



Deal Analysis: 221 Monroe Drive, West Palm Beach, FL 33405

Project Overview

- **Property Address:** 221 Monroe Drive, West Palm Beach, FL 33405
 - **Purchase Price:** \$2,245,000
 - **Estimated Sale Price After Rehab:** \$9,800,000
 - **Estimated Renovation Costs:** \$2,600,000
 - **Estimated Soft Costs:** \$1,000,000
 - **Total Hold Period:** 18 Months
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Investment Opportunity

221 Monroe Drive sits in one of West Palm Beach's most coveted coastal neighborhoods — a pocket that has rapidly transformed into a high-end luxury enclave fueled by migration from the Northeast, booming demand for new construction, and proximity to Palm Beach Island.

This project involves a **full gut renovation paired with a substantial addition**, repositioning the property into a **true ultra-luxury estate** capable of competing with \$9M–\$10M listings east of Dixie Highway. With limited supply of modernized homes and surging demand from high-net-worth buyers seeking Palm Beach-adjacent living, this project is poised to deliver exceptional resale performance.

Property Highlights

- **Lot Size:** 0.29 acres
- **Square Footage:** ~ 5,282
- **Year Built:** 1925
- **Bed /Bath:** 6 bed / 7 Baths

Renovation Plan (Luxury Gut Renovation + Addition)

- **Full Interior Gut & Rebuild:** Reimagine the entire layout with open-concept living, expanded ceiling heights, and modern coastal architecture.
- **Major Addition:** Add significant square footage to create a grand primary suite, additional bedrooms, and enhanced indoor-outdoor flow.
- **Luxury Kitchen Buildout:** Custom cabinetry, stone slabs, oversized island, premium appliance suite, and walk-in pantry.
- **High-End Bathrooms:** Designer tile, floating vanities, frameless glass, and spa-quality fixtures.
- **Interior Finishes:** Wide-plank European oak, custom millwork, architectural lighting, and full smart-home integration.
- **Exterior Transformation:** New façade, impact windows/doors, metal or tile roof, and modern coastal elevation.
- **Resort-Style Outdoor Living:** Saltwater pool anchored by towering palms, new hardscaping, and a fully outfitted cabana with outdoor shower, bathroom, and summer kitchen.
- **Guest Suite Addition:** Detached suite with private balcony, kitchenette, and washer/dryer — ideal for hosting family or long-term guests.
- **Courtyard Arrival Experience:** Fountain-centered courtyard framed by bougainvillea and arched Mediterranean entryways, creating a dramatic first impression.

Comparable Sales (Comps):

1. 6707 Pamela Lane, West Palm Beach, FL 33405

- **Sale Price:** \$9,660,000
- **Beds/Baths:** 7 Bed / 7 Baths
- **Year Built:** 2025
- **Lot Size:** 0.32 acres
- **Square Footage:** 6,315 Sq ft

2. **201 Sunset Road, West Palm Beach, FL 33401**

- **Sale Price:** \$9,375,000
- **Beds/Baths:** 5 Bed / 6 Baths
- **Year Built:** 2024
- **Lot Size:** 0.30 acres
- **Square Footage:** 4,818Sq ft

3. **5501 S Flagler Dr, West Palm Beach, FL 33405**

- **Sale Price:** \$10,750,000
- **Beds/Baths:** 5 Bed / 6 Baths
- **Year Built:** 2003
- **Lot Size:** 0.25 acres
- **Square Footage:** 5,000 Sq ft

Financial Overview

Item	Amount (\$)
Purchase Price	\$2,245,000
Renovation Costs	\$2,600,000
Soft Costs	\$1,000,000
Total Investment	\$5,845,000
Estimated Sale Price	\$9,800,000

