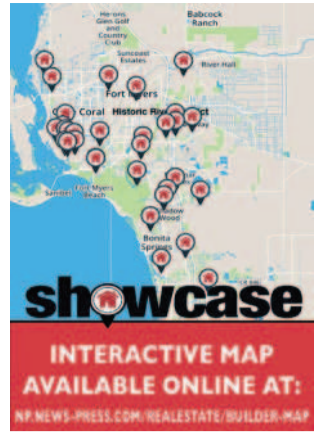


showcase

Holding the **key** to Southwest Florida Real Estate



inside today...

Zuckerman Homes.....3

Babcock Ranch.....5

New Home
Builder Map.....6-7

London Bay Grandview9

Stock Development..... 10

Prima Luce 13

Miromar Lakes 14



Zuckerman Homes..... 3



Babcock Ranch 5



London Bay Grandview 9



Stock Development..... 10



Prima Luce 13

Prima Luce

To Host Media-Only Construction Commencement Event

Built by Robert MacFarlane, the developer of 5 projects in the Historic River District of Downtown Fort Myers, Prima Luce is hitting every aspect of what its' reservation holders have been assured. The affordable and luxurious high-rise condominiums will have the newest resort-style amenities, low monthly fees and breathtaking views from every home. Prima Luce made a public promise to break ground before the close of 2017, and that's exactly what they're doing ... Promise made, promise fulfilled.

The media-only construction commencement event, which takes place on Thursday,

Prima Luce made a public promise to break ground before the close of 2017, and that's exactly what they're doing ... Promise made, promise fulfilled.

December 7th, from 4:30 to 6:30 p.m. at the 2631 First Street site in Fort Myers, is slated to include first-class renderings for review of the high-rise along the Caloosahatchee River, as well as wellness-centric amenities, and customizable floor plans with every lifestyle in mind. Light refreshments will be served.

The evening will highlight two ceremonial drops of onsite dirt by a large front-end loader and bulldozer to metaphorically mark construction commencement on both Prima Luce towers by the developers. A hard-hat photo opportunity with the Prima leadership team holding miniature construction toys will immediate follow, as well as interviews

See **Prima Luce** » 13



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