

Sand Castles

LUXURY * LIFESTYLE * REAL ESTATE

FEATURING

Locals attend Trump inauguration
PAGE 28

Pre-Inaugural Event at the Museum of the Bible
PAGE 12

J Turner Design help to transform homes, offices
PAGE 32

Bilotta Collection hosts fundraiser for Homeless Coalition
PAGE 26

...AND MORE INSIDE

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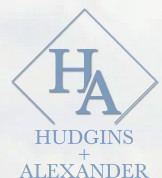
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Hugh Osteen
COO/VP

Susan Griffin
Publisher

Shaun Ryan
Editor

Janet Westling
Contributing Editor

Amber Anderson
Page/Graphic Designer

Lisa Murphy
Ad Designer

Anthony Richards
Staff Writer

Holly Tishfield
Staff Writer

Kristin Flanagan
Senior Account Executive

Melissa Domingues
Account Executive

Joe Wilhelm
Circulation Manager

THE RECORDER
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The cover features an aerial view of 26 Maria Place, and other homes near the beach.

Photo by Dan Colley with North Florida Real Estate Photography

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Welcome to Sand Castles

The "Before and After" Issue



By Janet Westling

Welcome to Sand Castles, an award-winning special section, and our 11th "Before and After" issue is one of my favorite issues! With any before-and-after project we undertake, there is always anticipation of the changes you will make. With design, it usually involves updates to your home that create a new look and greater value. In this issue, we look at the before-and-after from a

political landscape.

The last year has been an interesting cycle in politics, to say the least. No matter what your political leanings are. Washington once again is at the center of a major before-and-after, with a new president, cabinet and control of Congress and a new direction.

On Jan. 20, the new president was sworn in and, in this issue, we cover that historical event from our residents on the First Coast who attended the many balls and special events.

Washington, D.C., is a wonderful place to visit, and, in this issue, we write about the Museum of the Bible and a pre-inaugural event that took place on Jan. 18 with our newly appointed National Security Adviser Michael Waltz.

MUSEUM OF THE BIBLE

On Saturday, Jan. 18, a special pre-inaugural event took place at the Museum of the Bible in Washington, D.C. More than 150 guests joined as Dr. Carlos Campo introduced newly sworn-in Rep. Patrick Harrigan, a former Green Beret. Harrigan also introduced Congressman Mike Waltz, the newly appointed national security adviser, who spoke about his newest book.

REVIVING OLD PONTE VEDRA

For the past few years, Michael Mathe has been involved in the luxury rehab arena in various markets across the country including Nashville, Tennessee, Oklahoma City, Oklahoma, Pawleys Island, South Carolina, Baton Rouge, Louisiana and the Las Olas Isles waterfront community of Fort Lauderdale, Florida.

Mathe and his fiancée, Abby Broyles, have more than \$10 million in real estate in Ponte Vedra Beach and are looking to invest in more rehab projects in the area.

"This is my backyard," Mathe says, "and the biggest thing I love about being an investor is banking on my own community."

NEW YEAR, NEW YOU

If you've been thinking about enhancing your features or reversing some of the visible effects of aging, Dr. Ellen Hancock of Ponte Vedra Plastic Surgery offers some ideas for minimally invasive aesthetic procedures to give you a refreshed look for 2025. Check out some of the options people are seeking out and how they can tighten, sculpt or rejuvenate.

BOOK SIGNING

On Monday, Jan. 9, my husband, Dale, and I hosted a book signing with Admiral James Stavridis at our home. Stavridis is a former NATO commander and has written more than 30 books. Here's a look at the gathering.

MARKET WATCH

There is a lot of optimism on the economic front. In our local market watch, Ameris Bank Mortgage Banker David Johnson shares his insights on the 2025 real estate market. With 10 years of expertise with St. Johns' real estate, Johnson offers some valuable insights.

What's the status of the housing supply? With home values? What local assets are bringing home-buyers to this area? Here are some answers.

JACKSONVILLE JAGUARS

The Jaguars' Brian Sexton weighs in on the current status of the team and how they must decide what to do next, and who they must turn to, to transform the Jaguars into a winning franchise. Can anything be learned from Detroit's Dan Campbell?

WOLFSON CHILDREN'S

The Wolfson Children's Hospital Women's Board President Kendra McCrary reports on the latest from the hospital and the Women's Board. Included in this article are some interesting facts and figures about the treasure that is Wolfson Children's.

BILOTTA COLLECTION

On Dec. 14, The Bilotta Collection — famous for its eclectic array of rare toys, vintage movie posters, 1950s kiddie rides, arcade machines, robots and more — hosted a fundraiser for the Homeless Coalition of St. Johns County that raised almost \$10,000, with all proceeds directly benefiting the coalition and families it serves.

KILMEADE BRINGS TOUR TO JACKSONVILLE

"FOX & Friends" co-host, Brian Kilmeade, is bringing his "History, Liberty & Laughs Tour," a live patriotic stage show to the Florida Theatre on Feb. 15. Interested in attending? Here's all you need to know.

BANNED BOOKS

Desiree Bailey with San Marco Books and More talks about "banned books" and offers discussion into why they are banned. She also offers an explanation of Florida's 2022 legislation, its focus and its limitations.

SCHOOL DISTRICT

In her guest column, Kelly Barrera discusses school referendums and gives a nod to the Investing in Kids 2024-45 Teachers and Rookie Teachers of the Year. She also discusses topics that parents and students will want to know about the 2025-26 school year, such as school tours and the academies.

REAL ESTATE

In this issue, nine Realtors share their stories about their featured listings, from the oceanfront to the Intracoastal and in between!

From Jacksonville to the Beaches, I think we all agree the First Coast is a wonderful place to live. Our home is our castle, and at the Beaches it is our castle in the sand.

From palm trees to sand dunes, golf courses to resort living, Jacksonville, Ponte Vedra Beach and the Beaches communities offer the most desirable real estate in Northeast Florida!

**Janet Westling, REALTOR, GRI, CIPS Berkshire Hathaway
HomeServices Florida Network Realty, Sand Castles creator
and contributing editor award-winning section
www.janetwestling.com**

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26 Maria Place
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Janet Westling,
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Sand Castles advertisers gather for luncheon



Photos by Susan Griffin

On Monday, Jan. 13, Dr. Brennan Asplen, deputy superintendent of St. Johns County School District, and Ozzie Bilotta of The Bilotta Collection spoke at the fifth Sand Castles thank-you luncheon for advertisers in Sand Castles.

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LUNCHEON

CONTINUED FROM PAGE 8

This was a wonderful opportunity for Realtors, business owners and nonprofits to connect and get educated on what is happening throughout our community.

Asplen gave an in-depth talk about our St. John's County Schools from the growth we are experiencing to the district's programs and policies.

Bilotta gave a fascinating story of the unique collection of toy memorabilia that he has collected over 30 years.

The museum recently held a fundraiser for the Homeless Coalition whose board member Martha Gleason chaired.



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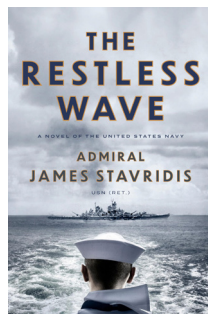
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Admiral speaks on his latest book

By Janet Westling

Photos by Janet Westling



On Thursday, Jan. 9, my husband Dale and I hosted a book signing with Admiral James Stavridis at our home in Sawgrass Country Club.

Stavridis is a former NATO commander from 2009 to 2013. He has written more than 30 books and his latest book is a fictional story.

Guests dined on Ponte Vedra Shrimp & Grits and after dinner we gathered in our living room for a talk by Stavridis followed by questions that covered topics from the fictional book to foreign policy.





Marsh Landing home brings stunning views inside

By Clare Berry
Contributed photos

A hidden oasis, you will find this contemporary Marsh Landing home is a breath of fresh air. Sunlight flows through the many windows, while the architecture brings the stunning outdoor views in. The Florida marshlands, with ever-changing birdlife, are a welcome pause from the buzz of the day. Golfers going by in the distance remind you that you're in one of the premier country club settings in Northeast Florida.

Down a secluded drive, the main house



provides three ground-floor bedroom suites, including the spacious primary bedroom. Upstairs is another bedroom suite, an upstairs family room, a view-filled exercise room or fifth bedroom, and

a media room!

The central lanai features a saltwater pool, spa, gas fireplace, endless paved patios and a 2007 guest house or private hideaway.

This acre-plus estate sits just inside the Marsh Landing north gate. It is moments from Ponte Vedra Beach's gorgeous beaches, JTB access to all points west, fine dining, great schools and medical facilities and excellent shopping.

For a personal tour of this one-of-a-kind home, contact listing broker Clare Berry, Berry & Co. Real Estate, at 904-382-5875 or clare@clareberry.realtor. Offering price: \$2,650,000.



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Guiding Northeast Florida sellers and buyers through the maze that is today's real estate market, Clare Berry is committed to providing extraordinary buying and selling real estate experiences.

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From left to right: Alan Hopkins, Aaron Bean, Spencer Hopkins and Jared Kovacic.



Judge Anne Marie Genusa, Allison Ferebee and Janet Westling

Pre-Inaugural Event at the Museum of the Bible

By Janet Westling

Contributed photos

On Saturday, January 18th, 2025 a special pre-inaugural event took place at the Museum of the Bible in Washington, D.C.

Over 150 guests joined Dr. Carlos Campo as he introduced the first speaker Congressman Patrick Harrigan newly sworn in Representative from North Carolina.

Congressman Patrick Harrigan was a former Green Beret who spoke about his service and the challenges we face

today. He introduced fellow Green Beret, Congressman Mike Waltz, who was recently appointed as President Trump's National Security Advisor.

Waltz latest book "Hard Truths: Think and Lead Like a Green Beret" is a national best seller that tells the story of the mindset Waltz developed while serving as a Green Beret on the battlefields of Afghanistan.

"The hard truths and lesson learned, as the first green beret elected to Congress," said Waltz, "Prepared me to lead in Congress and can help anyone in business or politics today, conquer

everyday challenges."

All who attended received a copy of the book, and a VIP Tour of the Museum throughout the inauguration.

Congressman Aaron Bean opened the morning with a prayer and Faith and Freedom Founder Ralph Reed closed with a prayer for our nation and incoming President and cabinet.

