



PRESS KIT



For all media inquiries, please email PR@otowfl.com

#11686 - 11/19



COMPANY OVERVIEW

Located in North Central Florida, On Top of the World provides unsurpassed active-adult living. And the rest of the world is just outside its gates.

Sunny weather, tranquil landscapes, a low cost of living and central location make Ocala an ideal place to call home. It's peaceful and laid back but with plenty of options to fill your days.

Outdoor recreation at state parks, dining at unique local restaurants, concerts and live theatre, antiquing in nearby historic towns and so much more await you. Centrally located within the state, Ocala is close to major cities like Orlando, Daytona, Tampa, Jacksonville and is minutes away from Gainesville, home to the University of Florida Gators. We're also a short drive to beaches on the east and west coasts.

The medical community of Marion County is exceptional, offering four area hospitals, two of which are only minutes from On Top of the World. Medical professionals with specialties and expertise in all disciplines can be found in Ocala. In nearby Gainesville are the world-famous University of Florida Health Shands Hospital and the region's Malcom Randall VA Medical Center.



KENNETH D. COLEN

PRESIDENT AND DEVELOPER BIO

The premier active-adult developer in Florida, On Top of the World Communities is an award-winning, family-owned building and land development company founded in Clearwater, Florida in 1947 by the late Sidney Colen. In 1975, Mr. Colen brought the family experience and vision to Ocala, Florida with the purchase of Circle Square Ranch, a 13,000 acre working cattle ranch from the Norris Cattle Company. The passion for creativity in land development and home building flows through the Colen blood. Sidney Colen's son Kenneth never left his side, growing up in the business and has served as president of On Top of the World Communities since 1981. Today, On Top of the World remains the oldest, privately owned land developer in the state of Florida.

Thanks to Kenneth's dependable leadership, On Top of the World Communities remains a debt-free company that residents can count on to be here long term! For more than 70 years the Colen family has made thousands of new home buyers' dreams come true by mastering the concept for well-built, amenity-rich communities. The management team has over 100 years combined experience, proving that dedication and loyalty to customers dreams is big at On Top of the World Communities.



Kenneth D. Colen
President

On Top of the World.®

FACT SHEET

3

Golf Courses



175

Resident Clubs



4

Fitness Centers



10

Tennis Courts



1

R/C Flying Field,
Drone Course
& Car Track



2

POP Tennis
Courts



8

Pools



12

Pickleball Courts



1

Cultural
Center



6

Gated Entries



18

Miles of
Walking Trails



3

Restaurants



3

Dog Parks



1

Lifelong
Learning
Center



2018

11.19.2018

Veterans Park - Coming Soon

10.09.2018

On Top of the World's Circle Square
Cultural Center Reopens Its
Doors to Residents

07.13.2018

Indigo Fitness Center - Now Open

05.31.2018

Everything Under the Sun
- New Solar Homes

04.10.2018

On Top of the World Welcomes Residents
to Newly Renovated Arbor Fitness Center!

03.23.2018

12th Annual Ocala Open
Winner Announced!



2019

01.14.2019

On Top of the World's Homes
Just Got a Lot Smarter

02.20.2019

On Top of the World Wins 4 Awards
at the NAHB 2019 Housing Awards

03.18.2019

13th Annual Ocala Open
Winner Announced



06.15.2019

ideal-LIVING Magazine Honors
"The Best of the Best in Planned
Communities"

08.01.2019

On Top of the World has Teamed Up
with SOF Missions to Present
"Operation Helping Heroes"



NEWS COVERAGE

2019

[Community Builds Out with Florida Water Star](http://swfwmd.state.fl.us) - swfwmd.state.fl.us

[55 Places Lists 2019's Most Popular Active Adult Communities](http://builderonline.com) - builderonline.com

[APPLAUSE: Recognizing Good News and Milestones](http://ocala.com) - Ocala.com

[Building a Legacy, One Generation at a Time](http://ideallivingmagazine.com) - ideallivingmagazine.com

2018

[The 21 Most Luxurious Retirement Communities in America](http://msn.com) - msn.com

[Phillip Hisey Waters Thousands of Lawns with Science](http://fngla.org) - fngla.org