Market Trends

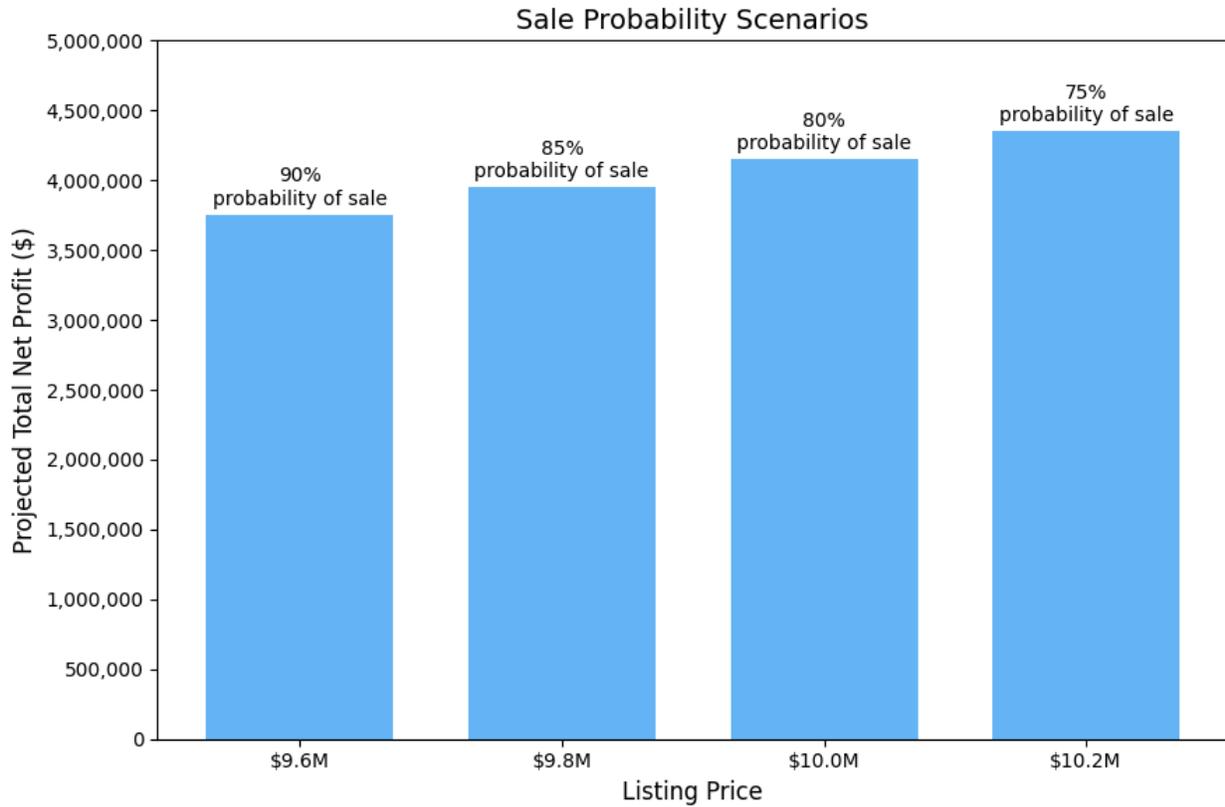
- **Palm Beach Spillover Demand:** Buyers priced out of Palm Beach Island are aggressively targeting West Palm's luxury corridors.
 - **Ultra-Luxury Migration:** High-net-worth relocators from NY, NJ, CT, and CA continue to drive demand for \$5M–\$15M homes.
 - **Historic Luxury Surge:** High-net-worth buyers increasingly seek homes that blend preserved architectural character with modern amenities — a niche with extremely limited supply.
 - **Lifestyle Expansion:** Rapid growth of luxury dining, shopping, and cultural offerings from Northwood to SoSo positions Monroe Drive at the center of West Palm's most desirable lifestyle corridor.
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Why Invest?

- **Unmatched Location:** Steps from the Intracoastal and Antique Row, minutes to Palm Beach Island — a lifestyle positioning that drives premium valuations.
 - **Resort-Caliber Amenities:** Guest suite, pool cabana, saltwater pool, and tropical landscaping create a private compound feel aligned with \$10M buyer expectations
 - **Architectural Rarity:** A meticulously restored 1920s Mediterranean estate with modern expansion is exceptionally scarce — and highly coveted by luxury buyers.
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Exit Strategy

- **Timeline:** 18-month total hold
 - **Target Sale Range:** \$9.5M+ based on comparables
 - **Target Buyer:** High-net-worth relocators, Palm Beach spillover buyers, and luxury estate purchasers seeking historic character with modern amenities
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Sale Probability Scenarios

- **\$9.6M Listing:** 90% sale probability → Projected Total Net Profit: \$3,755,000
 - **\$9.8M Listing:** 85% sale probability → Projected Total Net Profit: \$3,955,000
 - **\$10.0M Listing:** 80% sale probability → Projected Total Net Profit: \$4,155,000
 - **\$10.2M Listing:** 75% sale probability → Projected Total Net Profit: \$4,355,000
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Conclusion

221 Monroe Drive represents a **rare fusion of historic architecture and modern luxury**, positioned in one of West Palm Beach's most desirable and fastest-appreciating neighborhoods. With a full gut renovation, major addition, resort-style amenities, and a historic tax exemption that materially enhances long-term value, this property stands out as a premier ultra-luxury offering. Its proximity to Palm Beach Island, the Intracoastal, and the expanding SoSo lifestyle corridor further strengthens the exit strategy and supports the \$9.8M ARV with confidence

Final Recommendation:

 **Green Light** this acquisition

- **Jake Tirone, Director of Acquisitions**