ABOUT THE MUSEUM

The Museum of the Bible, is flanked by two giant golden tablets of scripture

CONTINUED ON PAGE 14 ■



Zachary Fritchman and Samira Meymand with Congressman Aaron Bean



Kristine Bilotta, Congressman Mike Waltz and Ozzie Bilotta.



Janet Westling, Allison Ferebee and Ralph Reed at the pre-inaugural event.

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MUSEUM

CONTINUED FROM PAGE 12

and is located just blocks from the National Mall and offices of the House of Representatives; the top floor offers a spectacular view of the Capitol nearby. The museum is privately owned. It has been positioned by its creators as a national museum, physically placing America's religious history at its political center. Thousands of miles away, the Israel Museum, along with its next-door neighbor, the Bible Lands Museum, are both strategically positioned in Jerusalem's central hub of universities, government buildings, libraries, and banks. They both use ancient artifacts to tell a story about national identity and to emphasize religious history.



Newsmax's Greg Kelly, Former Senator Rick Santorum, Riley Haines and Janet Westling at Fosters Outriders.



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Couple reviving luxury in Old Ponte Vedra

Contributed photos

Imagine the cool, salty, crisp morning air with the warm, illuminating sun rising over the Atlantic Ocean as you're seated on your relaxing rooftop observation deck where the view of blue ocean water is seemingly endless.

You haven't gone downstairs yet from your oversized owner's suite off the lower balcony because you wanted to sip your first cup of coffee in pure tranquility, freshly brewed from the luxe coffee bar steps away from your bed.

Rivalling that sunrise later in the day is the glow of the setting sun over the lush greenery of the nature preserve nestled behind Ponte Vedra Boulevard as you sit by the fireplace enjoying an evening with your family and friends on the second-floor sanctuary that feels more like an outdoor living room straight out of a Nancy Meyers movie.

You live in your newly rehabbed estate setting grandly on the most sought-after street of Ponte Vedra Beach. Your home should be your favorite place on earth because it truly is your castle, and that's the mantra of a new local couple bringing life back to decades-old homes in our community



with high-end renovations with so much attention to detail because for them, this isn't just a business, it's their passion that led them to move thousands of miles to Ponte Vedra Beach and start their own family.

"As I've said for years, Ponte Vedra Beach is the crown jewel of North Florida, not just Northeast Florida," said Michael Mathe, a seasoned real estate investor of 25 years who moved back to the beaches in 2024 with his fiancée, Abby Broyles, a longtime news anchor and litigation attorney in Oklahoma City who launched a boutique home

design company as a hobby named after her grandmother.

"If you told me 10 years ago that someday I'd be designing luxury homes and taking calls walking my dogs at the beach when I was studying for the bar and doing the 10 p.m. news, I would've laughed and said, 'No one gets to have both the life and career they want, but you make plans and God laughs,'" said Broyles. "I've always been dedicated to my career, so that hasn't changed, but I feel so grateful every day to have this creative outlet designing luxury homes while continuing my law practice and getting involved in the community."

Mathe and Broyles currently have more than \$10 million in real estate in Ponte Vedra Beach since September 2024: 26 Maria Place (under contract, pending), 730 Ponte Vedra Blvd., 538 Rutile Drive and 104 Lost Beach Lane.

"Each of these properties is unique," Mathe said. "We're adding almost 1,000 square feet to 538 Rutile and already pre-sold it three weeks into the demo, so it confirms what we saw in this market: a lack of turnkey, fully rehabbed luxury homes. 104 Lost Beach offers an entry-level luxury rehabbed home in Ponte

CONTINUED ON PAGE 17 ■

LUXURY

CONTINUED FROM PAGE 16

Vedra Beach that'll be listed at, if not right under, appraised value, and our homes in Old Ponte Vedra will be the same. We're excited to offer an amazing product that's needed in what I call the last hidden gem of Florida."

For the past few years, Mathe has been involved in the luxury rehab arena in various markets across the country including Nashville, Tennessee, Oklahoma City, Oklahoma, Pawleys Island, South Carolina, Baton Rouge, Louisiana and the Las Olas Isles waterfront community of Fort Lauderdale, Florida. His first purchase in Ponte Vedra Beach was in September 2024.

"After so many years doing real estate, I just know where I want my focus to be, and it's never been more clear to me that doing these luxury rehabs in Ponte Vedra Beach is where I plan to invest long term," Mathe said. "This is my backyard, and the biggest thing I love about being an investor is



banking on my own community."

In all of their projects, Mathe and Broyles use highly sought-after features from spa-quality owner's suite bathrooms to gourmet chef's kitchens with Wolf or Viking ranges, twin SubZero refrigerators and other details that make them signature properties.

"I design these properties as homes I would personally want to live in, so you'll catch me ordering a custom oversized tub, installing a wine fridge under a staircase ideal for entertaining, a wood accent wall with a hidden door to another luxe corridor and most likely a heated towel rack because I'm always cold!" Broyles said.

The couple's current rehabs range from \$700,000 to well over \$1 million,

and their after-rehab values by local appraisers on their four current projects exceed \$22 million.

"We couldn't be more excited about the potential here and always welcome off-market properties," Mathe said. "Most folks don't want to buy a home and then have to wait six months to a year to complete a rehab before they can move in. That's our whole model, and the response so far has been incredible."

"I believe there's just something really special about a home that's been the setting to generations of families' memories, and we want to preserve that history by bringing homes back to their full potential," Broyles said. "I've been telling people's stories for almost 20 years between being a journalist and in the courtroom, and it's so rewarding to be intimately involved in the story of a home in the heart of quintessential Ponte Vedra Beach."

Those interested in presenting an off-market listing to the Mathe-Broyles team may email abby@abbybroyles.com.



Abby Broyles & Michael Mathe
Luxury Rehab Real Estate Team

We are actively seeking off-market properties in Old Ponte Vedra!

If you're considering selling your home or know someone who is, we want to hear from you!

Contact us today for a confidential discussion and a fair offer: abby@abbybroyles.com



BEFORE



AFTER



BEFORE



AFTER

Turnkey rehatted homes in Old Ponte Vedra will hit the market Spring/Summer 2025 (ranging \$3.5-10 million)



Before receiving submental liposuction, Facetite, and buccal fat removal



Two months after submental liposuction, Facetite, and buccal fat removal

New Year, New You:

Simple plastic surgeries to refresh your look

By Ellen Hancock MD, American Board of Plastic Surgery, board-certified plastic surgeon at Ponte Vedra Plastic Surgery

Contributed photos

The start of a new year is the perfect time to refresh your appearance, shed the baggage of the past and embrace a more confident you. If you've been thinking about enhancing your features or reversing some of the visible effects of aging, there are a number of simple, minimally invasive aesthetic procedures that can help you achieve your goals. From sculpting your jawline to smoothing out fine lines, here's a look at some popular procedures that can give you a fresh start in 2025.

SUBMENTAL LIPOSUCTION WITH FACETITE OR RENUVION: SCULPT YOUR JAWLINE

If you've been struggling with a stubborn double chin or excess fat under your jaw, submental liposuction can be a game-changer. This procedure targets the fat under the chin, helping to create a more defined jawline and youthful contour to your neck. The procedure is relatively quick, usually taking under an hour, and involves three less-than-1 cm incisions to remove fat and tighten the skin with radiofrequency technology like Facetite or J-plasma like Renuvion. These technologies are ideal for skin tightening by stimulating collagen production in patients with mild to moderate skin laxity.



Before and after full face erbium laser, fat grafting to face from abdomen and lip lift

Downtime: Can be done awake or under anesthesia. Mild swelling and bruising are common, but most people can return to regular activities within a few days with avoiding strenuous activity for two weeks. Neck straps are used immediately post operatively to help with swelling so most patients take off one week of a social downtime to avoid being seen with sutures or a neck strap. Results are visible within a few weeks, with the final outcome taking a few months to fully settle.

Goal: To achieve a sleeker, more defined neck and jawline, as the descent of our lower third of our faces tends to age us and make us look heavier. The best patients for this are around middle age who have mild-to-moderate skin laxity,

and don't want to commit or are not candidates for a formal face and neck lift yet.

BUCCAL FAT REMOVAL: SCULPTING THE FACE

If you've always wanted a slimmer face with less of those chipmunk cheeks, buccal fat removal may be the solution. This procedure involves the removal of excess fat pads from the cheeks, creating a more contoured, angular appearance. It's ideal for those with round or chubby cheeks who want to emphasize their bone structure. The procedure is performed through small incisions inside the mouth, leaving no external scars.

Downtime: Can be done awake or under anesthesia. The recovery period is relatively short, with swelling peaking at two to three days after the procedure. The sutures dissolve within a week. Main restrictions are to not chew heavily or with sharp foods (ex. big burgers or chips) for one week. Dental hygiene is important post-operatively as well. Final results are in a few months.

Goal: To achieve a more sculpted and refined facial appearance, especially for individuals with fuller cheeks. The key for this surgery is appropriate patient selection and to not over-resect to avoid a gaunt look. This is why choosing a plastic surgeon who is experienced in this surgery is important.

CONTINUED ON PAGE 19 ■



Before upper blepharoplasty,
submental liposuction and
Facetite



Three months after upper
blepharoplasty, submental
liposuction and Facetite



Before upper blepharoplasty,
submental liposuction and
Facetite



Three months after upper
blepharoplasty, submental
liposuction and Facetite

REFRESH

CONTINUED FROM PAGE 18

LIP LIFT: ENHANCE YOUR SMILE

As we age, our upper lip can elongate, causing the smile to appear less youthful. The upper lip starts to curl inwards as it elongates, showing less of your upper lip. A lip lift is a subtle procedure that shortens the distance between the nose and upper lip, creating a more pronounced and youthful lip shape. It's perfect for individuals who feel their lips have thinned with age or those who want a more defined, fuller upper lip without the need for fillers.

Downtime: Can be done awake or under anesthesia. The recovery period is relatively quick, with most patients resuming normal activities in five to seven days after sutures are removed. Some swelling may persist for a couple of weeks, but the results are long-lasting.

Goal: To restore a youthful, full-lipped appearance, enhancing the overall look of your smile.

BLEPHAROPLASTY: REJUVENATE YOUR EYES

As we age, the skin around our eyes can sag, creating a tired or older appearance. Blepharoplasty, or eyelid surgery, is a procedure designed to remove excess skin and fat from the upper and lower eyelids. It can address puffiness, drooping eyelids and dark circles, making your eyes look more awake and refreshed.

