



## **Revolutionary Turnkey Approach Streamlines Luxury Home Acquisition for Relocating C-Suite Leaders**

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As corporate relocations to South Florida continue accelerating, Apex at Avenir is revolutionizing the luxury home buying experience by eliminating the biggest pain point for executive purchasers: endless upgrade decisions and extended customization timelines. The exclusive GL Homes community has reimaged luxury home delivery by including premium features as standard, allowing time-pressed business leaders to secure move-in ready residences without the typical months of decision-making that plague traditional luxury developments.

The community's innovative approach was recently showcased in an exclusive property tour featuring Apex Sales Consultant Jake Boshnik and luxury real estate broker Nathaniel Crawford of Black Luxury Realty. The comprehensive walkthrough of the Lynx model home, documented in a detailed video tour (<https://youtu.be/OAz8uZMlcM4>), demonstrates how Apex delivers what Crawford describes as "a lot at the base" price, setting new standards for turnkey luxury living.

Located within the prestigious 3,900-home Avenir master-planned community, Apex offers 562 luxury residences ranging from \$900,000 to \$1.6 million, with an unprecedented approach to standard inclusions.

Unlike competitors who often present base models requiring extensive upgrades, every Apex home includes quartz countertops, 24x24 porcelain tile flooring, 42-inch cabinetry with crown molding and GE Profile appliances.

"We're seeing a fundamental shift in luxury buyer expectations, particularly among relocated executives," said Crawford after the property tour. "These sophisticated purchasers want premium quality without the time investment traditionally required for customization. APEX's turnkey approach means buyers can focus on their business during relocations while we handle the details."

The community's success validates this strategy, with 40% of available homes sold within just 11 months of opening. Industry professionals attribute this rapid absorption to the growing preference among executive buyers for streamlined acquisition processes that align with their demanding schedules.

"Executive relocations are fundamentally different from traditional luxury purchases," noted Nathaniel "These buyers often have 60-90 day timelines to complete their moves, and they're typically managing business transitions simultaneously. Communities that recognize this reality and adapt accordingly are capturing disproportionate market share."

Crawford, who specializes in luxury properties for high-net-worth clients, emphasized the significance of Apex's comprehensive standard features during the tour. "This is powerful because you get a lot at the base," Crawford observed while examining the Lynx model's premium finishes and construction details. "It really helps you visualize what you get absolutely at the standard price."

The turnkey proposition extends beyond standard features to construction methodology. Every Apex residence incorporates the latest South Florida building codes, the nation's most stringent construction standards, ensuring hurricane impact windows and doors, concrete roof tiles, and concrete block construction come standard rather than as costly upgrades.

"The traditional luxury home buying process can involve dozens of appointments for flooring, fixtures, appliances, and finishes," he explained "For a CEO managing a corporate move, this represents an impossible time commitment. Apex's approach of including premium selections as standard transforms what was once a months-long process into a straightforward transaction."

The community's amenities further support the executive lifestyle, featuring a 28,000-square-foot clubhouse with resort-style pools, 12 pickleball courts, nine tennis courts, state-of-the-art fitness facilities, and full-service dining. The 24/7 gated security and natural gas infrastructure provide additional conveniences that relocated executives value.

Market data supports the growing demand for turnkey luxury solutions. With build times ranging from 12-14 months, Apex's approach allows executives to secure their future residence early in their relocation process, providing certainty during corporate transitions.

The Lynx model featured in the property tour exemplifies this turnkey philosophy, showcasing a four-bedroom plus office configuration with five bathrooms and a three-car garage, starting at \$1,131,000 with lot premiums as low as \$5,000. The model demonstrates how premium features from the 20-foot foyer and white oak staircase to the freestanding tub and dual walk-in closets come standard rather than as expensive additions.

As South Florida continues attracting corporate relocations driven by favorable tax structures and business climate advantages, Apex at Avenir's innovative approach positions the community as the logical choice for executives seeking luxury living without the traditional complexity of custom home acquisition.

#### About Black Luxury Realty

Founded by Nathaniel Crawford, Black Luxury Realty is a South Florida based boutique brokerage specializing in luxury new construction, pre-construction, and high-end residential real estate. Founded on the principles of discretion, expertise, and elevated service, the firm combines deep market knowledge with innovative marketing strategies to connect discerning buyers with the region's most exceptional properties. Through curated neighborhood insights, strategic partnerships, and a client-first approach, Black Luxury Realty delivers more than transactions it creates lasting value and extraordinary experiences for entrepreneurs, executives, and high-net-worth individuals.

#### About Apex at Avenir

Developed by GL Homes, a family-owned company with 48 years of Florida luxury home building expertise, Apex at Avenir represents the pinnacle of turnkey luxury living within Palm Beach Gardens' premier master-planned community. The development features over 500 residences across two collections, extensive resort-style amenities, and innovative standard feature inclusions designed specifically for sophisticated purchasers seeking streamlined luxury acquisition.

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## **Black Luxury Realty**

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