

EXCLUSIVE COMMUNITY SERVING HIGH NET WORTH FAMILIES AND THEIR INFLUENCERS
WITH THE WORLD'S FINEST PRODUCTS AND SERVICES FOR THEIR HOMES.

COMMITTED TO REMAIN THE MOST EXCLUSIVE ORGANIZATION IN LUXURY HOME

Our values, discipline and differentiation:

1. Limited membership in each category
2. Exclusively for brands that serve high net worth families and their influencers.
3. Execute classic luxury marketing strategies where your brand is superlative; not comparative.
4. Values centered around pillars of traditional luxury:

- Loyalty
- Heritage
- Creativity
- Provenance
- Authenticity
- Your brand is sacred
- Scarcity and exclusivity
- Sophistication and grace
- Highest non-negotiable standards of quality
- Preservation of artisanship and craftsmanship

Our internal mission is to create aggressive, affordable and targeted marketing programs leveraging classic luxury marketing strategies across all media to drive qualified leads and clients to you.

The Home Trust is by invitation only and exclusively for firms that fit our criteria.

"Leads from The Home Trust are far beyond any other source. And their network of members is a tremendous resource for a member and high net worth individuals alike."

Doug Theil, Steinway & Sons

"I have nothing but awesome things to say about Chris and the Home Trust.

The organization gives me the opportunity to collaborate with smart, like-minded business owners on branding initiatives and strategies for my business.

"It's the industry digital design center. We receive qualified leads/visitors to our site every day. Although we have six showrooms in design centers; the collaborations help us further expand our brand presence affordably."

Krista Eliason, Carlisle Wide Plank Floors & Rugs

"I wanted to take a moment to recommend Chris Ramey and The Home Trust, as the best high-end collaborative marketing pool I've come across in my 30 years in business.

I have been a member for almost 2 years, and have experienced great

Exclusively for brands that market to the affluent and their influencers

Criteria for membership in The Home Trust International:

- Integrity and reputation
- Industry or category leader
- Desire to explore innovative marketing to drive revenue and profit
- Culture of excellence in product, service, merchandising, marketing and management
- Distinct products or services within the design/home industry
- Already serving high net worth families as a tastemaker, artisan or trusted advisor

“Brands are judged by the brands with whom they associate.”

Luxury Daily

THE HOME TRUST™

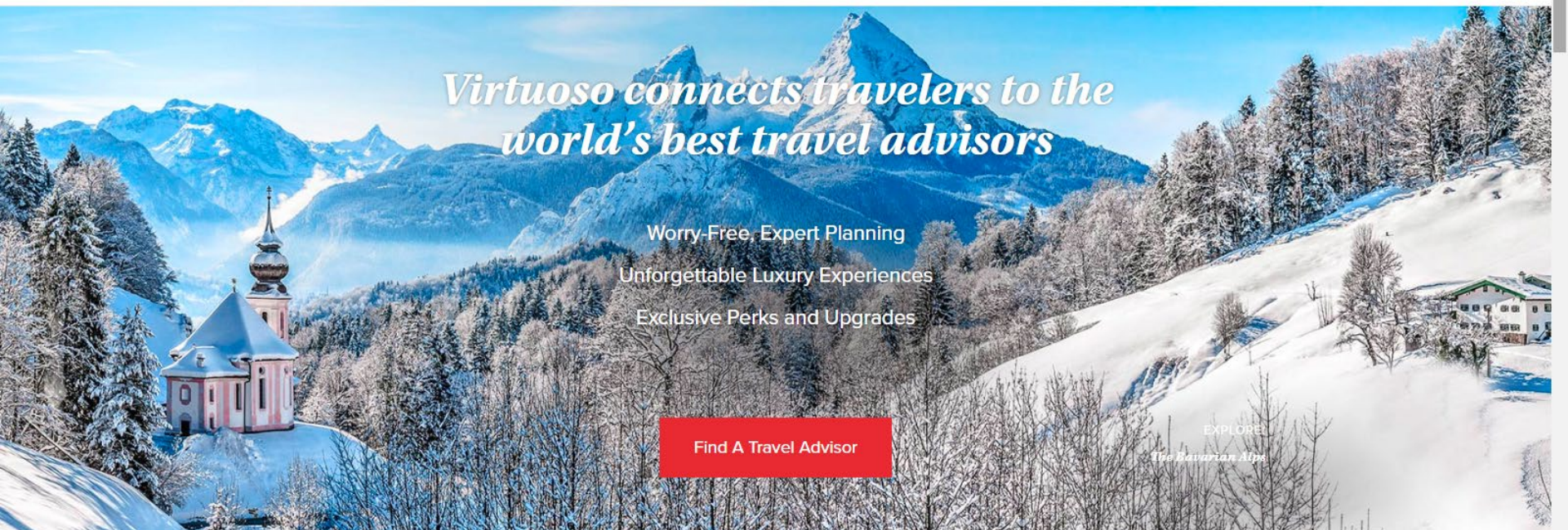
Arbiters of Refined Taste

The Home Trust International is the digital design center, platform and niche marketing firm for brands that serve high net worth clients and their influencers.

