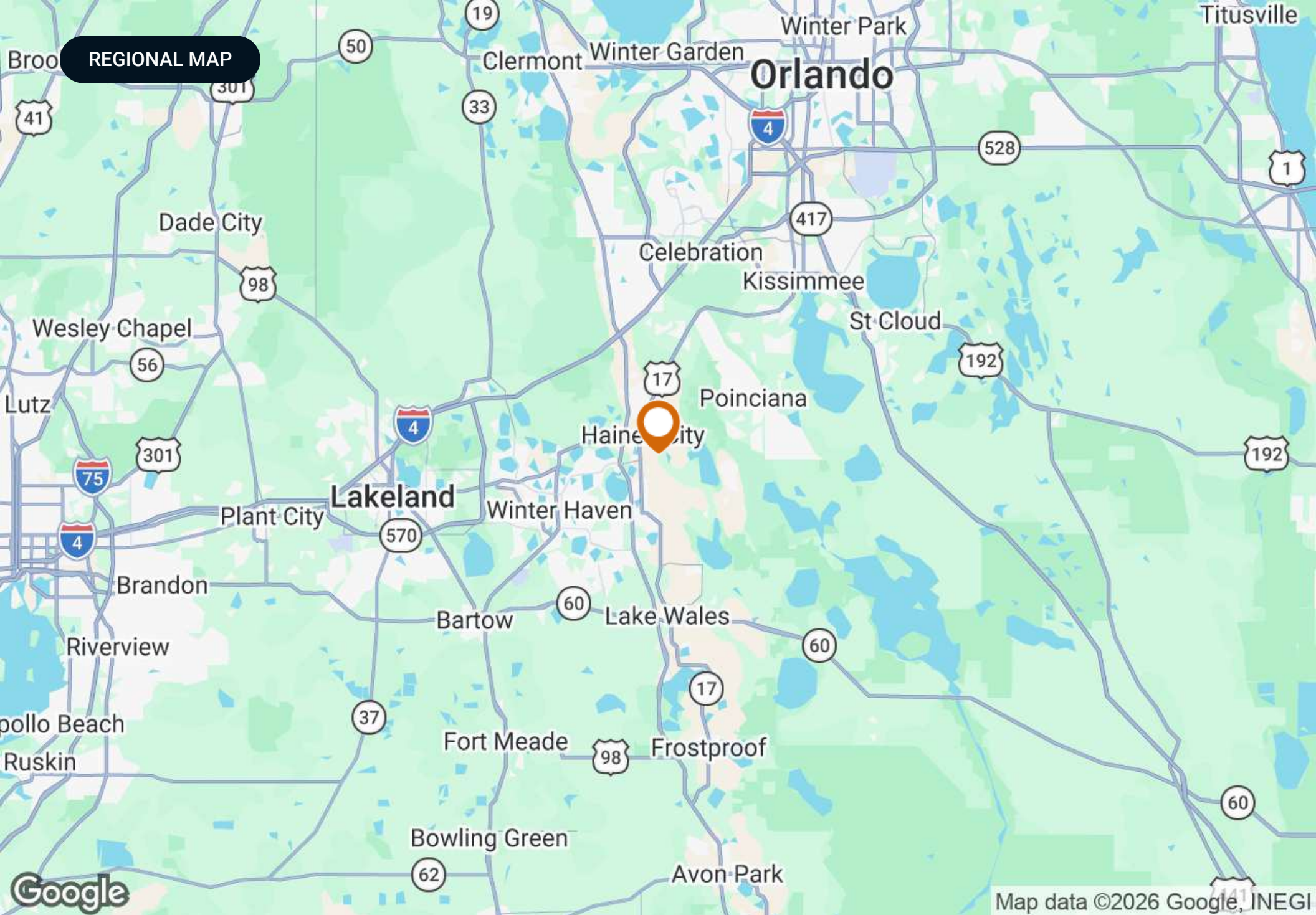
## Offering Summary

Sale Price:	\$3,000,000
Acreage:	20.75 Acres
Total Units:	120 Approved
SFR Lots:	52 (30x52' / 11x60' / 11x70')
	68 (40' lots)
Townhome Units:	Possible to convert TH to +32 additional SFR units for a total of 84
Density:	5.78 Units/Acre
Price / Acre:	\$144,578
State:	Florida
City:	Haines City
County:	Polk
Property Type:	Development Land

