

HOVLAND REALTY LLC

OFFERING MEMORANDUM

840 Myrtle Terrace
Naples, Florida 34103

WEST OF 41 | MIXED-USE | LIVE • WORK • RENT • INVEST

3	3	~2,000 SF	X
BEDROOMS	FULL BATHS	RESIDENCE	FLOOD ZONE

A rare Naples coastal mixed-use acquisition. Fully renovated residential quality, an established in-home full-service salon/business component, no HOA, reported no rental restrictions, and a highly desirable west-of-US-41 location create an unusually broad owner-user and investor opportunity.

Walk or bike to the beach, Waterside Shops, Venetian Village and waterfront dining while retaining the flexibility to live, operate a business and pursue rental income from one Naples address.

01 EXECUTIVE SUMMARY

THE OPPORTUNITY

840 Myrtle Terrace combines the lifestyle appeal of a renovated Naples coastal cottage with the economic flexibility of mixed-use positioning. The current owner operates a full-service salon from the property, providing a real-world example of its business utility. For an investor or entrepreneur, the property can be evaluated not only as a residence, but as a potential income-producing, owner-user and live/work asset.

RESIDENTIAL QUALITY + EXISTING BUSINESS FUNCTION + WEST-OF-41 LOCATION

INVESTMENT HIGHLIGHTS

- 3 bedrooms / 3 full bathrooms and approximately 2,000 square feet create a substantial residential component.
- Fully renovated in 2019 with custom coastal design; the improvements were executed as a comprehensive renovation rather than a cosmetic refresh.
- Current owner operates a full-service salon from the home, demonstrating practical commercial/live-work functionality.
- Mixed-use positioning supports a broad range of potential neighborhood-serving, professional, creative and appointment-based business concepts, subject to verification.
- Reported no HOA and no rental restrictions create additional flexibility for investors and owner-users.
- X flood zone positioning is a meaningful differentiator for a property this close to the Naples coast.
- Metal roof rated to 200 MPH and impact windows/doors strengthen the property's improvement story.
- Exceptional Naples location: walk/bike proximity to beaches, Waterside Shops, Venetian Village and waterfront dining; minutes to 5th Avenue South and Mercato.
- Potential exit audiences include luxury residential buyers, entrepreneurs, investors, live/work users and business owners.

02 PROPERTY OVERVIEW

3	3	2019	NO HOA
BEDROOMS	FULL BATHS	FULL RENOVATION	REPORTED

Property	840 Myrtle Terrace, Naples, FL 34103
Asset Profile	Renovated coastal residence with mixed-use / live-work positioning
Residence	Approximately 2,000 SF; 3 bedrooms / 3 full bathrooms
Commercial Component	Established full-service salon operated from the property by the current owner
Design	Custom coastal / cottage aesthetic with approximately 25-foot ceilings, Cypress beams and shiplap detailing
Outdoor Living	Screened front patio and coastal residential setting
Major Improvements	2019 comprehensive renovation; metal roof; impact windows and doors; updated HVAC / water-heating components per listing information
Flood Positioning	X flood zone per listing information; buyer to independently verify
HOA	None reported
Rental Restrictions	None reported by listing information; buyer to verify
Location	West of US-41 in Naples, near beach, Waterside Shops, Venetian Village, waterfront dining, 5th Avenue and Mercato

VALUE PROPOSITION

This is not simply a home with an office. The property's commercial history, renovation quality and coastal location allow a purchaser to consider several value channels at once: residential enjoyment, business occupancy, rent savings, potential rental income and long-term Naples infill ownership.

03 INVESTMENT INCOME POTENTIAL

ILLUSTRATIVE UNDERWRITING FRAMEWORK

840 Myrtle Terrace should be underwritten as a flexible mixed-use asset rather than a one-dimensional rental. The property's residential component, established salon/business area and west-of-41 location can create value through rental income, commercial occupancy savings, or a combination of both.

ILLUSTRATIVE RESIDENTIAL GROSS INCOME POTENTIAL: APPROX. \$66,000 - \$102,000+ ANNUALLY

STRATEGY	ILLUSTRATIVE MONTHLY	ILLUSTRATIVE ANNUAL	RATIONALE
Annual / Executive Residential	\$5,500 - \$7,000	\$66,000 - \$84,000	Renovated 3/3 west-of-41 home with coastal proximity, no HOA and distinctive custom finishes.
Premium Furnished / Seasonal	\$7,000 - \$8,500+ avg. equivalent	\$84,000 - \$102,000+	Potential premium from furnished, seasonal or executive positioning; actual seasonality and occupancy must be underwritten.
Owner-User Business	Occupancy savings	Varies by business	Owner may replace outside salon, studio or office rent with ownership while retaining residential utility.
Live / Work Hybrid	Rent + business savings	Potential blended value	Residential income or occupancy can be combined with the economic value of an on-site permitted business operation.

ADDITIONAL COMMERCIAL VALUE

The existing salon use gives an owner-user a particularly compelling alternative to leasing separate retail or service space. A salon, design studio, real estate office, professional service firm or other permitted user may be able to consolidate business occupancy and residential costs into one owned asset. For an investor, a permitted commercial component may also broaden the tenant pool and future resale audience.

Important: Income ranges are illustrative marketing assumptions, not a rent guarantee, appraisal or pro forma. Actual rents vary materially based on lease term, furnishing, seasonality, utilities, occupancy, management, condition and market conditions. Commercial value depends on the specific permitted use and the buyer's alternative occupancy cost. Buyer must independently verify zoning, rental rules, licensing and achievable income.