The Home Trust was born in the vein of
Leading Hotels of the World, Luxury Portfolio and Virtuoso.

THE HOME TRUST™

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Virtuoso connects travelers to the world's best travel advisors

Worry-Free, Expert Planning
Unforgettable Luxury Experiences
Exclusive Perks and Upgrades

Find A Travel Advisor

EXPLORE
The Bavarian Alps

How Virtuoso Works

THE HOME TRUST™
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Luxury Homes and Luxury Real Estate

LUXURY PORTFOLIO INTERNATIONAL®

City, Country, Web ID, MLS #, etc.

Languages ▼

Currencies ▼



A STAND OUT ESTATE IN PORTUGAL € 11,500,000 [SEE IT >](#)

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Luxury Homes and Luxury Real Estate

LUXURY PORTFOLIO INTERNATIONAL®

City, Country, Web ID, MLS #, etc.

Languages

Currencies



THE LEADING HOTELS
OF THE WORLD®

FIND A RESERVATION

CUSTOMER CARE

ENGLISH

LOG IN

SIGN UP

FIND A HOTEL

GET INSPIRED

OFFERS

LEADERS CLUB

Hotel, City Or Country	Check-In	Check-Out	Rooms	Adults	Children	
						SEARCH

THE SEASON'S BEST HOLIDAY MARKETS

Celebrate The Holidays With A Visit To One Of These Spectacular
Destinations

VIEW NOW

THE HOME TRUST™

Arbiters of Refined Taste



Luxury Homes and Luxury Real Estate

LUXURY PORTFOLIO INTERNATIONAL®

City, Country, Web ID, MLS #, etc.