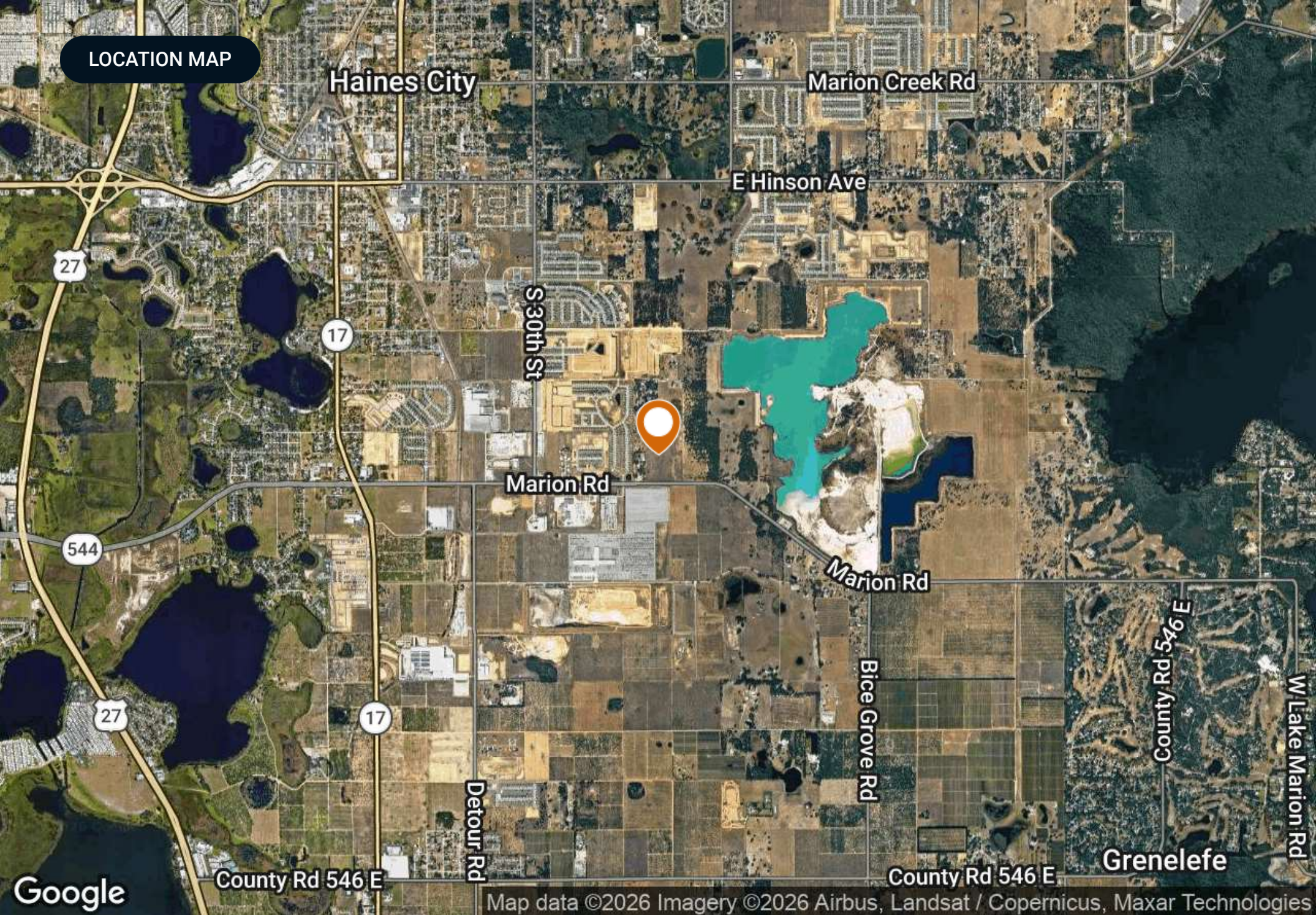
## Property Overview

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. \$25,000 per entitled lot.

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.



