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REAL ESTATE NEWS

SOUTH FLORIDA

Bomar's proposed Fort Lauderdale megamansion hits market for $100M

15K sf spec project set new price benchmark for Broward County



Heather Lefka of Florida Luxurious Properties and an aerial view of 708 Royal Plaza Drive in Fort Lauderdale (Florida Luxurious Properties, Google Maps)

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By Grace McClung

Key Points ✨

- Bomar Builders' proposed $100 million estate at 708 Royal Plaza Drive in Las Olas has hit the market, becoming Broward County's most expensive listing.
- The planned spec mansion has 548 feet of water frontage and a dock spanning the property line.
- Listing agent Heather Lefka noted high interest in the property, as Fort Lauderdale draws buyers from around the world.

Fort Lauderdale's luxury market has crossed into the nonuple digits.

Bomar Builders' proposed megamansion with 548 feet of water frontage in the Las Olas neighborhood hit the market for $100 million, making it Broward County's most-expensive listing, according to Zillow. The proposed 15,185-square-foot estate sits on a 0.92-acre lot at 708 Royal Plaza Drive. If completed as designed, it would be priced at $6,585 per square foot.

Heather Lefka of Florida Luxurious Properties is the listing agent. The mansion is being designed by TAO in conjunction with Bomar Builders, according to the listing.

The proposed estate has seven bedrooms, nine bathrooms and four half-bathrooms. The flexible plans call for a five-car garage with a golf cart garage and room for lifts, a club room, theater, commercial elevator, and a wellness center and gym with a cold plunge and sauna.

A summer kitchen, a 150-foot swimming pool with Jacuzzi and a dock spanning the length of the property are part of the plans, along with a guest house.

The vacant land may be available to purchase separately, Lefka said.

With its water frontage, acreage and sweeping 270-degree views down the waterways, she called it "an exceedingly rare property."

The only similar listing in Fort Lauderdale is a proposed trophy estate at 1000 Riviera Isle Drive, which hit the market for $80 million in July. At the time, it was the city's most expensive listing. Now, it holds the number two spot.

That proposed estate, known as The Manor at Banyan Point, includes a 20,000-square-foot mansion with 10 bathrooms, 12 bathrooms and six half-bathrooms, as well as two carriage houses, two staff suites, a 10-car garage and 520 feet of water frontage, *The Real Deal* previously reported. Kevin Kreutzfeld and Platon Polishchuk of Premier Estate Properties have the listing.

While Fort Lauderdale's latest luxury listing set a price benchmark for Broward County, Lefka said the price "hasn't surprised anyone."

"Since we listed 708, luxury brokers have reached out on behalf of clients interested in the finished residence, as well as those looking to acquire just the land," she said.

She said she expects Fort Lauderdale to grow as the region draws wealthy buyers from around the world who are relocating their family offices or escaping states with heavier tax burdens.

"We're called the Venice of America for a reason," she said. "We're seeing significant investment. Buyers love the South Florida lifestyle, and I expect that influx to continue."

There are only three properties listed above $60 million in Broward County, according to Zillow. The county's third most expensive property is a 16,150-square-foot mansion at 997 Hillsboro Mile in Hillsboro Beach, asking $69.5 million.

Fort Lauderdale has emerged as an appealing alternative to Miami and Palm Beach, as buyers from New York and California flock to the city for its more-affordable prices and premier yachting culture. The luxury market rebounded after the pandemic, though market insiders remain cautious.