Languages Currencies



THE LEADING HOTELS
OF THE WORLD®

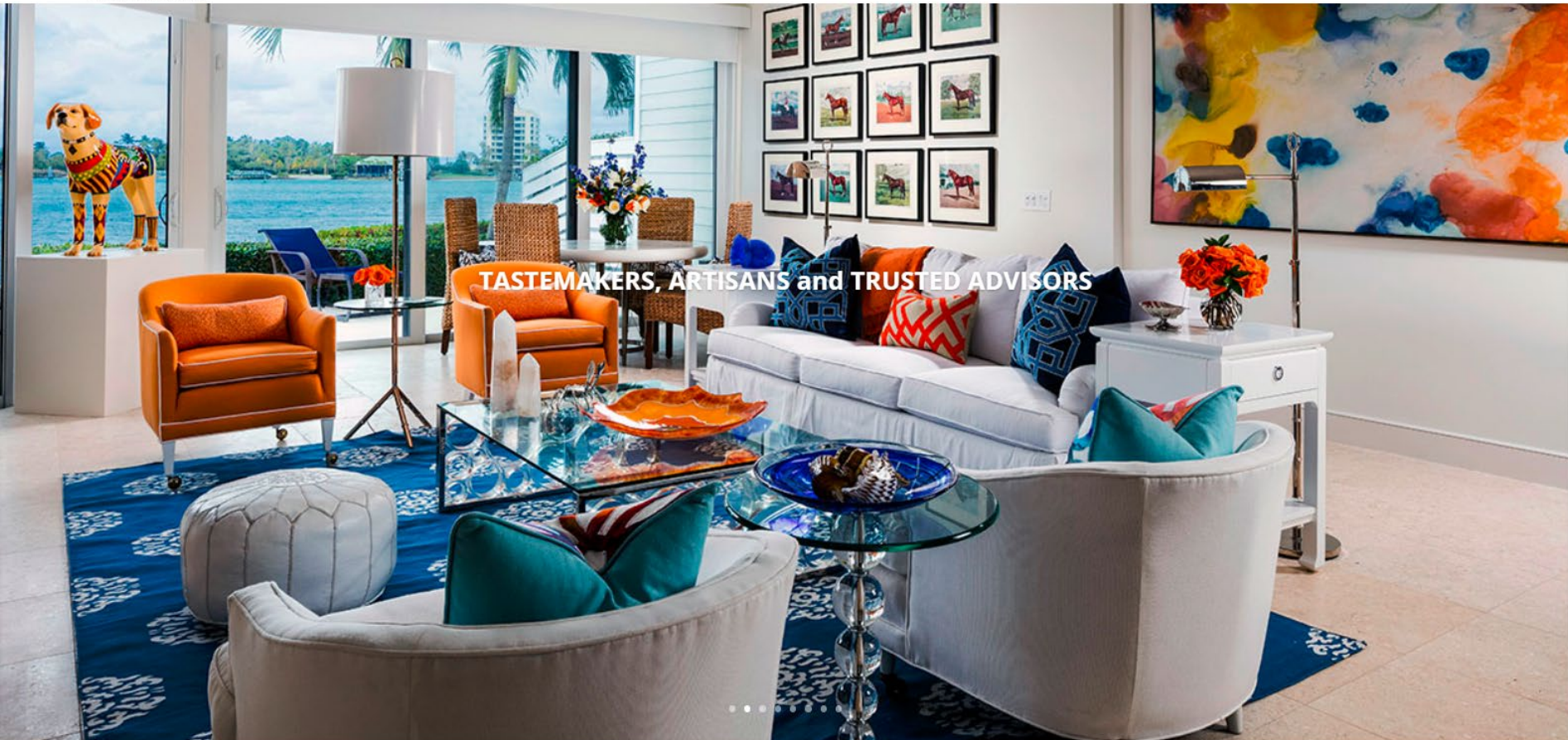
FIND A RESERVATION CUSTOMER CARE ENGLISH LOG IN SIGN UP

FIND A HOTEL GET INSPIRED OFFERS LEADERS CLUB

Hotel, City Or Country	Check-In	Check-Out	Rooms	Adults	Children	
						SEARCH

THE HOME TRUST®
Arbiters of Refined Taste

HOME CATEGORIES DIRECTORY INTERIORS INDEX LEADERS IN LUXURY + DESIGN PRODUCT LINES ABOUT US



Our external and collective mission to serve high net worth families and their influencers by presenting the world's finest products and services for their homes.

Our internal mission is to provide innovative marketing programs, strategies and tactics to help our members increase revenue.

THE HOME TRUST™

Arbiters of Refined Taste



TASTEMAKERS, ARTISANS and TRUSTED ADVISORS for YOUR HOMES

**Robust digital
design center
and platform
referring high net
worth families
and their
influencers to
Home Trust
International
members
every day**

The Home Trust International™ is the prestigious network of the world's finest brand resources for your homes.

We will simplify your search for extraordinary design services and products. The Home Trust International™ is your trusted guide for all things related to your homes.

We've carefully chosen our brands to help you through the noise often associated with homes. From interior and exterior design to large pieces of fine art or furniture, to the smallest handmade object or detail, and real estate professionals, The Home Trust International promises you the very best for your home.

Home Trust International brands are refined tastemakers, artisans and trusted advisors who source the world. Each Home Trust brand embraces their responsibility to serve you at a level consistent with the finest luxury brands. We'll make buying, building, renovating and shopping for your home effortless.

The difference is:

- Global sourcing
- Highest industry standards
- Commitment to serve clients
- Breadth and depth of expertise
- Managing every detail on a granular level
- Talent, passion & professionalism without drama or surprises

On these pages you will find extraordinarily talented, highly respected individuals and luxury brands with the highest standards and integrity. Each of us look forward to serving you.

Primer to a successful relationship

THE HOME TRUST™

Arbiters of Refined Taste

Primer to a successful relationship

1. Submit application

Primer to a successful relationship

1. Submit application

THE HOME TRUST[™]
Arbiters of Refined Taste

Artisan Group Member Application
2018

The Home Trust International serves high net worth families by presenting the world's finest products and services for their homes. Members know The Home Trust as a robust technology platform, referral network and marketing collaborative in design and luxury home categories. The result is members expand their brand presence, brand awareness, leads, sales and profitability.

This membership is sponsored by Artisan Group and there is no annual retainer for Artisan Group members. Please complete and return to Chris Ramey cpr@thehometrust.com.

You'll receive:

- Artisan Group Personalized Portfolio Page
- Leader in Luxury + Design
- Alignment with the finest brands in design/luxury home
- Robust website with numerous links back to your website
- Innovative local, regional and global classic luxury marketing strategies and programs

The most exclusive platform in luxury home.

Company

Address

Telephone

Cell

Website

Executive & email

Executive & email

Executive & email

Relevant social media addresses

Marketing contact

Please also send or make plans to send:

- Logo in .jpg or .png format
- Company description (or direct us to website to use what's on your site)

The Home Trust often provides private information. I agree to consider all information as confidential. In addition, The Home Trust is authorized and has permission to publish any images our firm supplies.

