



The Halcyon Reserve

Agent Sharing Guide

The Halcyon Reserve adds one carefully selected lifestyle benefit
to an already rare pre-construction ownership opportunity.



For a limited time this summer, an exclusive group of early buyers can secure preconstruction pricing at The Halcyon before the project moves into its next phase this fall.

The Reserve Benefits



PRIVATE VESSEL
Offered with select residences.



THREE YEARS OF HOA FEES
No fuss.
No fees.



PRIVATE BEACH CLUB MEMBERSHIP
Access to Paraiso Beach Club.



FURNITURE PACKAGE
Move in effortlessly.



THREE YEARS OF PRIVATE DOCKAGE
Secure your time on the water.

*Offer available only during the pre-construction period and to a limited number of purchasers.

*Specific Terms and Conditions Apply - speak to Halcyon Sales Team to find out more.

Top 3 Tips for Fabulous Social Campaigns

01 One post. One offer.

A private vessel post should feel like boating. An HOA post should feel like ease. Keep every execution focused.

02 Create intrigue, not a catalogue.

Use language such as "select residences," "limited availability" and "for a limited time." Leave room for a conversation.

03 Sell The Halcyon first.

The residence, marina lifestyle and Naples location are the reason to buy. The Reserve is the beautifully timed extra.

How to Share

- Start with the client's lifestyle, not the incentive.
- Frame the benefit as a rare enhancement to early ownership.
- Close with a private virtual or in-person gallery appointment, not a hard sell.

Resources to Use

- Download the creative examples from our Broker Toolkit for the featured offer.
- Use the full program details for one-to-one conversations, not public posts.
- Direct questions to The Halcyon sales team.

Best Practices

- Pair one strong image with one clear idea.
- Add your personal point of view or client insight.
- Follow up privately with qualified prospects.