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November 23, 2022

# Sands Companies Expands Into Florida Market With New 212 Build-to-Rent Cottage-Style Apartment Home Development in Gainesville

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MYRTLE BEACH, SC - Sands Companies, a full-service, vertically integrated multifamily development and construction firm based in South Carolina, is expanding into the Florida market with a new build-to-rent (BTR) development in Gainesville. The firm has acquired a 22-acre site in a Gainesville suburb and plans to build 212 cottage-style apartment homes there.

A leading developer in the BTR sector, Sands first introduced the concept to build detached, horizontal apartments in 2014, many years before the model was adopted by others in the multifamily industry. With this new project, Sands is bringing the model it has perfected in the Carolinas and Georgia to the Sunshine State.

Sands will construct one, two and three-bedroom cottages ranging from 510 to 1,693 square feet. Interior features include chef-inspired kitchens; stainless steel appliances; modern white cabinetry; spacious granite countertops; in-home washer and dryer units; walk-in closets; designer lighting packages and ceiling fans. Select units will have large kitchen islands; kitchen pantries; dual sinks in master bathrooms; private, fenced-in yards; and attached garages.

The Gainesville project will be rich in amenities, including a 5,000-square-foot resident clubhouse; resort-style pool with a sundeck; relaxing cabanas adjacent to the pool; outdoor fire pit; outdoor kitchen with two gas grills; state-of-the-art fitness center with interactive fitness mirrors and a flex room; and private workstations.

“We were aggressively targeting opportunities to expand into Florida, and Gainesville is the perfect submarket to do so,” Sands President Joe Morrison said. “Gainesville’s demographics – particularly when it comes to job and population growth – are similar to the Sun Belt areas we currently develop in. We continue to pursue site acquisitions throughout Florida.”

Located within Alachua County's Town of Newberry, the project site is only 15 minutes from the Gainesville Regional Airport and 11 miles from downtown Gainesville. It has easy access to I-75.

Gainesville's population grew 13.5% from 2010 to 2020, according to the U.S. Census Bureau. Area unemployment was a scant 2.8% in August 2022. These broader trends are creating substantial demand for new housing to accommodate Gainesville's growth.

About Sands Companies: Sands Companies was founded in 2014 based on the mission to build homes in neighborhoods that enrich the community. Sands' developments are designed with quality craftsmanship and a vision that is ahead of the curve in the multi-family industry. Sands' reputation is built on integrity, discipline and enthusiasm that stand as the foundation for every home we build. It is with that foundation we maintain a relationship of trust with every homeowner, team member and project expert that we encounter. For more information, visit [www.sandscompanies.com](http://www.sandscompanies.com)