Downtime: Upper lids can be done awake. Lower lids per my surgical preference require anesthesia. Swelling and bruising are common, but they usually subside within a week to 10 days. Sutures

are out in four to six days. Most people return to normal activities in 10 to 14 days.

Goal: To restore a youthful and alert appearance by rejuvenating the delicate skin around the eyes.

FAT GRAFTING TO FACE AND HANDS: RESTORE VOLUME

Fat grafting, also known as fat transfer, involves harvesting fat from areas like the abdomen or thighs and injecting it into the face or hands to restore lost volume. For the face, it can be used to plump up hollow areas like the cheeks, under-eye region and temples. On the hands, it can help reduce the appearance of veins and wrinkles that can make them look aged.

Downtime: There may be some swelling and bruising at the injection sites, but recovery is typically swift. Most patients return to work in one to two days, though full results take several months to appear as the graft fat "takes" or becomes incorporated.

Goal: To restore youthful volume to the face and hands, enhancing overall facial harmony and skin texture. Fat grafting is a long-lasting autologous way to improve volume as an alternative to temporary filler options.

ERBIUM LASER: SMOOTH AND REVITALIZE YOUR SKIN

Although this particular intervention requires more downtime, I think it is important to mention the erbium laser as we are in the winter/spring months. For those looking to improve skin texture and reduce wrinkles, the Erbium laser offers an effective solution. This ablative laser targets the outer layers of skin to stimulate

collagen production, improve tone and reduce the appearance of wrinkles, scars and sun damage. The Erbium laser is particularly popular for its ability to treat delicate areas, including the face, neck and décolletage, with less downtime as compared to its counterpart the CO2 laser.

Downtime: Recovery typically lasts around four weeks but can vary depending on skin type, with redness and peeling in the treated area. It's best to avoid sun exposure during healing to ensure optimal results. Although the post operative journey is longer with more upkeep, our skin health care specialists team up with our surgeons to help prepare your skin and guide your skin postoperatively with hydrafacials, red light and customized skin treatments and medical skin care.

Goal: To refresh and revitalize the skin, reducing the signs of aging and giving you a smoother, more youthful appearance.

THE NEW YEAR'S RESOLUTION FOR BEAUTY

The beginning of the year is the ideal time to consider these procedures as part of your self-care routine. Whether you're looking to tighten, sculpt or rejuvenate, these minimally invasive surgeries can help you feel refreshed and ready to take on the new year with confidence. Consult with one of our qualified, experienced American Board of Plastic Surgery certified or eligible plastic surgeons to discuss your goals, determine the right procedure for you and make this year your best yet — inside and out.

For consultation, contact Ponte Vedra Plastic Surgery at 904-273-6200 to schedule with one of our surgeons.



MARKET WATCH

What's next for the Northeast Florida housing market?

By Ameris Bank Mortgage Banker David Johnson, NMLS # 1446956

Predicting the real estate market is challenging in these uncertain times, but the good news is we can learn a lot by looking at recent trends. In this article, I use my 10 years of expertise in St. Johns' real estate to recap 2024 and share my thoughts on what's to come for 2025.

In early 2024, analysts were excited about potential Federal Reserve interest rate reductions. However, the Fed only reduced rates by 0.75% in the latter part of the year, which wasn't enough to significantly impact the housing market¹.

Interest rates are crucial, but other factors like affordability, first-time homebuyer incentives, mortgage options, inventory and community amenities also play a role.

The housing market weakened in 2024 compared to 2023, with a 1.6% decline in average home values in St. Johns County².

Despite this, it's important to remember the 34% increase between 2020 and 2022. The pandemic caused an abnormal rise in housing prices, which stabilized in 2022 as the economy normalized and inflation concerns grew².

In addition to declining home values, the county has begun showing cracks in other areas of the real estate market. There are more available homes to buy than before. The monthly housing market supply increased to 3.9 months in December 2024, which was a 38%



increase year over year. Homes are taking longer to sell, with days on the market increasing by 28.5% to 78 days³.

While this isn't a crash, it does raise concerns for 2025.

Focusing on Ponte Vedra Beach, home values increased by 1.4% in 2024 to \$838,4194 — an impressive price point if we disregard the problematic subject of affordability. This unique market remains strong due to minimal new construction, low inventory, high-ranking public schools, a beach and safe neighborhoods.

On the other hand, Nocatee saw a 1.9% decrease in home values, ending the year at \$683,092. This master-planned community continued to build new homes, which helped it weather the market challenges. However, affordability is becoming an issue, making it less accessible for first-time homebuyers.

Local RE/MAX Specialist PV Realtor Katie Johnson summarized the 2024 market as tough, but is optimistic for the year ahead:

"For many Realtors in St. Johns County, 2024 was a tough real estate market. Several factors, including

rising inventory, high interest rates, the presidential election and multiple hurricanes contributed to a decline in buyer confidence. As a result, sales slowed, and properties stayed on the market longer. Thankfully, my production saw an increase in 2024 compared to the previous year. However, reaching this level of production wasn't without its challenges, as many homes either lingered on the market or failed to sell. Although housing markets can fluctuate, I expect the 2025 spring market to be successful. With mortgage rates likely easing and home prices stabilizing, conditions will become more favorable for buyers. Many potential buyers who have been waiting on the sidelines in recent years are expected to jump into the market as affordability improves."

Looking ahead in 2025, it's hard to predict exact outcomes. Interest rates may continue to improve, and demand could outpace inventory. What I can predict is that people from all over the country will see value in St. Johns' beaches, quality of life and school system. With a local international airport, NFL team, an expanding world class Mayo Foundation medical facility and amazing weather, the local St. Johns' housing market continues to have a strong foundation for a thriving real estate market.

¹cnbc.com/select/when-will-interest-rates-drop

²zillow.com/home-values/3128/saint-johns-county-fl

³nefar.realtor/market-stats



27 32nd Avenue S
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697 Ponte Vedra Boulevard
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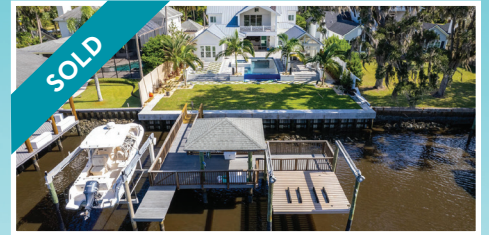
3249 Old Barn Road W
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110 S Wilderness Trail
SOLD FOR \$1,750,000



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191 Roscoe Boulevard N
SOLD FOR \$4,000,000



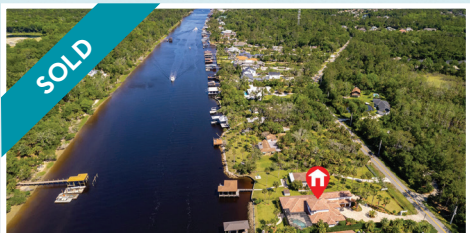
2703 Madrid Street
SOLD FOR \$2,100,000



301 S Roscoe Boulevard
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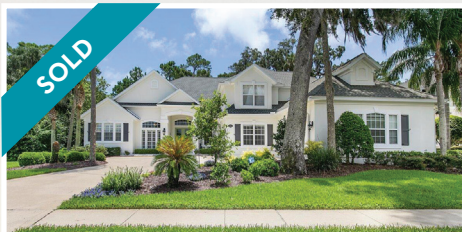
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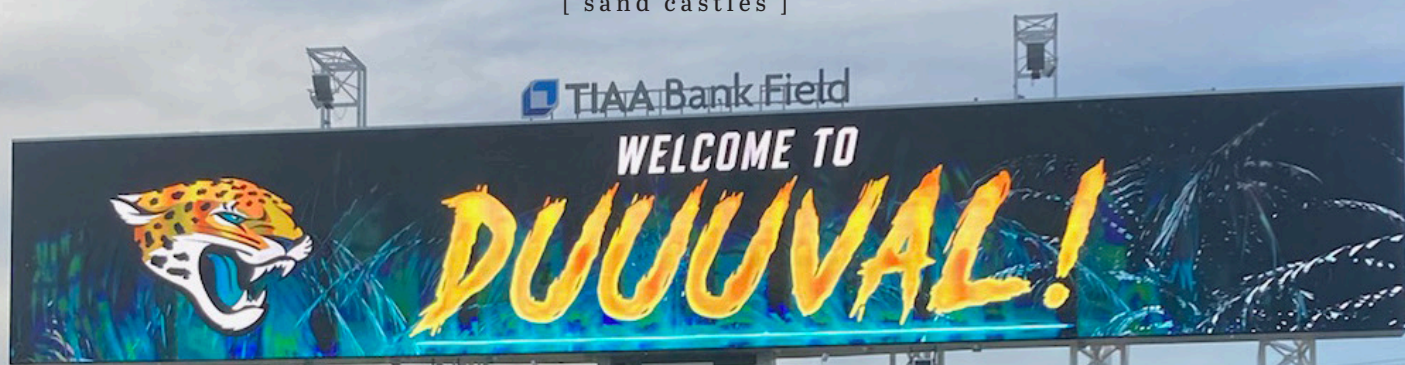
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JACKSONVILLE JAGUARS

Who do the Jaguars turn to now?

By Brian Sexton

Photo by Susan Griffin



Brian Sexton

I didn't think I would be writing this column in 2025. When the Jaguars hired Doug Pederson in January of 2022 the fit seemed hand-in-glove, the perfect coach to

lift the franchise out of its self-imposed mire and build a winner in Jacksonville.

I honestly believed the then-54-year-old Pederson who won a Super Bowl in Philadelphia would be the 10-year solution that owner Shad Khan craved and create the "Jaguar Way," which would transform his football team into a consistent winner.

I'm still puzzled by the utter collapse in 2023 when the 8-3 Jaguars finished 1-5 and missed the playoffs. Don't ask what happened in 2024, I'm still trying to figure out how a team with a talented, highly compensated roster could fall off the edge of the map and finish 4-13. I could've told Khan that the 1999 roster was actually the best in franchise history but to his now famous preseason

point this one was really good and the expectations were right in line.

So, who do they turn to now? Do they seek an offensive guru to fix quarterback Trevor Lawrence? The quarterback signed a deal last summer that emphasized the franchise label he wears but he rarely looked like that guy when he was healthy and on the field in 2024.

Do they search for a defensive mastermind to overhaul a defense that statistically was the worst in franchise history? They're clearly in need of more talent but they do have Josh Hines-Allen who set the franchise record with 17.5 sacks in 2023 and Travon Walker who has posted back-to-back 10 sack seasons and a franchise level cornerback in Tyson Campbell.

