

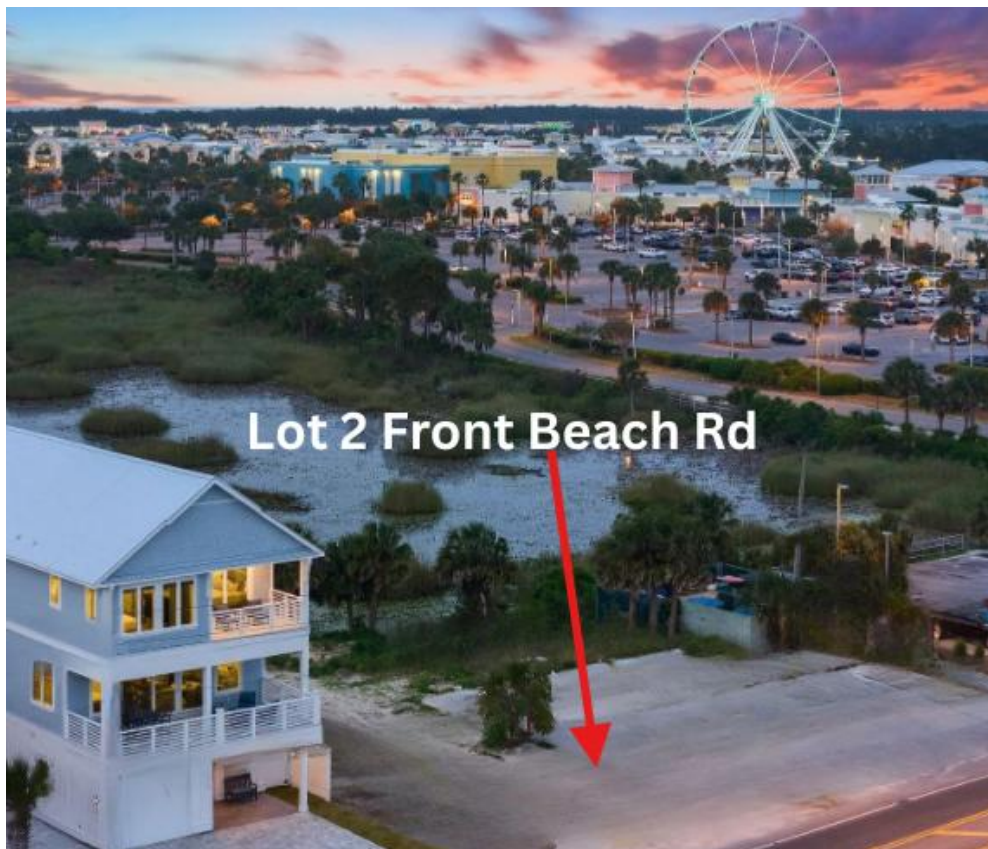


Luxury Gulf-View Development Opportunity

Illustrative 8%+ Cap Rate Potential Based on Comparable Performance

TBD Front Beach Road, Lot 2

Panama City Beach, Florida



Luxury Gulf-view homesite is positioned for a premium coastal property step away from public beach access, Pier Park, and the City Pier.

Offering Price	Lot Size	Dimensions	View / Use
\$950,000	0.14 acres	50' x 120'	Gulf view STR potential

Prepared by Counts Real Estate
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Opportunity Summary

This homesite offers a rare chance to secure a premium Gulf-view lot in one of Panama City Beach's most recognizable visitor corridors. **The value proposition is straightforward:** acquire a scarce near-beach parcel, develop a luxury residence with strong design appeal, and position the finished product for high-end personal use, resale, or short-term-rental income.

Property Highlights

- Front Beach Road address in the Pier Park / west-end beach corridor-
- Public beach access nearby with walkable access to major attractions including Pier Park & Margartville
- Cleared site with public water, public sewer, and on-site electric noted
- Gulf-view orientation that supports a premium coastal product that generates premium income.
- Designed for a buyer seeking location, design upside, and rental relevance | • CH zoning with FBO-2 overlay supports a compelling luxury build narrative for short term rentals

Buyer Positioning

- Ideal for a luxury beach-home buyer who wants a custom build story
- Strong fit for investors targeting high cap vacation-rental income product
- Benefits from nearby operating evidence rather than generic market averages
- Walkability and beach access support guest demand and resale appeal
- Best positioned when paired with quality architecture, amenities, and management