Signature

Date

Accounting: 1199 S. Federal Highway, #128, Boca Raton, Florida 33432 USA / www.thehometrust.com
401 South County Road, #2754, Palm Beach, Florida 33480 USA / 561.876.8077 / cpr@thehometrust.com

<https://thehometrust.com/artisan-group-app/>

Select a country:

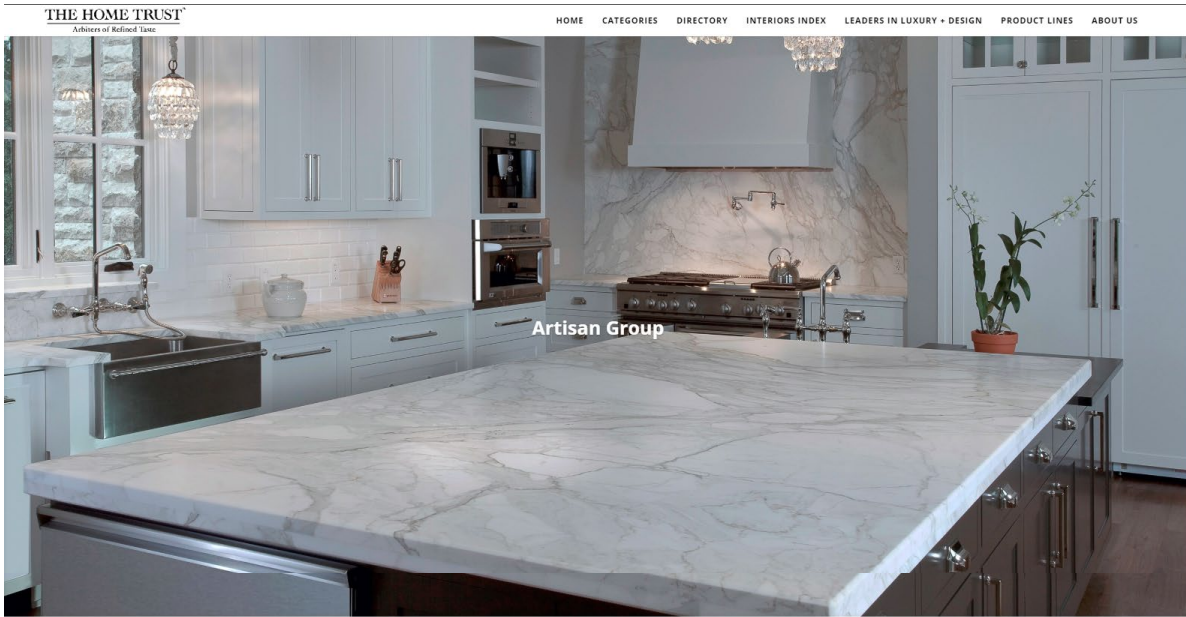
United States ▼

ALABAMA	FLORIDA NAPLES / SW FL	MASSACHUSETTS	OHIO
ARIZONA	FLORIDA PALM BEACHES	MICHIGAN	OREGON
CALIFORNIA LOS ANGELES	Antiques	MINNESOTA	PENNSYLVANIA PHILADELPHIA
CALIFORNIA ORANGE COUNTY	Appliances	MISSOURI	PENNSYLVANIA PITTSBURGH
CALIFORNIA SACRAMENTO	Artists	MONTANA	SOUTH CAROLINA
CALIFORNIA SAN DIEGO	Bedding	NEVADA	TENNESSEE
CALIFORNIA SAN FRANCISCO BAY	Cabinetry	NEW HAMPSHIRE	TEXAS AUSTIN
CALIFORNIA SIERRA NEVADA MOUNTAINS	Closets	NEW JERSEY	TEXAS DALLAS
COLORADO	Corporate offices	NEW YORK CITY	TEXAS HOUSTON
CONNECTICUT	Countertops	NEW YORK HAMPTONS	VERMONT
DISTRICT OF COLUMBIA	Decorative Plumbing	NEW YORK LONG ISLAND	VIRGINIA
FLORIDA MIAMI / FORT LAUDERDALE	Doors	NORTH CAROLINA	WASHINGTON
	Drapery Hardware		
	Estate Management		
	Fabrics		