Do you know which side of the ball Detroit's Dan Campbell played on during his 11 season NFL career? How about which position he coached during 11 seasons on the sidelines before he arrived in Detroit?

Most people don't and that's the point. He was the right coach, the right personality for a long-suffering franchise. His John Wayne-like persona resonated with the players who needed a reason to walk with some swagger and his high energy personality has

transformed the otherwise irrelevant Lions into the NFL's high-tension wire, which has electrified the Motor City in a way that no other coach has in the franchise's 94 professional seasons.

I saw the tough Texan working the sidelines when the Jaguars practiced with the Lions for a week in the summer of 2023, and I felt the energy from the fan base when I spent another week in Michigan during the 2024 NFL Draft after the Lions narrowly missed their first Super Bowl appearance.

Campbell did for Detroit what Chuck Noll once did for the Steelers, Sean Payton for the Saints and John Gruden for the Buccaneers. He turned them into winners and has given them an identity that can endure long after he's gone. He transformed the franchise, not just the football team.

The Jaguars can have an explosive offense and a dominant defense; a good coaching staff can bring those to North Florida.

What they really need is to find a coach who will bring with him an identity, which, truthfully, they've lacked since Tom Coughlin left in 2002. If Khan can find that, he'll finally find the man who will help him turn the Jaguars into a winning franchise.

Wolfson Children's Hospital is here for our community

By Kendra McCrary, president, The Women's Board of Wolfson Children's Hospital



Kendra McCrary

Our region has an amazing treasure: Wolfson Children's. Many of you may be familiar with it. You've seen the Wolfson Children's ERs or driven by the building on the

Southbank. Maybe you have a friend or family member who has been a patient.

Wolfson Children's took care of my daughter and our family over 27 years ago, and I've been an advocate for the hospital ever since.

The vital role of Wolfson Children's in our region is expanding as our region grows. Children are not little adults; they require care tailored to their needs. Wolfson Children's is the only full-



service tertiary hospital for children in the region serving North Florida, South Georgia and beyond. Wolfson Children's provides care for all children regardless of their ability to pay.

FUN FACTS:

- In FY23, there were 169,373 ER visits
- 281 beds, including 14-bed Neonatal Intensive Care Unit (NICU) at Baptist Medical Center South and 10-bed NICU at Baptist Medical Center Clay
- Eight Emergency Centers throughout the region
- Only state-designated Pediatric

Trauma Center in the region and an American College of Surgeons verified Level 1 Pediatric Trauma Center (the highest level)

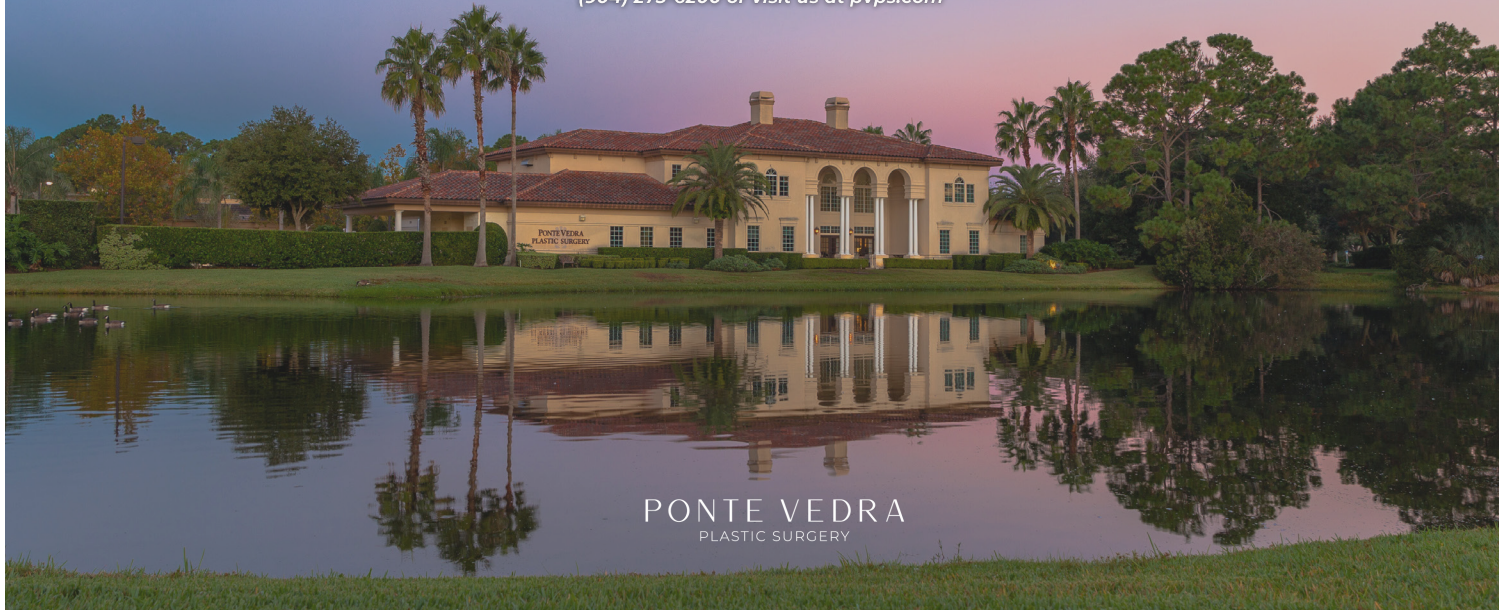
- 40-plus pediatric medical and surgical specialties

The Women's Board has been raising awareness and financial support for Wolfson Children's Hospital for over 50 years. Our current funding target is the Kids Kare Mobile ICU, a dedicated program transporting neonatal and pediatric ICU patients throughout the region to Wolfson Children's Hospital. Kids Kare completes nearly 3,000 transports each year. During FY24, the Kids Kare team traveled 121,417 miles. These vehicles ensure our most critical pediatric patients have access to the care they need.

I hope you never need Wolfson Children's, but if you do, know that our children's hospital is here to provide the highest quality of pediatric health care for our children.

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- Social Lawn with Games, Bocce Ball, and Space for Music and Fitness
- Walking Trails throughout the Nocatee Community
- Library/Media Room with Community Books and Gathering Nooks
- Robust Activity Calendar for Events of All Ages
- And MUCH MORE!



You're also invited to join one of our upcoming community events and get a taste of the Atwater lifestyle—there's always something happening here!





Bilotta Collection hosts fundraiser for Homeless Coalition

Contributed photos

On Dec. 14, The Bilotta Collection located at 151 Sawgrass Corners Drive in Ponte Vedra Beach hosted a fundraiser for the Homeless Coalition of St. Johns County that raised nearly \$10,000 just in time for the holidays. All proceeds directly benefiting the coalition and the families it serves.

Guests were treated to food and beverages while gathered to explore the eclectic multi-million dollar assortment of rare toys, iconic vintage movie posters,



1950s kiddie rides, arcade machines from the turn-of-the-century, fortune tellers, full-size animated movie robots and even playable pinball machines!

The collection was started 40 years

ago by Ozzie and Kristine Bilotta, and the museum was opened in 2023 in Ponte Vedra Beach where the Bilottas also own numerous commercial properties. The goal was to share with the community their love of the artistry and history of this exceedingly rare collection.

The fundraiser also met their stated goal to make a significant difference in the community.

Guests were also able to learn of the

CONTINUED ON PAGE 27 ■





BILOTTA

CONTINUED FROM PAGE 26

critical work of the Homeless Coalition of St. Johns County, which provides a range of services including housing, meals and stabilization for families in need.

The Homeless Coalition of St. Johns County stresses: we're providing families with a safe place to live. The funds will go towards an ambitious expansion plan that's looking to add 16 duplex units to the existing property.

The Bilotta Collections collaboration not only showcased the museum's

extensive collection but highlighted the Bilotta's dedication to supporting local causes.

The museum itself has also shown to be a viable venue for other charities looking to host a function.

The Bilotta Collection can be contacted at 904-834-3109.

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Allison Ferebee, Pete Hegseth and Jennifer Hegseth at the Cabinet Reception



Zachary Fritchman, Congressman Dan Crenshaw, and CAPT Samira Meymand



Kristine and Ozzie Bilotta at the Cabinet Reception.

Locals attend Trump inauguration

By Janet Westling

Contributed photos

Thirty-eight years ago, businessman, entrepreneur and 45th U.S. President Donald Trump wrote "The Art of the Deal."

Thirty-eight years later, on Jan. 20, 2025, he closed the biggest deal of his life and the greatest comeback in history as he was sworn in as the 47th president of the United States.

The ceremony began at 11:30 a.m. as former presidents, dignitaries and

family members gathered at the Capitol. And at noon, the man who many said would never be president again, stood and took the oath of office while we all watched all around the country.

I attended the inauguration with my daughter Allison and grandchildren Emma, age 19, and Scott, age 17. Like so many Floridians who made the journey to Washington, D.C., to attend the inaugural, we came prepared with our warm clothes and rain ponchos!

In 1985, when Ronald Reagan was

sworn in, the weather dictated that the ceremony be moved the inside.

"My son Zachary and I are very grateful," said Jacksonville resident Dr. Samira Meymand, "to have the opportunity to experience this triumphant moment in history."

As it turned out, the temperature was very, very cold in Washington, D.C., so 40 years after Reagan the inauguration took place inside the Capitol.

CONTINUED ON PAGE 29 ■



Kristine Bilotta, Allison Ferebee and Ozzie Bilotta



Robert Kennedy Jr., Janet Westling and Allison Ferebee





Kristine Bilotta, Newt Gingrich, Calista Gingrich and Ozzie Bilotta at the inauguration.



Janet Westling with Brian Kilmeade



Scott Mackenzie, Jerry Cruz, Evan and Carolyn Tucker at Florida's Sunshine Ball

INAUGURATION

CONTINUED FROM PAGE 28

“My family and I had an excellent weekend in Washington, D.C., during the inauguration of our 47th president, Donald Trump,” said Allison Ferebee. “My children had an experience that will last a lifetime! I was so happy to experience this historic event and look forward to President Trump, “Making America Great Again.”