[Florida for Boomers](http://floridaforboomers.com) - floridaforboomers.com

[Meet My Community](http://55Places.com) - 55Places.com

[A Walk in the Park: Sholom Park](http://ocala.com) - Ocala's Good Life

[All Hat, All Cattle: E.L. Strickland](http://ocala.com) - Ocala's Good Life

[Ocala Open Tournament Raises Funds for Charities](http://ocala.com) - Ocala.com

[Something to be Thankful for: A new, free home](http://ocala.com) - Ocala.com

2017

[BMP's at Work at On Top of the World](http://gcmdigital.org) - gcmdigital.org

[Even Greener Golf Courses in America?](http://naea.today) - naea.today

[Circle Square: Sold Out in the Southwest](http://ocala.com) - Ocala.com

[SR 200 Corridor: Why Leave at All?](http://ocala.com) - Ocala.com

[On Top of the World Group Foundation Donate Funds for MCSO K-9](http://ocala.com) - Ocala.com



AWARDS

2019



**National
Association
of Home
Builders**

• **NAHB 2019 Gold Award:**
Best 55+ Corporate Website
(OnTopoftheWorld.com)

• **NAHB 2019 Silver Award:**
Best 55+ Lifestyle Director
(Cammy Dennis, Fitness Director)

• **NAHB 2019 Gold Award:**
Best 55+ Repositioned or Repurposed
Project (Arbor Fitness Center)

• **NAHB 2019 Silver Award:**
Best 55+ Clubhouse or Amenity
Center over 200 Homes Community
(The Lodge at Candler Hills)



• **ideal-LIVING Magazine Honors "The Best
of the Best in Planned Communities"**



• **Where to Retire:**
Short List of the 50 Best Master-Planned
Communities in the U.S.



• **Ocala Star Banner's Readers' Choice Award:**
Retirement Community for 2019

• **Ocala Star Banner's Readers' Choice Award:**
Best Developer

2018



• **55Places.com:**
100 Most Popular Active Adult
Communities for 2018



• **Ocala Star Banner's Readers' Choice Award:**
Retirement Community for 2018

• **Ocala Star Banner's Readers' Choice Award:**
Event Venue for 2018 (Circle Square Cultural Center)



• **Ideal-Living Top 100 2018**

• **Ideal-Living Wellness Facilities 2018**



• **55Places.com:**
55 Best 55+ Communities for 2018



PRODUCT DESCRIPTIONS



COTTAGE SERIES



Single Family Homes
From the \$170s



CARRIAGE SERIES



Solar Equipped, Maintenance-Free
Single Family Homes
From the \$170s



CLASSIC SERIES



Single Family Homes
From the mid \$190s



PREMIER SERIES



Maintenance-Free,
Single Family Homes
From the \$220s



ESTATE SERIES



Luxury Estate Homes
on Oversized Homesites
From the \$290s



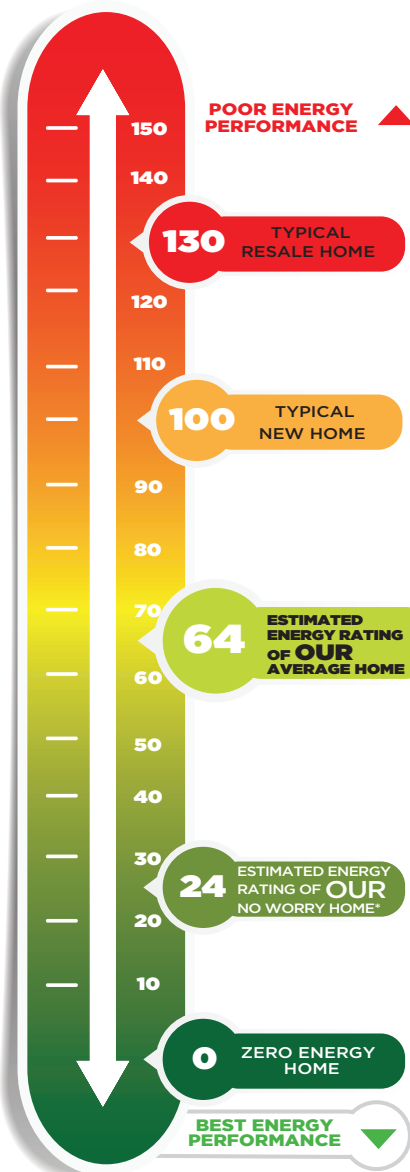
Offering homebuyers over 10,000 options to personalize their new home.

- Offering the latest design trends
- Design consultants on staff
- Personalized appointments for new homebuyers



ENERGY EFFICIENCY

CARRIAGE SERIES



\$2,447
Annual Estimated Energy Cost



\$564
Annual Estimated Energy Savings



\$1,242
Annual Estimated Energy Savings



\$874
*Annual Estimated Energy Savings in Carriage Series

Solar-Panel Equipped!