Primer for a successful relationship

1. Submit application
2. Portfolio Page

Portfolio page

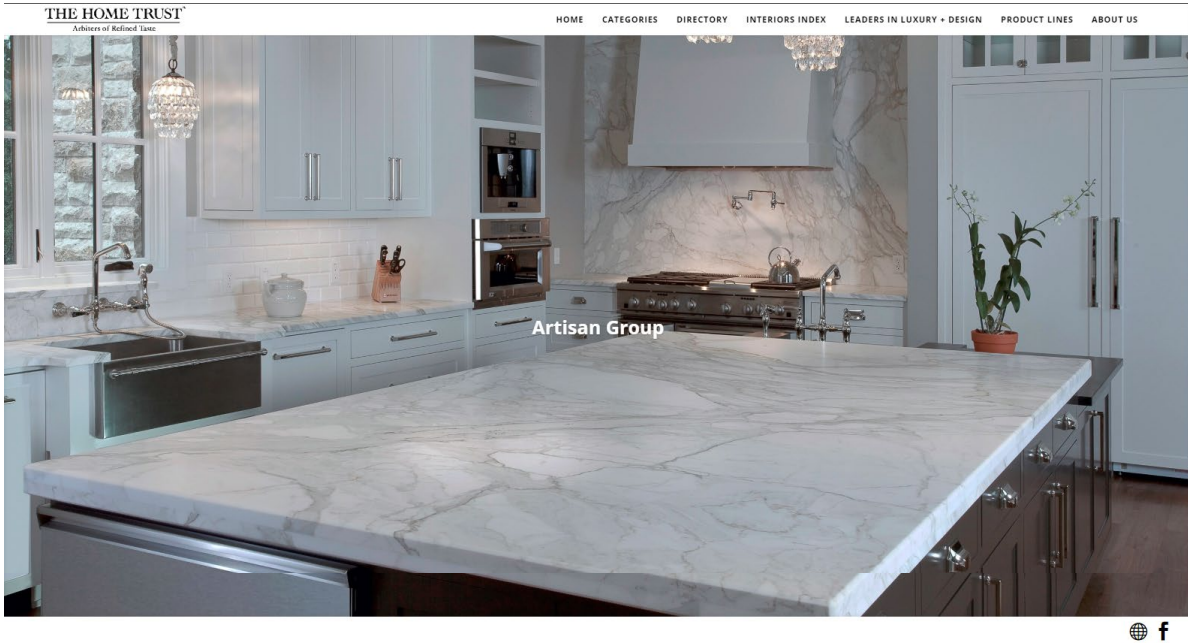


Artisan Group is the elite, North American network of independent countertop professionals. Every member has been individually accredited by the MIA through rigorous testing on quality, safety and service. This extensive network of members allows the organization to offer the highest quality granite, marble, soapstone and wood surfaces imported from the best sources around the globe.

Utilizing the most technically advanced, automated shops in the industry, highly skilled craftsmen ensure that each and every installation meets your exacting standards. Every countertop is custom-made according to your exact specifications.

www.artisan-counters.com/





Portfolio page

Artisan Group lead
image of your choice

Testimony about your
company

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www.artisan-counters.com/



Utilizing the most technically advanced, automated shop in the industry, highly skilled craftsmen ensure that every installation meets your exact standards. Every countertop is custom fabricated according to your exact specifications.

Your address, phone
number and logo

Artisan Group images
already set in place



Essentials for a successful relationship

1. Submit application
2. Portfolio Page
3. Leaders in Luxury + Design

Leaders in Luxury + Design

Gil Walsh

Gil Walsh

President, Gil Walsh Interiors www.gilwalsh.com

The Home Trust International (HTI): What first compelled you to enter interior design?

Gil Walsh (GW): I decided as young child I wanted to understand the interiors world of homes. I came from an artistic family. My Mother was an artist, my father, his father and uncles were all doctors who were musicians at night. Being surrounded by these talented family members allowed me to look inward to our homes and the comfort of the homes and the 'Stuff' in our homes. My desire was to learn if this stuff was junk or the real thing. Through my education and experience I learned the stuff was the real thing ...good stuff

HTI: Who or what has been the strongest influence on your career and why?

My family for one. The experiences of travel, visiting museums, art galleries, concert halls with the glorious architecture, the theater where I experienced the design of stage sets and saw the beautiful costumes with the tailoring, the fabrics and the trim of the costumes and how they added the layer to the theater experience. This is where I learned layering and coloring.

HTI: If you could have told your 20-year-old self one thing, what would it have been?

GW: I was fortunate. I knew when I was 10 what I wanted to do, and I wasted no time learning about all facets of design. I have no regret about looking back and saying if I was 20 what would I do? I am doing what I always wanted to do.

HTI: Please tell us about your family and your personal life.

GW: My family were all steeped in the arts of both visual and performing. I was surrounded by this from a young age. My sister, brother and I were raised in a small town outside of Pittsburgh Pa. Our parents, to keep us busy and informed, drove us to Pittsburgh weekly to experience the culture of the visual and performing arts. They also placed us in sewing classes to learn the art of tailoring. We were sent to boarding schools at a young age to further our academic and social education. We played golf, tennis and rode horses as well as field sports in school. We grew from there and went on to college with travels abroad where we learned a lot about the culture of other countries which enhanced our knowledge of the world and the arts. This prepared my sister and me to enter our respective professions.

HTI: What is the best advice you have received and who was it from?

GW: My parents. The advice is work in a service field that will become your hobby. Interior Design is my passion and my hobby. I learned to make this a profession with a service to assist future clients make their homes and businesses unique to them

HTI: Is there a common thread that runs through all great products? This need not be specific to your category.

GW: Yes, there is. All good products perform a service, give satisfaction, value, and have quality

HTI: Do you prefer the country or the city?

GW: Having had my roots growing up in a rural area I prefer the country. I enjoy the out of doors, the freedom to have space, the tranquility of the country environment and the wild life.

HTI: What recent project or transaction are you most proud of?