LOCATION MAP



Google

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

# APPROVED SITE PLAN



# APPROVED SITE PLAN - LANDSCAPE VIEW



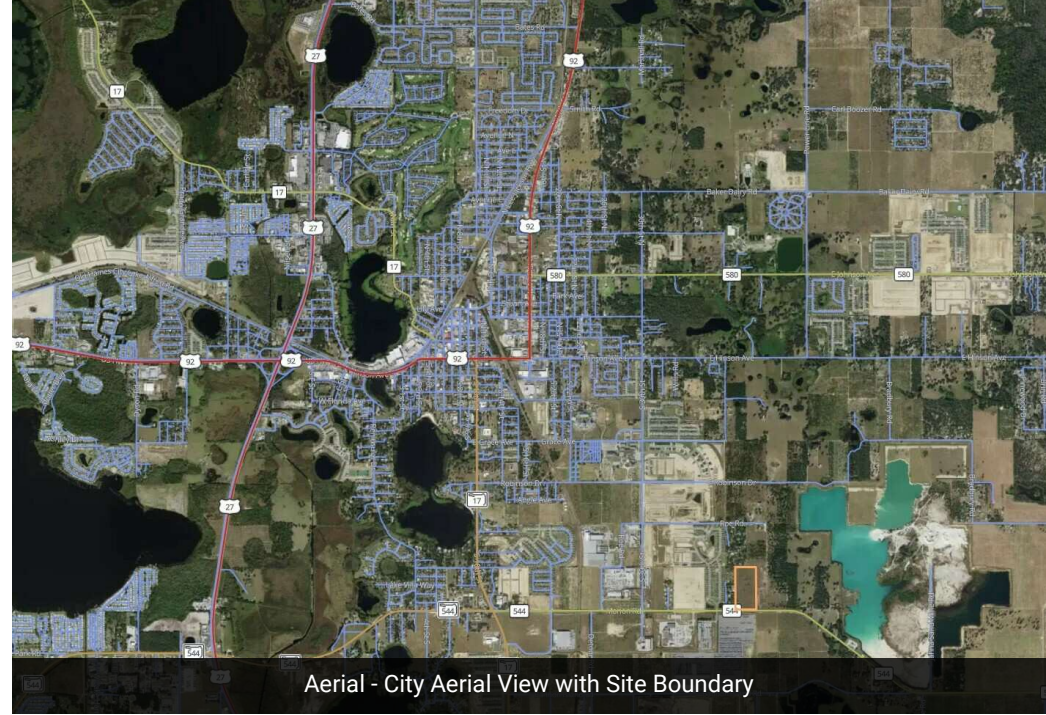
APPROVED SITE PLAN - BIRDSEYE VIEW



# 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

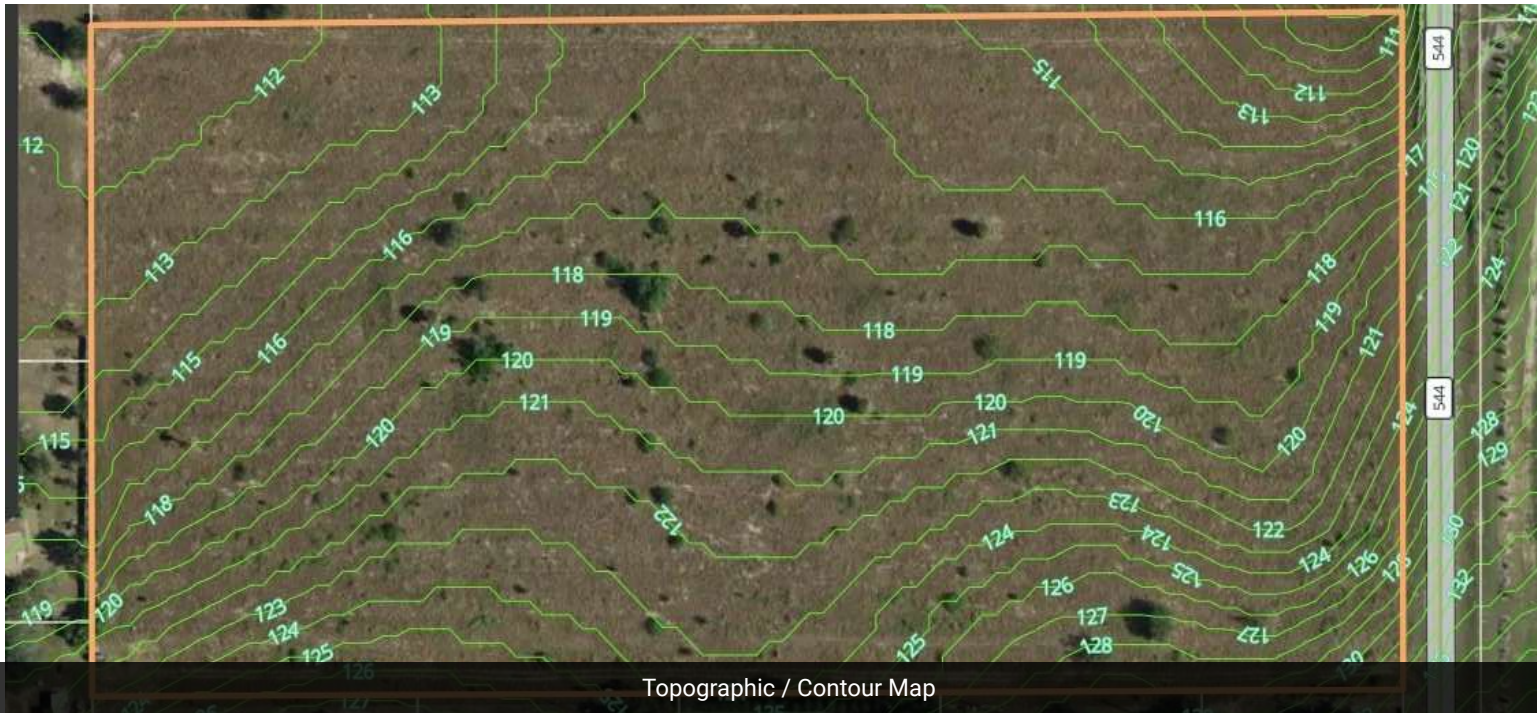
Haines City  
High School



# AERIAL WITH SITE PLAN



Aerial with Site Plan



Topographic / Contour Map

# RETAILER MAP



- WELLS FARGO
- DUNKIN' DONUTS
- Royal Auto Care
- LOWE'S
- Walmart
- chili's
- Citizens Bank
- TAKE 5
- SOUTH STATE BANK
- McDonald's
- ups
- Winn-Dixie
- CRUNCHY
- Joey's Plaza
- Zocalo Fish Market & Grill
- Heart of Florida Shopping Center
- CVS
- Walgreens
- LA TRI COLOR "Antojitos Colombianos"
- LA Finca Coffee Shop
- Mobil
- Taqueria Don Gonzalo
- Chevron
- KFC
- ALDI
- SONNY'S BBQ
- MANNY'S CHOPHOUSE
- Café Condesa
- Haines City Academy
- Publix
- K
- Juancho's Birrieria
- Rico Rico Bakery
- Rico Rico Bakery & Restaurant
- WELLS FARGO
- TAQUERIA HIDALGUENSE 2
- BD Food N Grill
- BEALLS
- ABC
- McDonald's
- American Car Wash
- SUNOCO
- Smothie Place
- DOLLAR GENERAL
- Haines City Mall
- Publix
- TRUIST
- Bank of America
- 7-ELEVEN
- El Tarasco
- Haines City Plaza
- Flavors de Rosita
- Balmoral Resort Florida
- Max's Ace Hardware LLC
- Las Flores Coffee shop
- JJV Car Wash
- RaceTrac
- SOUTH STATE BANK
- DOLLAR GENERAL