04 COMMERCIAL / OWNER-USER OPPORTUNITY

AN ESTABLISHED LIVE/WORK PROOF OF CONCEPT

Unlike properties marketed only on theoretical home-business potential, 840 Myrtle Terrace is already used by the current owner for a full-service salon. That existing business operation helps buyers visualize how a professional or appointment-based business can coexist with a high-quality Naples residence.

OWN THE REAL ESTATE. OPERATE THE BUSINESS. KEEP THE NAPLES LIFESTYLE.

POTENTIAL COMMERCIAL USER PROFILES

- Salon, beauty studio or personal-care concept where permitted
- Interior design, home furnishings or finish-selection studio
- Real estate brokerage, property management or investment office
- Mortgage, title, insurance or transaction-services office
- Attorney, CPA, financial planning, consulting or administrative office
- Home-watch, concierge, estate-management or vacation-property services
- Architect, designer, builder or construction-management office
- Marketing, media, photography or creative studio
- Appointment-based wellness or professional service concept where permitted
- Boutique showroom / consultation business where permitted
- Small corporate or Naples satellite office
- Entrepreneurial live/work headquarters

Specific commercial concepts are illustrative only. Purchaser must verify zoning, permitted and conditional uses, parking, signage, licensing, occupancy and other requirements.

05 RESIDENTIAL & DESIGN ADVANTAGE

CUSTOM RENOVATION WITH A STRONG LIFESTYLE STORY

The residential quality materially differentiates 840 Myrtle Terrace from a typical small commercial building. The 2019 renovation created a highly customized coastal cottage with architectural character and a location that supports both personal enjoyment and premium rental positioning.

Ceiling Volume	Approximately 25-foot ceilings create dramatic interior scale.
Architectural Detail	Cypress beams and shiplap reinforce the custom coastal aesthetic.
Renovation	Comprehensive 2019 renovation with attention to design and finish details.
Bedrooms / Baths	3 bedrooms / 3 full bathrooms.
Storm Features	Metal roof rated to 200 MPH and impact windows / doors per listing information.
Outdoor Space	Screened front patio supports the indoor-outdoor Naples lifestyle.
Flood Position	X flood zone per listing information, an important coastal-location differentiator.
Commercial Integration	Current salon use demonstrates the ability to integrate a business component without sacrificing the home's residential identity.

A BUSINESS ADDRESS THAT STILL FEELS LIKE NAPLES.

06 LOCATION & MARKET

WEST OF 41 - CENTRAL NAPLES

The location is a major component of the investment thesis. 840 Myrtle Terrace is positioned close to Naples' beaches and major lifestyle destinations while remaining accessible to the area's affluent residential population. This creates a strong environment for both premium residential occupancy and businesses serving Naples homeowners, seasonal residents and visitors.

417,131	+11.0%	\$90,045	\$28,092
COLLIER COUNTY 2025 POP.	VS. 2020 ESTIMATE BASE	MEDIAN HOUSEHOLD INCOME	RETAIL SALES / CAPITA

NEARBY DEMAND DRIVERS

- Walk / bike proximity to Naples beaches.
- Near Waterside Shops and its luxury retail and dining environment.
- Near Venetian Village and waterfront dining.
- Minutes to Downtown Naples / 5th Avenue South.
- Convenient to Mercato and additional North Naples dining, retail and entertainment.
- Surrounded by high-value Naples residential neighborhoods and continuing luxury redevelopment.
- Collier County reported 14,541 employer establishments and 56,644 nonemployer establishments in 2023, supporting a deep entrepreneurial and small-business base.
- Collier County's 2025 population estimate reached 417,131, approximately 11% above the April 2020 estimate base.

Source for county demographic/business statistics: U.S. Census Bureau QuickFacts. Property-specific location and feature statements are based on listing information and should be independently verified.

07 INVESTMENT THESIS

WHY 840 MYRTLE TERRACE

The strongest case for 840 Myrtle Terrace is the scarcity of its combination. Buyers are not choosing between a residential property and a commercial property; they are acquiring an asset that can potentially deliver elements of both in a highly desirable Naples location.

Residential Income	Potential annual, executive, furnished or seasonal residential strategies.
Commercial Economics	Potential owner-user occupancy savings and business-use value.
Existing Use Story	Current full-service salon operation provides a tangible live/work proof of concept.
No HOA	Reported absence of an HOA can reduce restrictions and carrying costs.
Rental Flexibility	Reported no rental restrictions can expand investment strategies, subject to legal verification.
Location Scarcity	West-of-41 Naples location close to beach, luxury retail, dining and established high-value neighborhoods.
Improvement Quality	2019 custom renovation, architectural details, metal roof and impact protection create a differentiated physical asset.
Exit Optionality	Potential future audiences include residential buyers, investors, entrepreneurs and commercial owner-users.

LIVE HERE. BUILD A BUSINESS HERE. RENT IT. HOLD NAPLES REAL ESTATE.

OFFERING DISCLAIMER

This Offering Memorandum is provided solely for informational and marketing purposes. Information is based on seller/listing information and public or third-party sources believed reliable but has not been independently verified. Prospective purchasers must conduct their own due diligence concerning zoning, permitted uses, rental regulations, licensing, flood designation, building and fire code, parking, signage, square footage, property condition, taxes, insurance, financing, income potential and all other matters material to acquisition. Potential uses and investment strategies are illustrative only. No income, appreciation, return or investment performance is guaranteed.