Amid all the pomp and circumstance, just as he has done so many times before, President Trump delivered a speech that was direct, concise and clear

CONTINUED ON PAGE 46 ■





Kilmeade to bring tour to Jacksonville

Contributed photos

FOX & Friends” co-host Brian Kilmeade will bring his “History, Liberty & Laughs Tour” to the Florida Theatre on Feb. 15 at 8 p.m. Tickets are available now at briankilmeade.com/tour.

Kilmeade brings together themes from his “FOX Nation” TV series and his bestselling history books for a live, patriotic stage show like no other. It promises to take the audience on a “fun, engaging and motivational journey through America’s remarkable past and how it relates to the issues of today.”

The event also incorporates a book tour for Kilmeade’s latest work.

Ticket prices are \$49 and \$75.

Kilmeade is a busy man. He’s been on air six hours a day, five days a week since 2006. “FOX & Friends” runs from 6 to 9 a.m., and afterward, Kilmeade hosts his nationally syndicated radio program, “The Brian Kilmeade Show,” which local listeners can hear from 10 a.m. to noon on Jacksonville’s 104.5 WOKV.

Kilmeade also hosts “One Nation with Brian Kilmeade” at 9 p.m. Saturdays on the FOX News Channel, as well as “What Made America Great” on “FOX Nation.”

In what counts as his spare time,



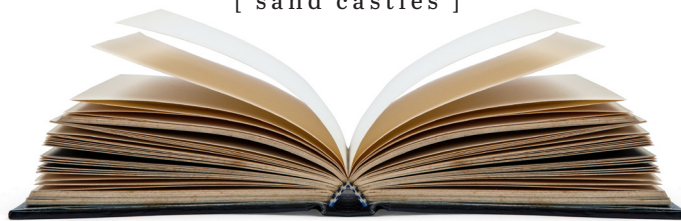
Kilmeade has written seven books, six of which have been New York Times bestsellers: “The Games Do Count,” “It’s How You Play the Game,” “George Washington’s Secret Six,” “Thomas Jefferson and the Tripoli Pirates,” “Andrew Jackson and the Miracle of New Orleans,” “Sam Houston and the Alamo Avengers” and “The President and the Freedom Fighter.”

Joining Kilmeade on his stage show will be friends Rick Fatscher and Patrick O’Rourke. Together, they

bring to life moments in history when Americans have made critical decisions that continue to affect us today.

The Florida Theatre is located at 128 E. Forsyth St., Suite 300, Jacksonville. The box office phone number is 904-355-2787.

A VIP Experience is also available. That includes an exclusive pre-show meet-and-greet and a personalized copy of Kilmeade’s latest book, “Teddy and Booker T.,” as well as a commemorative VIP laminate.



Banned Books

By Desiree Bailey,
San Marco Books and More
Contributed photo

For years, banned books have been one of the hottest topics in the literary world. Almost everyone can think of a banned book, from classics like “To Kill a Mockingbird” by Harper Lee to today’s spicy romantasy series, “A Court of Thorns and Roses,” by Sarah J. Maas. When book content legislation was passed in Florida in 2022, many people called us at San Marco Books and More to find out what was happening, so it’s a subject that we’ve become very familiar with for our customers. Upon review of the legislation, we found it to

be very broad. It simply stated the high school books could not be stocked in a middle or elementary library, and middle school books could not be stocked in an elementary library. In most cases, that means you just have to wait a few years to read it, or you can get it from your local bookstore, library and just read it at home. The legislation just means that it won’t be in the public school’s library.

Allow me to offer a little perspective on the book industry. When children’s books are published, a suggested age group is attached to the book, so that makes it easy to define who the intended reader is. As a general rule, if there are no references to juvenile content, it must be assumed to be an adult book.

In addition, for books, 14-and-up is considered adult. Unlike the movies, where you have to be 18 to see a rated-R movie, once you enter high school, adult content that includes violence, language, sexual content and adult situations are considered age appropriate.

Here’s another interesting thing to consider. Once a book is banned, anywhere, anytime, even if it’s only in one library in one small town, in one state, that book is considered a banned book, and it never comes off the list, even if it isn’t banned anymore. Once a book makes the list, it’s always on the list. Each September, we celebrate Banned

CONTINUED ON PAGE 35 ■

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J Turner Design help to transform homes, offices

Contributed photos

JTurner Design Co. has built a reputation as a go-to destination for those looking to transform their homes and offices with thoughtfully designed furniture and decor. With locations in Sawgrass and St. Augustine, J Turner Design Co. offers an inviting atmosphere where customers can explore beautifully curated pieces that inspire and elevate any space.

Each piece in the collection is chosen with care, blending timeless design with practical functionality. From hand-carved teak wood furniture sourced from Bali to beautiful dining tables and statement lighting, the brand celebrates craftsmanship at every level. Their selection of large-scale furniture and unique, high-quality pieces ensures that every customer can find something truly exceptional for their home or workspace.

J Turner Design Co. also offers a unique membership program, providing members with exclusive benefits that make refreshing their spaces easier than ever. Whether you're looking for design inspiration, access to special perks, or



help creating the perfect environment, the membership ensures you're always supported in your design journey.

More than just a furniture store, J Turner Design Co. is dedicated to creating spaces that feel personal and inviting. Whether you're redesigning a living room, furnishing a new office, or curating a cohesive look for your home,



their team is ready to help you bring your vision to life.

Whether you're looking to refresh your living room or completely redesign your home, J Turner Design Co. can help turn your dream space into a reality. For more information about their collections and membership program, go to jturner.com.



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Building trust and integrity in investing, celebrating 30 years in Ponte Vedra Beach

The story of B&C Financial Advisors

In 1995, fueled by a deep passion for investing and a genuine desire to help people achieve their financial dreams, Allan Cohen, along with Jan Butensky, co-founded B&C Financial Advisors. Leaving behind the commission-driven world of large securities firms, they sought to create a firm where integrity and client trust were paramount.

This March, B&C Financial Advisors proudly celebrates 30 years of unwavering commitment to serving individuals, businesses and nonprofits across Northeast Florida with a client-centric, fee-only approach that ensures every decision made is in the best interest of their clients.

If you ask Allan Cohen why he went into the money management business, he'll tell you it's because he's always had a love for investing and wanted to help people reach their financial goals. After working with clients as a CPA for more

than 20 years, Cohen saw how important investing was to them and wanted to serve them in a different way.

In the early 1990s, he was working at a large securities firm selling clients financial products and earning a commission on each sale. He believed there was a better way to serve clients by helping them achieve financial goals. To Cohen, selling people products to earn commissions held too many conflicts of interest and was simply not the best way to gain the trust and confidence of clients.

Understanding the key to his clients' success was to have a common goal, not merely selling financial products to them. To realize that goal, Cohen, along with now-retired co-founder Butensky, established B&C Financial Advisors in 1995.

Today, B&C's investment management team plays a critical role in managing the investment portfolios of clients. The no-commissions, fee-only business is based on a model that focuses on preservation of capital as well as harvesting and preserving gains. Cohen says, "This is what we're all about: providing our clients a good night's sleep so they don't worry about their financial security."

Cohen believes the team at B&C are like family and the firm's biggest asset. In January of 2024, they welcomed Kellie Kelleher-Smith, CAP, as wealth adviser to the firm.

"Her expertise in philanthropic planning for high-net-worth individuals enhances our firm's holistic approach to wealth management," Cohen said. "Her previous roles were meaningful and built on trust and integrity, core values that we hold for our work with clients."

Cohen emphasizes the values of honesty and integrity to all his employees.

"Never put trying to make money above integrity," he said. "Always do the right thing for people. That's why we created this business of no commissions. Our fees are fully disclosed, and we sit on the same side of the table with our clients as a fiduciary, always acting in their best interests."

As B&C Financial Advisors celebrates its 30th anniversary, the firm remains steadfast in its commitment to helping clients achieve their financial dreams.

Looking ahead, Cohen and the dedicated team at B&C are excited to continue building lasting relationships with the next generation of clients and their families. The firm will uphold its core values of trust and integrity, embracing innovative strategies and personalized solutions to meet the evolving needs of their clients. With a strong foundation and a clear vision for the future, B&C Financial Advisors is poised to guide their clients through the ever-changing financial landscape, ensuring security and peace of mind for years to come.

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BANNED

CONTINUED FROM PAGE 31

Books Week and feature displays in both of our windows. As a result, we have fostered fascinating conversations on what was banned, why it was banned and how many of these books are classics and can still be read anywhere you go. We even won a national contest hosted by the American Booksellers Association for our 2024 display, where we featured the books on historic brick. In each book, featured in the window, a trowel was sticking out that explained the reason it was banned, in order to better educate readers.

Here are few examples: "Green Eggs and Ham" by Dr. Seuss was banned in China because it promoted anti-Communist views; Iran banned every Paul Coehlo book, including "The Alchemist," without explanation; "A Wrinkle in Time" by Madeleine L'Engle was banned in some places because it was too religious and because it was not religious enough in other places.

So, now, next time you see a banned book sign, dive a little deeper and let's discuss! We'll see you soon at San Marco Books and More.

BANNED BOOKS...

BANNED BOOKS WEEK: SEPTEMBER 22-28, 2024

When read together,

When talked about,

When put into context,



When you decide to read,

When given the option,

When you learn why,

When you make the choice

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JEANNE PILCHER, THE FIRST CALL FOR PONTE VEDRA PROPERTIES

GUEST COLUMN

Teachers, staff bring success to St. Johns County Schools



**By Kelly Barrera, District 4
School Board representative**

Our school district has had much to celebrate recently! Thank you to our community for supporting our schools with the passage of the school referendums. These referendums are vital for the continued success of our schools and the support it provides our students.

Investing in Kids (INK!) is an independent nonprofit that oversees

many of the programs in our schools, including the Teacher of the Year celebration to be held on Jan. 31.

Congratulations to our 2024-25 Teachers and Rookie Teachers of the Year:

- Landrum Middle: Kandise Ellis, Bridget Gagnon
- Nease High School: Amy Gruhn Case, Kelsey Fertig
- Ocean Palms: Stacy Crouch, Briana Sweeney
- Palm Valley Academy: Stephanie Crawford, Jordan Matthews, Nicole Blocker
- Pine Island Academy: Daniel Kaufman, Kristin Meyers, Harini Renganathan
- Ponte Vedra High School: Meghan Yoder, Alyssa Chen
- PVPV Rawlings: Kaleigh Kessler, Katherine Brogden
- Valley Ridge Academy: Nicole Crecco, Blakeney Zitiello, Rechara Groves, Cameron Stivender

We are so grateful to have so many amazing, talented and hard-working teachers and staff dedicated to the success of our children!