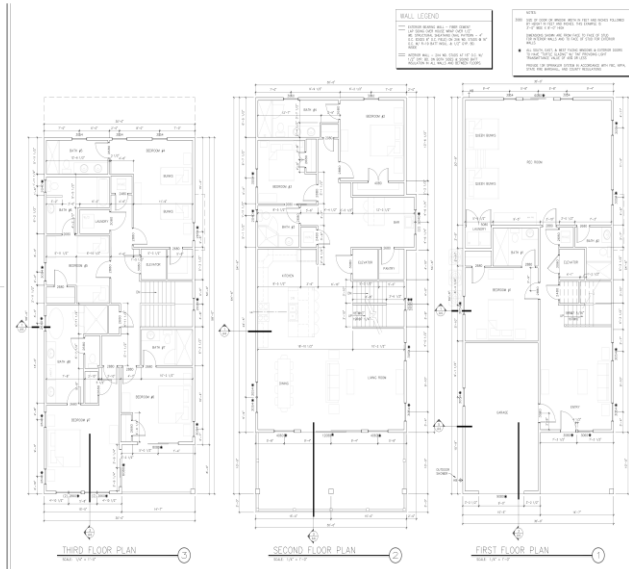
Concept statement: the site is positioned for a luxury coastal residence with the potential for over 5,000 square feet and up to 45 feet in height with unobstructed gulf views from second and third floors, with short-term-rental potential, subject to buyer due diligence, final design, and applicable approvals.

Zoning / Build Potential

CH zoning with FBO-2 overlay. This homesite offers a compelling path for a multi-story luxury beach residence designed to maximize Gulf views, sleeping capacity, entertaining space, and premium coastal finishes.

- Zoning: CH
- Overlay: FBO-2
- Potential build profile: luxury residence over 5,000 square feet and up to 45 feet in height
- Use profile: short-term-rental potential
- Buyer to independently verify zoning, overlay requirements, height, setbacks, parking, utilities, and short-term-rental regulations prior to closing and prior to final plans.

Conceptual Build Reference



Reference floor plans from the nearby luxury-home concept.

What the nearby concept demonstrates

- Three-story coastal design
- 7 bedrooms | 8 bathrooms
- Sleeps 18
- Approx. 4,693 SF heated/cooled area
- Approx. 926 SF porches
- Approx. 372 SF garage
- Approx. 5,991 SF total under roof
- Elevator-ready layout
- Multiple bedroom / bunk-capable sleeping zones
- Garage, outdoor living, and pool-oriented site planning

Why it matters: this adjacent plan package gives a potential buyer a tangible example of the scale, livability, and rental-oriented design language that can be pursued in this immediate area.

Nearby Revenue Support

Aerial Overview of Subject Site

These aerials help illustrate the lot's positioning near the beach, Pier Park, Margaritaville, the Russell-Fields Pier, and nearby public access points.



Gulf-facing aerial showing the subject lot location in relation to the shoreline and nearby improvements.

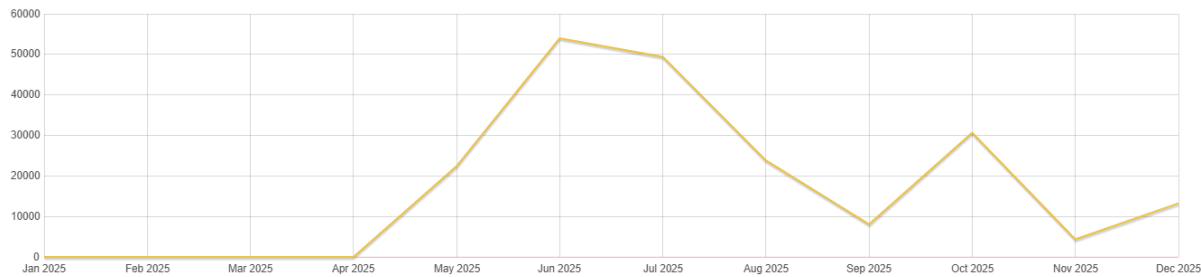


Context aerial highlighting Lot 2, beach access points, Front Beach Road, and proximity to Pier Park and the City Pier.

Nearby operating performance helps illustrate the income potential of a well-executed beach-house product in this micro-location. The benchmark home is a 7-bedroom, 8-bath residence of approximately 4,693 square feet. These figures are examples, not guarantees, and final results will depend on design, execution, management, seasonality, and market conditions.