- Comfortable environment**
 Concrete block construction paired with a high level of insulation means comfortable indoor temperatures, very few drafts and reduced outside noise.
- Healthier lifestyle**
 Our homes help maintain a healthy living environment, by improving indoor air quality which drastically reduces allergens and pollutants.
- Cost savings**
 Owning a solar-powered home lowers your cost of ownership by significantly reducing your electric bills.

SMART HOME TECHNOLOGY



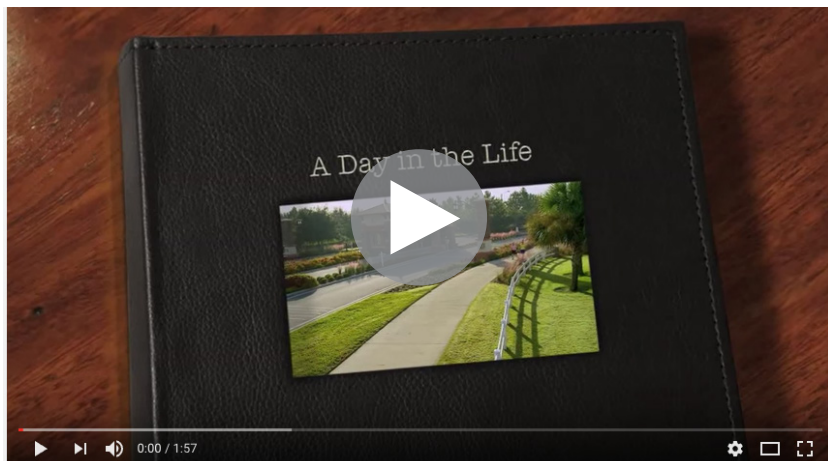
"Alexa, set thermostat to 72 degrees."

"Alexa, dim the lights to 50 percent."

"Alexa, turn on front porch light."

New homes in On Top of the World are now equipped with smart devices that work with Amazon Alexa to automate daily tasks, provide more control over your home and allow you to live your life with hands-free convenience. Just ask Alexa to adjust the settings on your smart home devices, and get news alerts, play music and more without lifting a finger.

Activated and Supported by
amazon



Day in the Life



Innovative Pre-Construction Model Grand Opening

VIDEO GALLERY



CONTACT

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AT A GLANCE

The World News is a monthly broadsheet newspaper that serves a very discriminating and diverse adult community. Each household at On Top of the World receives a complimentary copy, which is normally distributed on the last Thursday of each month with the Ocala StarBanner. It is also available in newspaper racks throughout the community and online at ontopoftheworldnews.com/ocala. Articles are written by and for residents of On Top of the World.

The latest edition and upcoming publication dates may be viewed at

ontopoftheworldnews.com/ocala

CIRCULATION

Circulation of the World News varies from 7,700 printed copies or more, depending on delivery requirements for any given month. As this is a growing community, circulation increases proportionately. Studies indicate each printed newspaper copy is read on average by 2.1 persons, thereby more than doubling advertisers' exposure to mature consumers of goods and services. The World News is often kept by residents for long periods of time and used as a reference guide for community events and other pertinent information.

The World News can also be read online at ontopoftheworldnews.com/ocala. Statistics show that from January to December 2018, the online flipbook version averaged 280 views per month.



5,500+

printed copies home-delivered
to every household in On Top
of the World.

2,200+

printed copies available
at 20+ newspaper racks
throughout On Top of the
World.



24/7

read online anytime at
ontopoftheworldnews.com/ocala

280

average online views per month.

On Top of the World® RESIDENT TESTIMONIALS

Here's What Our Residents Have to Say:

**“WHAT A WONDERFUL
PLACE TO LIVE! THE BEST
DECISION WE EVER MADE!
LIFE IS NOT JUST GOOD, IT
IS AMAZING.”**

— Margaret

“Wonderful place, awesome
friends- Lots to do games and
activities! Great place to Live”

— Barbara

“Wonderful facilities, continuing
education, clubs and activities
for whatever your heart desires...
if it's not here, start it! Everything
is wonderfully maintained.”

— Doris

“Great community! Great people! So
much to do! Close to everything!
Very clean and well maintained.”

— Dee

“AWESOME!!! This community knocks the socks
off of any other 55+ retirement community.
Just visit. You won't want to leave.”

— Liesa

“The best thing we ever
did was move here after
our retirement. Love
everything about it.”

— Christine

*“I LOVE this place!
We actively participate in
several clubs, play bocce,
Mah Jongg, & cards, drive
R/C cars and fly R/C planes,
swim, walk, dance, sew,
visit, eat and just relax.”*

— Gail

“Love this place and its residents! So glad we moved here!”

— Marilyn

[Meet Our Residents Here](#)