Our school board has been preparing our legislative platform for the upcoming Florida Legislative Session. Superintendent Forson presented the platform at our local Legislative Delegation meeting, with school board members unified in attendance. Our platform focuses on three areas: school safety, administrative efficiency and funding. It includes providing clarity to HB 1473, removing excessive regulations placed on public schools, adjusting program cost factors for Exceptional Student Education (ESE) and aligning the Base Student Allocation to match the level of increase measured by the Consumer Price Index (CPI). More information can be found at www.stjohns.k12.fl.us/gr.

Every five years, as our state standards are updated and new courses required, we must go through an Instructional Materials Adoption process. The timeline for the process is lengthy and prescriptive.

Any materials evaluated must be on the Florida Department of Education's approved materials list. For instance, we are currently in the final process of adopting the materials for science that began in January of 2024. The process starts by

obtaining the approved choices for consideration. Each school that would potentially use the resources, solicits parents, community members and teachers to review the materials and participate in the selection committee.

During the spring of 2024, committee meetings regarding the materials occurred and feedback was provided to the school district's curriculum department. Committees then voted on their primary and secondary choices.

In January, the school board commenced a required publicly noticed hearing to present the resources and receive public comment. This is to be followed by a regular school board meeting in which the materials will be formally voted on by the school board as an action item.

Following a successful vote, there is a required 30-day petition period, in which any member of the public can view and petition against the resources. If any petitions are received, another public hearing will be facilitated by an unbiased hearing officer, so that the petitions may be considered. Once this portion of the process is complete, the materials may be ordered for students and teachers in the new school year. The process runs approximately 14 months or longer.

As we plan for our next school year, we want to welcome any students and their families who may be considering enrolling in our schools. Several of our schools are offering school tours to families, including Landrum Middle School, PVPV/Rawlings Elementary and Ocean Palms Elementary. Ponte Vedra High School does this as well.

In the 2025-26 school year, both PVPV/Rawlings and Ocean Palms expect to be at below 80% of their permanent capacity and will be accepting out-of-zone students for enrollment. This is a great opportunity for families who may be planning to relocate into the community in the future or those that may be considering a change for their child.

Our High School Career Academies are in full swing! Students and families have had the opportunity to visit the High School Showcase event at World Golf Village in December, Career Academy/Programs of Choice open houses held at each of our high school facilities as well as having had the opportunity to interact with the career academy coordinators at each school.

Rising ninth- and 10th-grade students will be able to apply to their top choices. Applications close Jan. 24 at 5 p.m. Specific information can be found at <https://cte.stjohns.k12.fl.us/apply>.

We look forward to the important months ahead and encourage our families to keep good attendance during this busy semester. We are fortunate to be a part of this amazing community and appreciate the hard work and support of our students and families, teachers and staff, volunteers and community!



Home a coastal retreat in Jacksonville Beach

By Marcy Taylor
Contributed photos

Discover this coastal retreat just steps from the ocean. Located east of A1A in the charming Jacksonville Beach community, this beautiful three-story home boasts four bedrooms and three and a half bathrooms, providing ample space for growing families or entertaining guests.

Enjoy the freedom to personalize your home without the constraints of a homeowners' association while still enjoying the benefits of a well-maintained neighborhood. This property emphasizes the experience of a small-town atmosphere in a welcoming neighborhood, perfect for making lasting connections with

neighbors.

Here, you'll find public beach access used by locals and a short walk to Fountain View Park, where you can take advantage of a three-acre fishing pier, boardwalk, basketball courts, playground equipment and the Jacksonville Beach Tennis Club.

You'll also be in close proximity to the public Jacksonville Beach Golf Club and world-famous Stadium Course at TPC Sawgrass, home of THE PLAYERS. Bennie Furlong Senior Center is nearby, prepared to meet the needs of seniors by providing activities like exercise classes, line dancing, field trips, breakfasts and lunches.

Embrace the coastal lifestyle with easy

access to outdoor activities, recreational facilities and the vibrant local culture.

Whether it's surfing, fishing or enjoying the beach, your new home offers endless opportunities for fun in the sun. Watch the fireworks on July 4th, watch the Blue Angels perform, and take part in many other beach events held year-round.

Don't miss out on this perfect blend of comfort, convenience and a thriving community! Schedule a visit today to experience the charm of this Jacksonville Beach retreat.

Represented by Marcy Taylor
Berkshire Hathaway HomeServices Florida
Network Realty
904-349-1631
marcy.taylor@floridanetworkrealty.com

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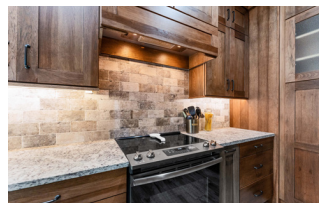
Welcome Home!

**1869 2nd Street S
Jacksonville Beach, FL**

\$1,675,000

**4 Bedrooms | 3.5 Bathrooms | 3,313 sq.ft.
MLS#2058827 | Year Built: 1998**

This stunning 4-bedroom, 3.5-bathroom, three-story home is just steps away from the ocean, offering the perfect combination of comfort, luxury, and low-maintenance living. Nestled in the picturesque South Jax Beach area the property provides an ideal coastal retreat, whether for permanent living or as a vacation getaway. The main floor features beautiful custom cabinetry in the kitchen with a porcelain farmhouse sink, perfect for preparing meals while enjoying the beach breeze. The living and dining areas flow seamlessly, making it ideal for entertaining or relaxing in style. Each of the four bedrooms is generously sized, with the master suite offering a luxurious en-suite bathroom with a walk-in shower, and two walk-in closets. The home is within walking distance to the best beaches, shopping, recreation and dining.



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Looking ahead to a successful 2025

By Jake Piatt
Contributed photos

Here's a bit of year-end reflections from Jake Piatt, a longstanding Ponte Vedra Realtor and small business owner whose beginnings here started in 1987 as one of the original developer sales representatives at The Plantation. Jake went on from development sales and founded Country Club Real Estate in 1994 and today continues in partnering with Ponte Vedra Coastal Realty, founded by wife Vicki in 2018.

In deep focus, it was not just a year about our success in a stellar year of sales, which was accomplished by my wife and partner, Vicki Piatt, selling the highest priced home ever sold in The Plantation at \$6 million, but it was more about the people we met and represented in those transactions who we continue to interact with both socially and professionally.

The essence of the stories heard about the tragedies of the Los Angeles area fires makes me reflect how valuably important our lives are with respect to our neighbors and those who serve us in this great oceanside village we know as Ponte Vedra Beach. In many of our Ponte Vedra Coastal Realty transactions, Vicki and I have personally helped elderly homeowners pack, clean and relocate to newer locales, whether it be



local long-term care facilities or the far-off homes of their grown children.

After many closings we continue to blend with new buyers from out of state and often become friends whom we dine with, play pickleball, croquet or enjoy time with at the beach club. Our years of experiences here in Ponte Vedra are recalled frequently in stories that we relate to those “newbies” to help them really appreciate the origins of this gem of paradise where we reside.

As many of you have observed, the feverish period of sales across our area has slowed and inventories remain rather low compared to the pre-COVID era. Vicki Piatt leading the way with her team of 12 Realtor agents in Ponte Vedra Coastal Realty looks forward to a bright 2025 in Pont Vedra and Nocatee. As a feather in Vicki's cap, she listed or sold

in 13 of the 30 total sales transactions in The Plantation in 2024 and looks forward to adding to that again this year.

May 2025 bring an abundance of great quality of life to all of Ponte Vedra.

PONTE VEDRA COASTAL REALTY, 2025 FEATURED GOLF COURSE HOME

101 Cannon Court in The Plantation is listed at \$2,449,000. With four bedrooms, this exquisite 4,710-square-foot home offers an unparalleled lifestyle overlooking the picturesque third hole from green to tee and sparkling lake views. Tropical grounds welcome you to a gated courtyard entry that offers a private pool, summer kitchen and a spacious guest house. Contact Vicki Piatt for a tour of this special offering. MLS #2006380

The Plantation Showcased by Vicki Piatt

Ponte Vedra Coastal Realty
904-536-8366



101 Cannon Ct \$2,449,000 4,710sf

3BR + Ofc & Guest House, Pool, on the picturesque 3rd Green and Lake
Updated to the Nth Degree



232 Laurel Ln at \$1,650,000
Renovated to perfection
4BR plus Ofc with private
Pool along the 18th Fairway



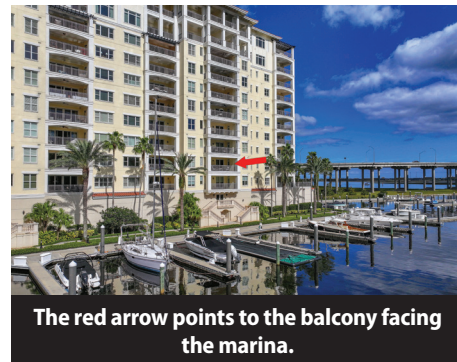
104 Lantana Ct at \$1,649,000
Designed to perfection, this
4BR has panoramic views
along the 18th Fairway



An aerial view of Marina San Pablo on the Intracoastal Waterway



The interior of 14402 Marina San Pablo No. 202



The red arrow points to the balcony facing the marina.

Marina San Pablo: A waterfront paradise awaits

By Cici Anderson

Contributed photos

The owner of this condo in Marina San Pablo will enjoy maintenance-free living from this fully furnished two-bedroom, 2.5-bath condo with tranquil marina views and a 50-foot boat slip.

Marina San Pablo is more than an elegant high-rise condominium; this is the lock-and-leave lifestyle that everyone dreams of — from the gated entrance, the exquisitely landscaped grounds and the private marina to the luxurious open floor plans with designer finishes and the panoramic views

of the marina and Intracoastal Waterway.

At every turn, Marina San Pablo is a destination, where natural wonders never cease to amaze. There is even a community fishing pier where the fish are jumping as the dolphins and manatees pass by. The Yacht Club houses a fitness center, a beautiful gathering room, a catering kitchen with sitting area, bar and TV.

Outside is the sparkling pool, hot tub, grilling area, marina and walking promenade. The private marina with 50-foot boat slips fulfill all your water sports with boating, jet skiing, kayaking or paddle boarding.