GW: Fallingwater. I was asked by the late Edgar Kaufmann to work with him on restoring the interiors of his Fallingwater home which at that time had become what he referred to as living museum to the same feeling this house had when his Mother was alive.

HTI: In what ways has your company or your industry changed over the years?

GW: To name a few, my company is changing to adapt to the new client needs. We market to our brand, pay more attention to service, provide creativity that is unique and cannot be bought from retail sites.

HTI: The one thing I've had forever is:

GW: I would say the one thing I have had for ever is my love of color. I work with color and color can be white or black or red or purple orange and green. This is what I have and will have forever. Material items I have many but this not what I will have forever.

HTI: What do you miss the most?

GW: The luxury of time and the opportunity to attend classes at a college institution or to read books related to art and travel, walk in the out of doors to observe nature with its color. My happiest days are days that I learn something.

HTI: What makes a room sing?

GW: Each of the rooms I design must have good scale, be classic in design whether it be contemporary, traditional, transitional. Color and layer of color and textures along with styles, shapes of upholstery are key along with the mix of patterning and textures. The lighting of the space for day and night brings our rooms alive. Lastly the layering of art punctuates the room.

HTI: What place most inspires you?

GW: For me there are two places, Monticello with its sense of scale, proportion and classic detail and the other is Fallingwater with its organic feeling.



Gil is Principal and Owner of Gil Walsh Interiors, LLC of West Palm Beach, New York and Martha's Vineyard.

Gil has led over \$200 million in design work over 40 years. She earned a BA from Chatham University and a BFA at the Art Institute in Pittsburgh.

Il is a Kaufman Society Member of the Advisory Board of Frank Lloyd Wright's Fallingwater for the Western Pennsylvania Conservancy. She served on the Board of the Pittsburgh Symphony, the Board of the Phipps Conservatory, the Board of the Pittsburgh Center for The Arts and on the Board of the Palm Beach County Cultural Council. She's a Patron level sponsor of the Preservation Foundation of the Palm Beaches, a member of the Circle of Friends and Art Speaks at the Norton Museum, a committee member for the Martha's Vineyard Preservation Trust, a Gracie Member of the Executive Women of the Palm Beaches, a sustaining member of the National Junior League and a member of the Garden Club of America.

Gil is also a Member of the National Committee for the Performing Arts at the Kennedy Center, a Senior Member of the Decorators Club in New York City and most recently was selected to become a member of the Design Leadership Network.

Design Discoveries

Design Discoveries is created for design professionals who serve sophisticated and affluent clients. You'll receive ideas, new product information and insights from the finest decorative resources & peers.

Each member of The Trust is the finest in their category.

**Monthly newsletter to
>13,000 Interior Designers,
builders and influencers**

THE HOME TRUST™ Arbiters of Refined Taste

October 2018

This month we highlight:

1. Christofle
2. UMI
3. Renovation Angel
4. Carlisle Wide Plank Floors
5. Sara Jaffe Designs
6. Jerry Pair
7. Clear Mirror
8. John R. Wood Properties

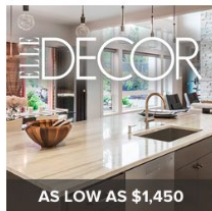


Local and global print

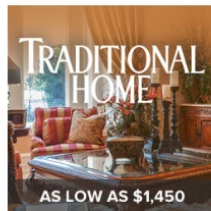


Local advertising in prestigious media at affordable rates.

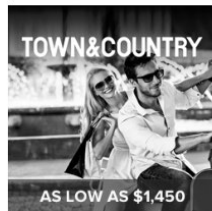
NOW IT'S EASY TO PLACE LOCAL ADVERTISING
IN THE MOST SOUGHT AFTER MAGAZINES WITH JUST A FEW CLICKS!



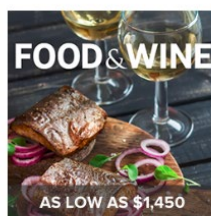
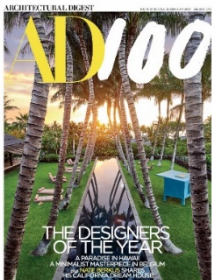
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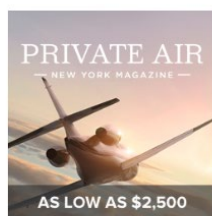
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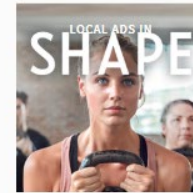
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SHOP NOW



SHOP NOW



MAGAZINE



MAGAZINE



MAGAZINE



MAGAZINE



MAGAZINE



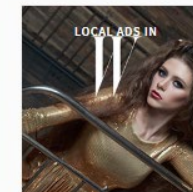
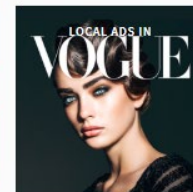
MAGAZINE