## DEMOGRAPHICS MAP & REPORT

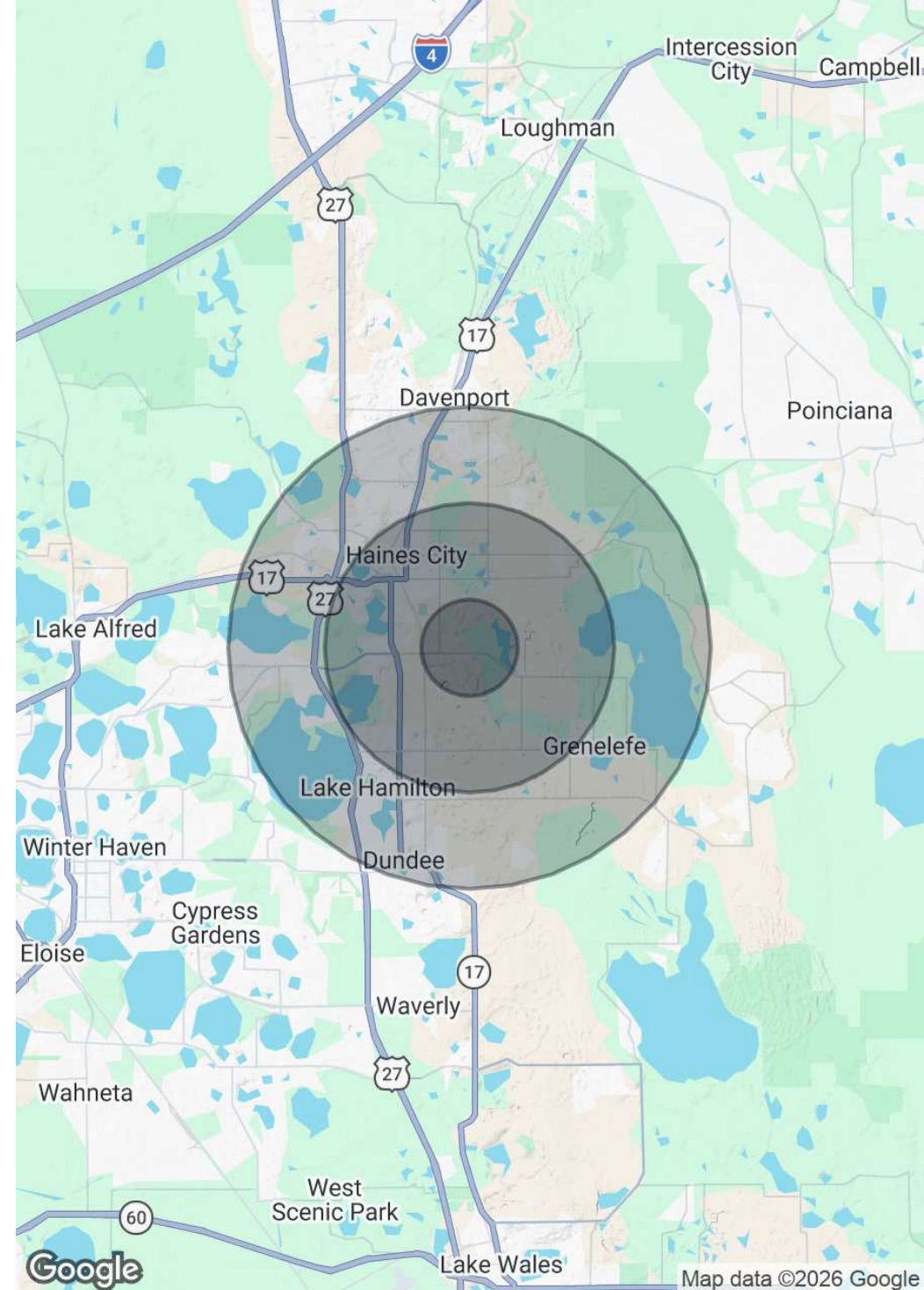
### Population

	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