Marina San Pablo is conveniently located off San Pablo and Butler Boulevard and only a short drive to the many beautiful beaches in Ponte Vedra Beach and Jacksonville Beach. It is close to the St. Johns Town Center and the world-renowned TPC at Sawgrass Stadium Course, and next door to the prestigious Mayo Clinic and Hospital.

Number 202 at Marina San Pablo also includes a social membership to nearby Marsh Landing Country Club.

This property is represented by Marsh Landing Realty, listed by Cici Anderson and Jenna Fisher and offered for \$799,000.

CICI ANDERSON & JENNA FISHER - 2024 SALES

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JENNA FISHER, PA
Broker
904.881.4201
jennasellsjax@gmail.com



1. 1255 Windsor Harbor Dr. | Jacksonville
2. 611 Dorleans Ct. | Jacksonville
3. 2768 College St. | Jacksonville
4. 2698 Tartus Dr. | Jacksonville
5. 77 Oakwood Rd. | Jacksonville Beach
6. 1901 1st St. N. #806 | Jacksonville Beach
7. 13588 Painted Bunting Way | Jacksonville
8. 601 1st St. S. #7B | Jacksonville Beach
9. Laguna Villas | Jacksonville Beach
104 Laguna Villas Blvd. #F24
100 Laguna Villas Blvd. #G11
105 25th Ave. S. #L34
10. 1821 Blue Heron Lane | Jacksonville Beach
11. 4300 South Beach Pkwy. | Jacksonville Beach
Unit #2206 | Unit #3108
12. 248 Royal tern Rd. N. | Ponte Vedra Beach
13. 104 Lamplighter Island Ct. | Ponte Vedra Beach
14. 105 Linkside Cir. | Ponte Vedra Beach
15. 7600 Founders Ct. | Ponte Vedra Beach
16. 7561 Founders Way | Ponte Vedra Beach
17. 8230 Merganser Dr. | Ponte Vedra Beach
18. 124 Bent Pine Ct. | Ponte Vedra Beach
19. 24629 Deer Trace Dr. | Ponte Vedra Beach
20. 170 Deer Haven Dr. | Ponte Vedra Beach
21. 112 Harbourmaster Ct. | Ponte Vedra Beach
22. 140 Indian Cove Lane | Ponte Vedra Beach
23. 108 Indian Cove Lane | Ponte Vedra Beach
24. 12603 Marsh Creek Dr. | Ponte Vedra Beach
25. 184 Clearlake Dr. | Ponte Vedra Beach
26. 120 Hidden Cove Lane | Ponte Vedra Beach
27. 117 Lagoon Forest Dr. | Ponte Vedra Beach
28. 132 N. Cove Dr. | Ponte Vedra Beach
29. 1176 Salt Marsh Cir. | Ponte Vedra Beach
30. 49 Waterbridge Ct. | Ponte Vedra Beach
31. 541 Rutile Dr. | Ponte Vedra Beach
32. 104 Sea Lily Lane | Ponte Vedra Beach
33. 621 Miramar Lane | Ponte Vedra Beach
34. 4325 Blue Heron Dr. | Ponte Vedra Beach
35. 8103 Seven Mile Dr. | Ponte Vedra Beach
36. 2007 Palmetto Point Dr. | Ponte Vedra Beach
37. 2625 L'atrim Cir. S. | Ponte Vedra Beach
38. 419 La Reserve Cir. | Ponte Vedra Beach
39. 120 Regents Place | Ponte Vedra Beach
40. 217 A Roscoe Blvd. S. | Ponte Vedra Beach
41. 267 Hatter Dr. | Ponte Vedra
42. 47 Hiller Lane | Ponte Vedra
43. 595 Caspia Lane | Ponte Vedra
44. 501 Wild Cypress Circle | Ponte Vedra
45. 215 Oak Breeze Dr. | Ponte Vedra
46. 189 Bonita Vista Dr. | Ponte Vedra
47. 54 Crystal Sands Ct. | Ponte Vedra
48. 308 W. Kari Ct. | St. Johns
49. 101 Clarendon Rd. | St. Johns
50. 2201 Fort Mellon Ct. | St. Augustine

BOAT SLIP: Harbour Island | Ponte Vedra Beach RENTALS:

- 201 25th Ave. S. #N32 | Jacksonville Beach
- 204 Laguna Villas Blvd. #A34 | Jacksonville Beach
- 108 Laguna Villas Blvd. #D25 | Jacksonville Beach
- 4537 Carrara Ct. | Jacksonville
- 2653 Isabella Blvd. #A3 | Jacksonville Beach
- 43 Foxcross Ave. | St. Augustine

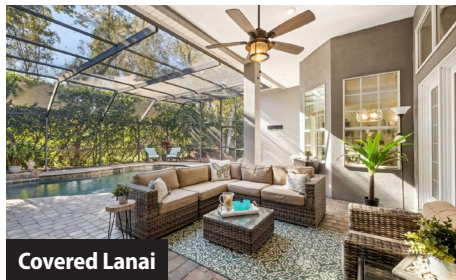


2024, 2023, 2022, 2021

#2 Top Small Residential Real Estate Team Northeast Florida



Cici Anderson & Jenna Fisher



Covered Lanai



Exterior



Kitchen

Exquisite pool home, where elegance and comfort blend

By Michele Segars

Contributed photos

Nestled in Sawmill Lakes, a private residential community of Palm Valley in Ponte Vedra Beach, this meticulously cared-for family home offers the perfect combination of luxury, comfort and convenience.

Located just two miles from the Mickler's public beach access, the community features 371 single family homes surrounded by 13 freshwater ponds, natural preserves and marshlands. Residents enjoy exclusive amenities, including a clubhouse, a large swimming pool, basketball courts, pickleball and a playground, all designed to enhance Florida's outdoor lifestyle.

This elegant home greets you with a grand foyer, soaring ceilings and an abundance of natural light. The thoughtfully designed main level offers a split floor plan with four spacious bedrooms and three full bathrooms, while an expansive bonus room upstairs, complete with its own bath provides endless possibilities for entertaining or relaxing. The open-concept kitchen and breakfast nook seamlessly flow into the great room, where a cozy fireplace and custom built-ins make it the perfect gathering space.

Wide plank luxurious vinyl floors throughout and a charming brick wine cellar add warmth and sophistication. Step outside to your private oasis, featuring a stunning freeform pool with a natural stone

waterfall and an expansive outdoor covered patio — perfect for entertaining or relaxing after a day in the sun.

Ideally located near A+ rated schools, sports fields, YMCA, Palm Valley boat ramp and walking and biking trails, this home also offers easy access to golf, dining and shopping. It's just 30 minutes from historic and charming St. Augustine and 40 minutes from Jacksonville's vibrant downtown and Jaguars' stadium. With natural beauty, modern amenities and an unbeatable location, this home truly offers the best of Ponte Vedra Beach living.

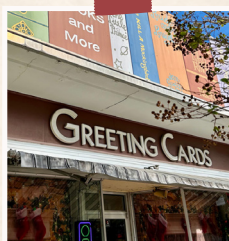
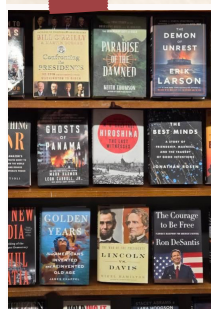
Listed by Michele Segars, with Berkshire Hathaway HomeServices Florida Network Realty. Offered for \$1,195,000.
Address: 133 Sawmill Lakes Boulevard, Ponte Vedra Beach, FL 32082

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Exquisite Pool Home in Sawmill Lakes

133 Sawmill Lakes Blvd, Ponte Vedra Beach, FL 32082
5 bedroom | 4 bathrooms | 3,597 SF | \$1,195,000

This stunning home perfectly combines elegance and comfort. Split floor plan with four spacious bedroom and three full baths, while an upstairs bonus room with its own bath offers versatility. Natural light, soaring ceilings and views of the pool complete this exceptional home.

Embrace the ultimate Florida lifestyle - schedule your private tour today!



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Michele Segars
REALTOR

C: 904.910.6355
333 Village Main Street
Suite 670
Ponte Vedra Beach, FL 32082
msegars.floridanetworkrealty.com





Oceanfront home is a coastal paradise

By Marsha Keller and Lisa Barton

Contributed photos

Discover your dream oceanfront retreat in South Ponte Vedra Beach! This stunningly remodeled home features four bedrooms and five bathrooms, covering an impressive 3,400 square feet spread across three stories, with breathtaking ocean views from nearly every room.

On the first floor, you'll find two spacious bedrooms and two full bathrooms, along with a convenient laundry room. The

garage has been transformed into a fantastic flex/game room, perfect for entertaining or relaxing.

The second floor serves as the main living area, showcasing a luxurious master suite, a large kitchen, a dining room and a cozy family room with expansive impact windows and sliding doors. Step out onto the beautiful balcony to savor your morning coffee while enjoying the sunrise. A spiral staircase leads to the oversized fourth bedroom on the third floor, which offers its own small balcony for private enjoyment.

This exquisite home boasts a 2019 roof,

a newer seawall, brand new HVAC systems with a dehumidifier, and new ductwork. Enjoy endless hours out on the spacious paver oceanfront patio, complete with a firepit! It comes furnished with brand new furniture in most rooms, making it ideal for a primary residence, second home or vacation rental.

Don't miss the opportunity to own this coastal paradise!

2779 South Ponte Vedra Blvd.,
Ponte Vedra Beach
Offered for \$2,690,000 by Marsha Keller and
Lisa Barton of The Lisa Barton Team

2024-2025

FLORIDA FORUM SPEAKER SERIES

Jacksonville Center for the Performing Arts



CARL HIAASEN

February 12, 2025 at 7:00 p.m.

Novelist | Journalist | Floridian

Moderator: Mark Woods

Presented by

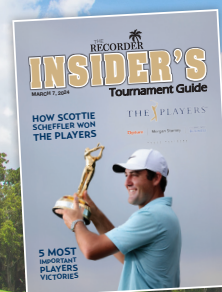


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TEE TIME IS JUST AROUND THE CORNER



**THE PLAYERS
CHAMPIONSHIP**
at Sawgrass
starts on March 11th...

Don't miss this opportunity to connect
with over 50,000 fans each day!

This guide will be inserted in *The Recorder* as well as distributed in
Ponte Vedra, Nocatee, the Beaches and throughout the First Coast.