MAGAZINE



MAGAZINE



THE HOME TRUST™
Arbiters of Refined Taste

Collaborative print



THE HOME TRUST™
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Local and global print



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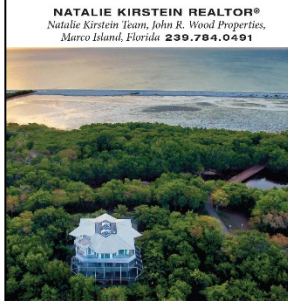
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ALYSIA SHIVERS, P.A. REALTOR®
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THE HOME TRUST[™] designers, artisans & trusted advisors

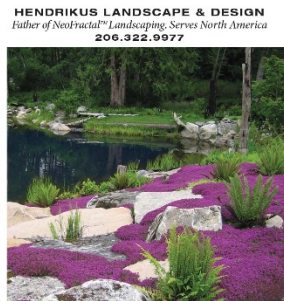
Designers, craftsmen & professionals curated from the finest collection of tastemakers in the world.
Realize your dreams by visiting TheHomeTrust.com/OceanHome



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THE HOME TRUST[™]

Arbiters of Refined Taste

**Effective and creative
collaborative marketing**



PUSHING THE BOUNDARIES
BE EXTRAORDINARY

Every Bentley deserves a good home.

THE HOME TRUST™

Find the resources and expertise to make your home as exceptional as your motor car at
www.TheHomeTrust.com/Bentley

 **Sailfish Point**
SOTHEBY'S INTERNATIONAL REALTY

Real STONE & GRANITE

 **SIMONSON HICKOK**
FITZGERALD

CARRIAGE HOUSE

Christofle
PARIS

 **TOTAL WINDOW**

MARMOL

 **PARIS**
CERAMICS

PARIS
CERAMICS

 **STEINWAY & SONS**



B

BENTLEY MAGAZINE



PUSHING THE BOUNDARIES
BE EXTRAORDINARY

Digital

Hyper-focused and affordable digital marketing

Hyper-focused and affordable digital marketing

- Target wherever best prospects may be
- Industry, philanthropic or sporting events
- Homes listed for sale
- Those whose online search includes competitors, industry terms, etc.
- Those who have visited your website



how to spend it

FT

GIFT GUIDE

MEN'S STYLE

WOMEN'S STYLE

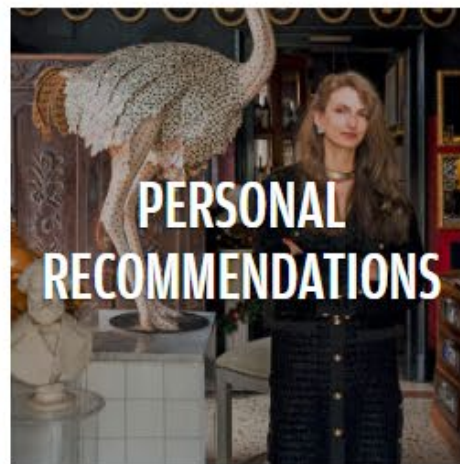
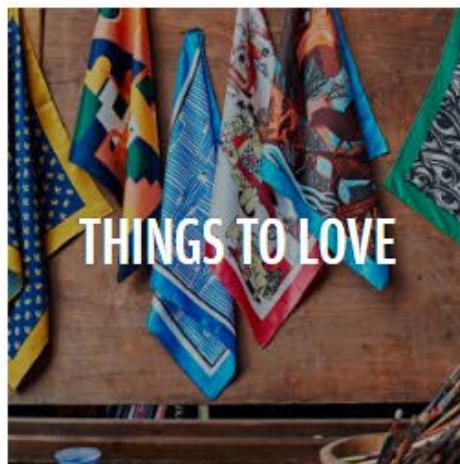
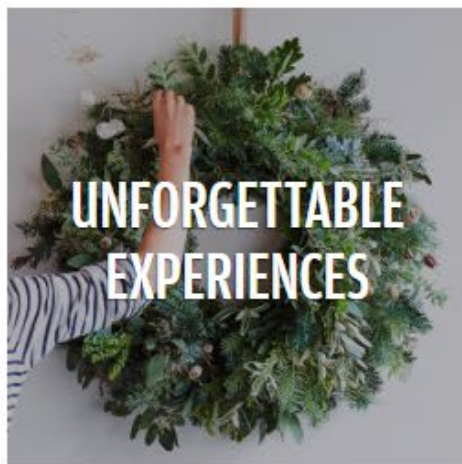
TRAVEL