.



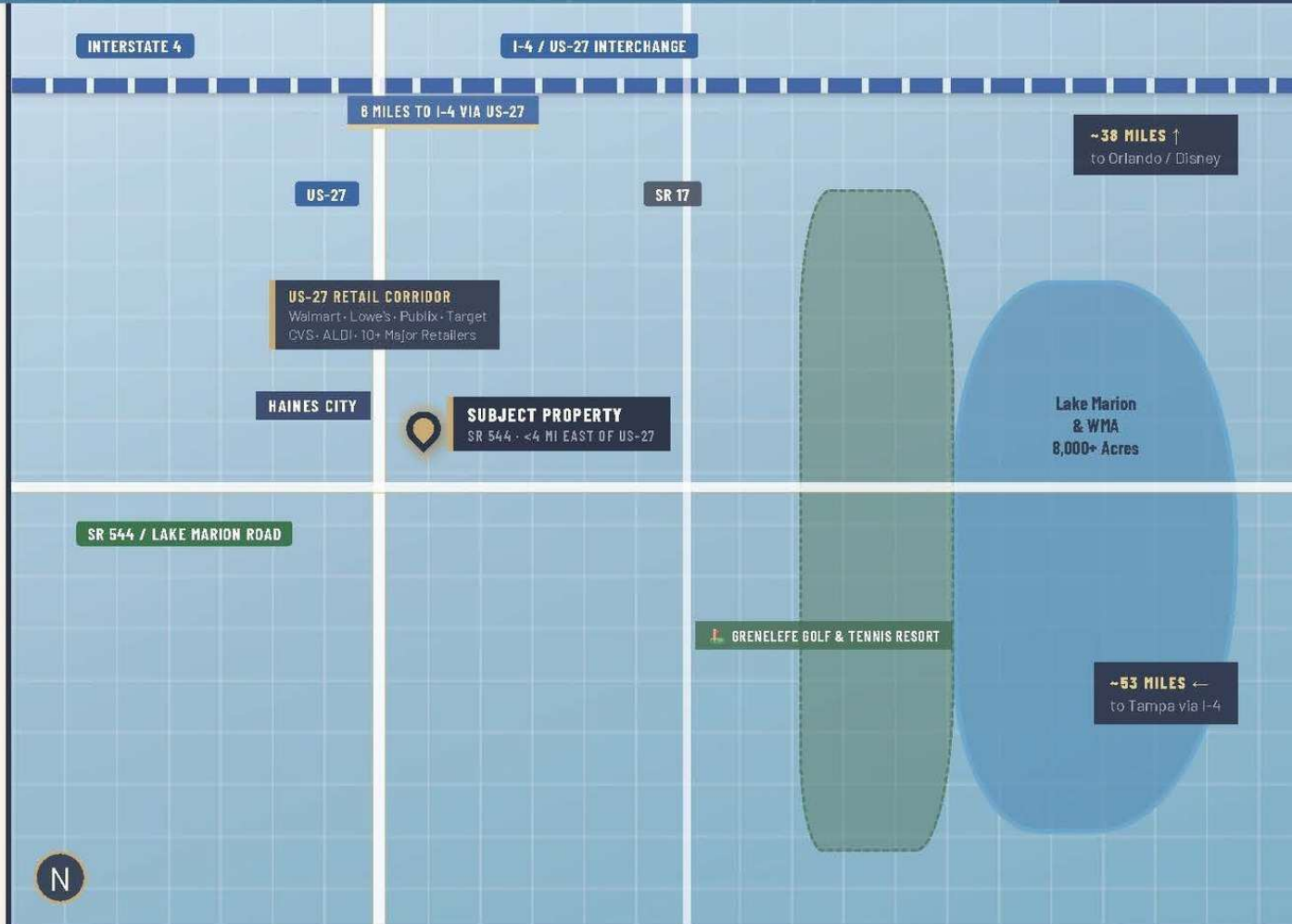
## LAKE MARION – A NATURAL LIFESTYLE ASSET