TPC Guide Issue Date: March 6th
Deadline for Space Reservation: February 21st

To reserve your space, or request
further information, email Susan at
susan@pontevedrarecorder.com

THE RECORDER

Published by the Ponte Vedra Recorder, Ponte Vedra Beach, Florida





The exterior of the home



The interior



An outside view

Seven Pines has everything a homeowner needs

By Marsha Keller and Lisa Barton

Contributed photos

Don't wait to build in Jacksonville's hottest master planned community! This beautifully designed four-bedroom, 2.5-bathroom home, located in the highly desirable Seven Pines neighborhood, has everything you need to move-in: a fenced backyard, three-car garage and all the appliances.

Offering 2,180 square feet of living space with an additional study, this home is perfectly suited for families, professionals or anyone seeking a peaceful retreat with easy access to everything Jacksonville and its beaches have to offer.

Living in Seven Pines means more than just owning a beautiful home — it's about embracing a lifestyle. The community is designed with connectivity and convenience in mind, with scenic streets and pathways that encourage walking or biking to local amenities. Having just opened in January 2025, those amenities are fabulous!

There's a brand-new pool, kid's splash zone, fitness center, kayak launch and clubhouse. Plus, Seven Pines is home to expansive parks, playgrounds and serene natural preserves, offering residents a rich blend of outdoor recreation and tranquility.

This home itself is a masterpiece, featuring an open-concept kitchen with sleek black accents, white cabinetry and a

large Cambria quartz island. The kitchen flows into a cozy family room, ideal for both entertaining and everyday living. Enjoy the extended lanai, fenced backyard and a three-car rear-entry garage.

With easy access to shopping and dining and just a short drive to the beautiful Atlantic Ocean beaches and Mayo Clinic, Seven Pines offers the ultimate blend of suburban comfort and urban convenience. Make this dream lifestyle yours today.

Call 904-465-9139 to schedule a tour of this incredible home in Seven Pines.

Address: 5322 Piney Flats in Seven Pines
Listing Agent: Sean Muserallo
Real Estate Team: Lisa Barton Team, Keller Williams



Lisa Barton Team
 PONTE VEDRA BEACH

Let us help you find your dream home!



2779 S Ponte Vedra Blvd
 4 Beds | 5 Baths | 3,403 sq. ft.
Listed for \$2,690,000



435 N Ocean Grande Dr. Unit 102
 3 Beds | 3 Baths | 2,035 sq. ft.
Listed for \$600,000



5322 Piney Flats Rd, Jacksonville
 4 Beds | 3 Baths | 2,180 sq. ft.
Listed for \$714,900

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(904) 465-9139
 3000 Sawgrass Village Circle, Building 1,
 Suite 3, Ponte Vedra Beach, FL 32082
lisasellspontevedra.com





More than a home, abode is slice of paradise

By Jennifer Sexton
Contributed photos

Welcome to your dream beachside abode at 2700 Ocean Drive South, where luxury meets the ocean breeze!

This 3,200-square-foot gem built in 2019 boasts four spacious bedrooms and three pristine bathrooms, ensuring ample space for family and guests alike. Nestled on a charming corner lot in South Jacksonville Beach, this home offers both privacy and stunning ocean views that will make every sunrise feel like a personal masterpiece.

Step inside to discover a grand foyer



that sets the stage for elegance throughout. The island kitchen, complete with a pantry, is a culinary enthusiast's paradise, perfect

for whipping up gourmet meals or simply enjoying a morning coffee. With an elevator to whisk you effortlessly between floors, convenience is at your fingertips.

Cozy up by the fireplace on cooler evenings or relish the warm Florida sun on your private balcony. This Jacksonville Beach beauty is more than a home — it's a lifestyle. Don't miss your chance to own a slice of paradise!

This property is represented by Compass Realty, listed by Jennifer Sexton and Wes Mock and offered for \$2,875,000.

COMPASS

*finest on
the market.*

12700 Ocean Drive South, Jacksonville Beach

Ocean Views



\$2,875,000
4 Beds | 3 Baths | 3,200 SqFt



390 Fifth St, Atlantic Beach



\$1,800,000
4 Beds | 3.5 Baths | 2,229 SqFt



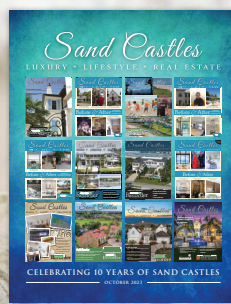
Jennifer Sexton & Wes Mock

Jenn: 904.463.3326 Wes: 904.327.7030

Real Estate Advisors sextonandmock.com @sextonandmock

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— CELEBRATING 11 YEARS —
Sand Castles
LUXURY * LIFESTYLE * REAL ESTATE



COVER FOR ILLUSTRATION PURPOSES ONLY

Sand Castles is a Luxury, Lifestyle and Real Estate Seasonal glossy magazine that is published quarterly by *The Recorder*. Here is the schedule upcoming Sand Castles publications.

publication dates

THURSDAY, MAY 22ND, 2025

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The pool at 224 Edge of Woods Road



The exterior of 224 Edge of Woods Road



World Golf Village Club tennis courts

World Golf Village home balances comfort, style

By Cynthia Lupi

Contributed photos

World Golf Village in St. Augustine is a community where luxury, history and nature come together in perfect harmony. Spanning 6,300 acres of stunning landscapes, it celebrates golf's rich legacy while offering modern amenities and an unparalleled lifestyle.

At the heart of the community is the Swim & Tennis Center, a hub of relaxation and activity. Residents enjoy a heated Junior Olympic-sized pool, beach-entry pool, tennis courts, a playground, a clubhouse with a veranda and the Fitness Cottage, all delivering a resort-style experience. Beyond this, the village boasts a fitness center, world-class golf



World Golf Village club house

course, outdoor pool and versatile meeting spaces. Together, these amenities provide a seamless blend of recreation, leisure and upscale dining, ensuring every moment is memorable.

World Golf Village isn't just a place to live — it's a lifestyle. With its thoughtfully designed homes, resort-like facilities and

deep appreciation for the surrounding natural beauty, it offers something special for everyone. Whether you're a passionate golfer, a history enthusiast, or someone seeking a serene and luxurious community, World Golf Village promises a unique living experience.

Among its treasures is 224 Edge of Woods Road, a beautifully crafted 2,375-square-foot home that perfectly balances comfort and style. Priced at \$520,000, this residence is an opportunity to immerse yourself in the vibrant and fulfilling lifestyle that defines this exceptional community.

224 Edge of Woods Road
Represented by Berkshire Hathaway
HomeServices Florida Network Realty, listed by
Cynthia Lupi for \$520,000



NEW PRICE

240 Woodhurst Drive
Ponte Vedra, FL 32081

2 bed | 2 bath + Flex Room | 1,762 sqft
\$510,000

Situated in Nocatee's Del Webb Ponte Vedra community, this charming Copper Ridge floor plan offers a versatile flex room, a sunroom, and an extended screened lanai, combining comfort and style in a spacious design. The home is conveniently located near the community clubhouse, which boasts an extensive range of amenities and social events. This prime Nocatee location provides easy access to beaches, shopping, and dining options.



NEW PRICE

224 Edge of Woods Rd
St. Augustine, FL 32092

4 bed | 3 bath | 2,375 sqft
\$520,000

Welcome to your dream pool home in World Golf Village's Turnberry community! This stunning 4-bedroom, 3-bathroom home combines modern luxury with Florida charm. The open floor plan is perfect for entertaining, while the backyard offers a screened lanai, private pool, and serene preserve views. Located minutes from A-rated schools, shopping, dining, and I-95.



SOLD

4526 Craven Rd W
Jacksonville, FL 32257

4 bed | 3.5 bath | 2,993 sqft
\$675,000

This spacious home on a 1-acre lot in prime Jacksonville is perfect for outdoor enthusiasts. It features a large garage, an extra building for a workshop or studio, and an RV/boat awning. Inside, there's a functional layout with ample living space. Conveniently located near highways, shopping, and dining, this property offers country living with city convenience. Don't miss this rare find!



Cynthia Lupi, PLLC

Broker Associate, REALTOR®

GRI, SRS, RENE, SFR

Cell (904) 814-5058 | Bus (904) 285-1800

Licensed REALTOR® in Florida and Georgia

333 Village Main Street, Suite 670, Ponte Vedra Beach, FL 32082

Cynthia.Lupi@FloridaNetworkRealty.com

www.CynthiaLupi.com

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Janet Huckabee, Allison Ferebee, Emma Ferebee and Governor Mike Ferebee



INAUGURATION

CONTINUED FROM PAGE 29

with a commitment to bring America back for all Americans.

The message was familiar, one that we all heard throughout his campaign for president. And the promise to “Make America Great Again” was more than a promise, as he spelled out his message with strong words that reverberated throughout the audience and the world.

According to Billie Tucker, “I remember standing in front of the Capitol with 1.5 million Tea Party patriots on Sept. 12, 2009, petitioning our government. Trump validated that petition again today and gave control back to the people!”

“Jan. 20, 2025” said President Trump, “will be remembered as the day the people became the rulers of this nation again.”

Jacksonville resident Peret Pass, who was in Washington with fiancée



Janet Huckabee, Janet Westling, Governor Mike Huckabee and Judge Anne Marie Genusa

Jon Scott and friends, said, “President Trump’s speech was strong and highlighted his agenda to us as a nation. To me, one of the greatest points Presidents Trump made is that even though we have differences, “there is nothing we as Americans can’t do if we are united.”

It is clear our president plans on delivering on what he promised.

In his speech, Trump said, “We must think big and dream even bigger. We won a mandate to lead the American people. Jan. 20, 2025, is liberation

day and will be remembered as the most consequential in our country. The time for empty talk is over. Now arrives the hour of action. By the end of day on Jan. 20th by executive order, we will secure our borders and declare a national emergency at our southern border. We promise to expel every illegal criminal, repeal the Biden executive orders and reinstate our remain in Mexico policy and catch and release. Our energy policy will be “Drill Baby Drill!” We will bring back free speech to America and fair, equal and impartial justice and bring law and order back to our cities. I want to be a peacemaker and unifier. The spirit of the frontier is written within our hearts. If we work together there is nothing we can’t do. In America, the possible is what we do best! I am with you, I will fight for you and I will win for you. We are going to win like never before. Our golden age has just begun!”

Well said, Mr. President.



Judge Anne Marie Genusa and Brian Kilmeade





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