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Sales Activity

Floors Direct will anchor Ocoee shopping center

Orlando Business Journal - February 6, 2004 by [Kristen Stieffel](#) News Assistant

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Michael Carr, owner of Floors Direct, purchased a 2.8-acre site on West Colonial Drive for \$1.3 million. The site formerly housed Womack Auto Sales. Carr plans to develop the site as a Floors Direct retail plaza. There are currently four Floors Direct locations in the Orlando area, but this will be the first location that Carr will own. Commercial real estate specialists William C. Pellatt and James K. Densmore of Signature GMAC Real Estate represented Carr. Seth Richards of Micki Blackburn Realty represented the seller, Dan Womack.

Amr Gawad of True Engineering, a Windermere-based architectural and engineering firm, has been contracted to design the 25,000-square-foot retail center, which will be called Floors Direct Plaza. Construction is slated to get under way in March and is expected to be finished by early December. Floors Direct will occupy 15,000 square feet, and the remaining 10,000 square feet will be leased out.

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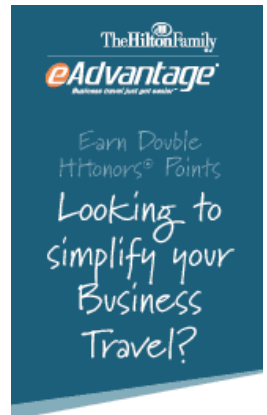
Big benefits: Her small firm uses great benefits to battle bigger companies.

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In other sales activity:

- Orlando Gardens LLC purchased the 288-unit Parkway Village Apartments in Kissimmee for \$16 million. The buyer plans to convert the complex to condominiums. The seller was Gray Property 3204 LLC. Smith Equities Corp. brokered the transaction.
- Equity Residential Property Trust purchased the 280-unit GrandeVille at River Place apartments in Orlando. Apartment Realty Advisors represented the seller, LeCesse Development Corp. Marc deBaptiste, principal, and Kevin Judd, vice president, led ARA's marketing team.
- Jeff Gelman purchased 2,200 acres from Bar 7 Ranch Inc. for \$5 million. The ranch is located in south Osceola County. Maury L. Carter of Maury L. Carter & Associates Inc. represented the seller, and Pamela Middleburg of Stirling International Realty Inc. represented the buyer.
- Inland Real Estate Acquisitions of Oakbrook, Ill., purchased the 148,100-square-foot Piedmont Plaza in Apopka for \$10 million. John Crossman, senior vice president at Trammell Crow Co.'s retail investment services division in Orlando, and J. Whitney Knoll, senior vice president and director of retail investment services in the firm's Atlanta office, represented the seller, Dallas-based P.O.B. Montgomery & Co.
- Trident Holding Co. sold The Colony Club Village Apartments, a 172-unit complex in southeast Orlando, to a local private investor for \$9 million. Mark D. Smith and Gerald A. Smith of Smith Equities Corp. brokered the transaction.
- Lakeview at Heathrow LLC purchased two parcels totaling 38 acres in Heathrow for \$8.85 million. Roger Soderstrom, founder and owner of Stirling International Realty, represented the sellers, Colonial Properties Trust and Fred and Carmen Edwards. The buyer plans to develop a residential neighborhood with approximately 287 single-family homes, town homes and condominiums.
- FFVA Mutual Insurance Co. and its affiliate Florida Fruit & Vegetable Association purchased the 57,044-square-foot Welbro Building in Maitland Center for \$5.7 million. The firms, which have been headquartered at 4401 E. Colonial Drive in Orlando for more than 40 years, will use the facility as their new corporate headquarters. Gregory N. Morrison of Advantis Real Estate Services represented the sellers, Trafalgar 800 Inc. and Dwajoncourt Inc. Thomas E. Hankins of Realty Capital/TCN Worldwide represented the buyers.
- The Central Florida division of Maronda Homes purchased 134 developed residential sites in Polk County for \$3.35 million from Embassy Ventures LLC of Oviedo. Vince Arch, broker associate, and Stephan Neveleff, vice president and principal, both of NAI Realvest Partners Inc., negotiated the transaction.
- D.R. Horton Homes purchased 240 acres in Osceola County for \$3.5 million from Mr. & Mrs. Earl Partin. Brokers Dean Saunders and Bill Merckel of Saunders Real Estate LLC negotiated the transaction.
- Leknarf LLC, which does business as Vitaquest, purchased a 98,000-square-foot warehouse building in southwest Orlando for \$2.6 million. Southland Logistics, a third-party logistics

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