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.



## 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

QUALITY OF LIFE |

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)

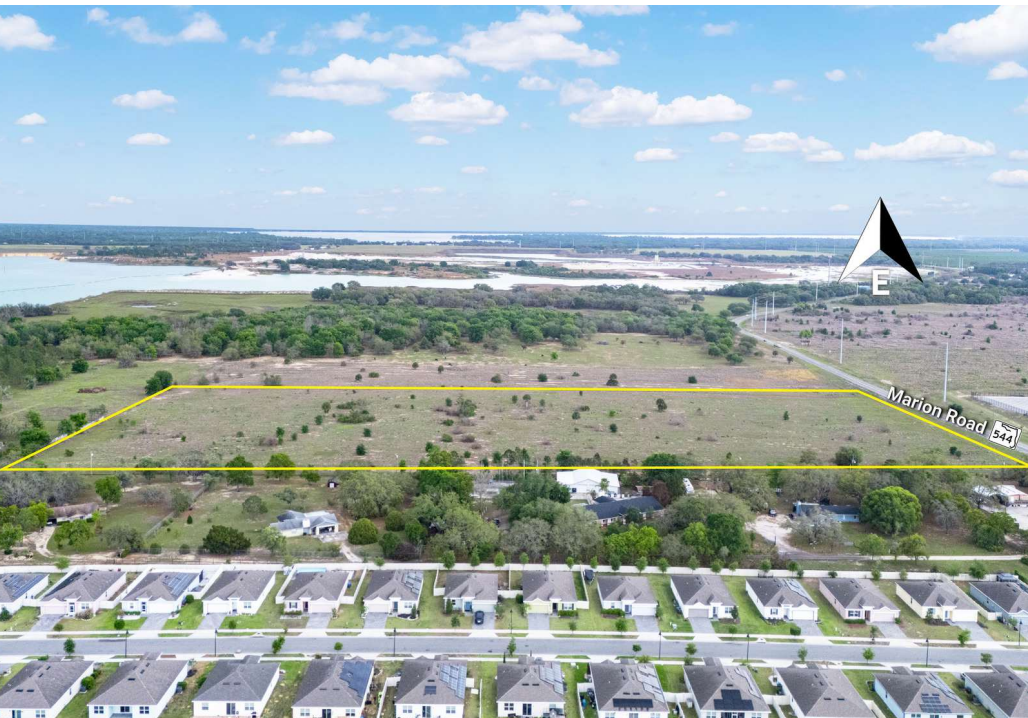
Largest Fireworks Show – Polk County

## HAINES CITY NEW HOME & TOWNHOME SALES & ABSORPTION STATS

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



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