2025 actual performance benchmark

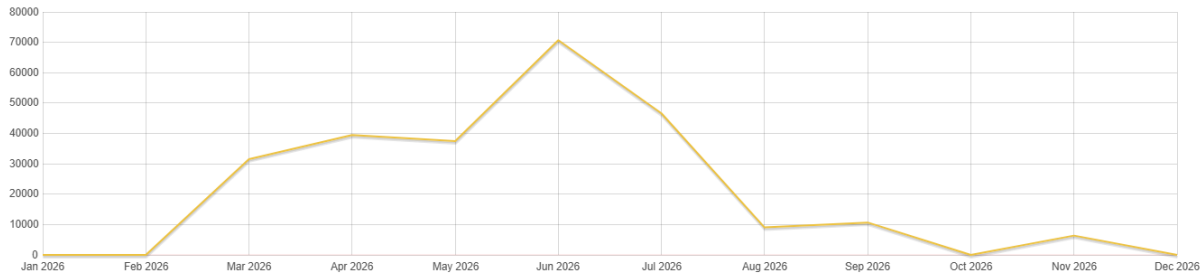
****Rentals started in April 2025 not full year**



Property	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Total
Pier Park Paradise	0.00	0.00	0.00	0.00	22,407.62	53,993.63	49,401.20	23,823.89	8,065.05	30,662.44	4,348.66	13,244.55	205,947.04
Total	0.00	0.00	0.00	0.00	22,407.62	53,993.63	49,401.20	23,823.89	8,065.05	30,662.44	4,348.66	13,244.55	205,947.04

Displayed 2025 gross revenue: \$205,947 with strongest visible months in June (\$53,994) and July (\$49,401).

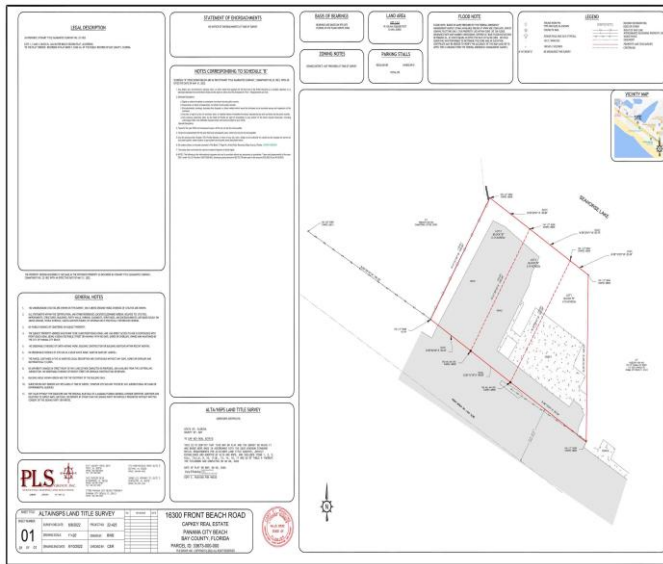
2026 bookings / YTD benchmark



Property	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026	Total
Pier Park Paradise	0.00	0.00	31,540.00	39,452.55	37,449.53	70,693.94	46,611.43	9,055.17	10,658.47	0.00	6,356.64	0.00	251,817.73
Total	0.00	0.00	31,540.00	39,452.55	37,449.53	70,693.94	46,611.43	9,055.17	10,658.47	0.00	6,356.64	0.00	251,817.73

Displayed 2026 booked / YTD gross revenue: \$251,818 with strong summer pricing power visible in June and July.

Survey & Buyer Notes



Survey exhibit provided for reference.

Recommended buyer takeaways

- Scarce Gulf-view homesite in a high-visibility beach corridor
- CH / FBO-2 positioning supports a luxury residence strategy with meaningful design flexibility
- Nearby benchmark home shows meaningful rental demand
- Adjacent-style plan package helps a buyer visualize the end product
- Strong use case for custom build, hold, or premium STR positioning

Buyer diligence

- Confirm final design envelope, setbacks, height, drainage, parking, and utility tie-ins.
- Verify short-term-rental rules, height limits, setbacks, overlay requirements, licensing, taxes, insurance requirements, and final permitting path.
- Underwrite full development and furnishing costs before relying on any revenue illustration.

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This package is intended as a marketing presentation for a potential buyer. All dimensions, design concepts, use scenarios, revenue examples, and development assumptions should be independently verified by the buyer and the buyer's advisors.