WATCHES & JEWELLERY

FOOD & DRINK

CARS, BIKES & BOATS

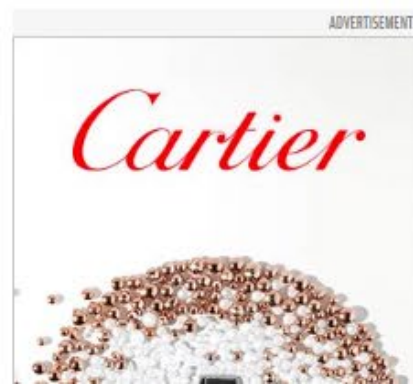
MORE +

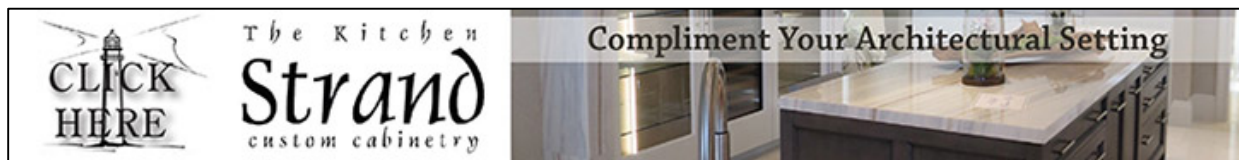


PEOPLE



ADVERTISEMENT





On the Market: Ex-Calvin Klein CEO and wife renovate Palm Beach home

REAL-ESTATE

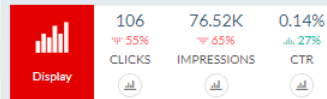


By Christine Davis - Special to the Daily News



Private dashboard included

- Updated daily
- Manage effectiveness of each ad
- Manage locations targeted
- Watch where traffic goes/ads are delivered
- Provides all metrics and analytics including CTR and conversion fencing (who walks into your showroom or studio as a direct result of your marketing).



76,515 impressions delivered in November

106 people clicked the ad to go to her website

40 people walked into one of their two showrooms

Campaigns 1 to 13 of 13 Search items...

Show Previous 1 Next

Chart	Client	Campaign	Impressions	Clicks	CTR	Campaign Spend	Weighted Actions	Geo Fence Weighted Actions	Ad	Keyword	Domain	Geo Fencing	Location
Totals			76,515	106	0.14%	\$612.12	40.00	40.00					
Private	Geofence 10 locations starts 10:24:18		11,484	21	0.18%	\$91.87	12.00	12.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
	Targets where best prospects may be		15,174	28	0.18%	\$121.39	5.00	5.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			3,839	3	0.08%	\$30.71	3.00	3.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			66	0	0.00%	\$0.53	4.00	4.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			14,890	20	0.13%	\$119.12	4.00	4.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			56	0	0.00%	\$0.45	5.00	5.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			7,916	10	0.13%	\$63.33	1.00	1.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			70	0	0.00%	\$0.56	0.00	0.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			86	0	0.00%	\$0.69	0.00	0.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			4,887	5	0.10%	\$39.10	2.00	2.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			4,936	5	0.10%	\$39.49	2.00	2.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			75	0	0.00%	\$0.60	0.00	0.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations
			13,036	14	0.11%	\$104.29	2.00	2.00	View Ads	View Keywords	View Domains	View Geo Fencing	View Locations

Research

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Arbiters of Refined Taste

REPORTS OF INTEREST FOR MARKETERS TARGETING

[A Look at Wealth CB Global Luxury Sept 25 2018](#)

[Wealth-X World Ultra Wealth Report Sept 2018 PDF](#)

[2018-DEMA-Convention-Sponsorship-Brochure](#)

[Unity Marketing Interior Designers Social Media Report – Down the Rabbit Hole](#)

[Capgemini World Wealth Report 2018](#)

[Deloitte Global-powers-luxury-goods-2018](#)

[Wealth X Passions of HNWIs 2018](#)

[Hurun Report – Immigration and the Chinese HNWIs 2018](#)

[Wealth-X Pillars-of-Effective -UHNW-Prospecting-1 \(1\)](#)

[Wealth-X Billionaire Census 2018](#)

Sports showed an eclectic mix of universally popular activities but also some culture or region-specific. Aside from the global common denominator of football/soccer, the top ranking golf, skiing, and tennis make up the trinity of traditional 'rich' sports. Thereafter, traditionally American sports feature, largely due to the greater UHNW population overall and coverage in this region (see Considerations section).

SPORTS (SPORT)

Rank	Hobby Name	% of UHNW who like sports
1	Golf	26.6%
2	Football/Soccer	15.3%
3	Skiing	14.1%
4	Tennis	11.6%
5	Basketball	8.1%
6	American Football	18.4%
7	Baseball	7.6%
8	Cycling	6.5%
9	Automobile Racing	5.1%
10	Swimming	4.8%
11	Horse Racing	4.7%
12	Cricket	3.1%
13	Hockey	2.7%
14	Rugby	2.6%
15	Water Sports	2.5%
16	Athletics	2.5%
17	Diving	2.3%
18	Polo	2.0%
19	Ice Hockey	1.9%
20	Martial Arts	1.8%
21	Surfing	1.6%
22	Squash	1.5%
23	Boxing	1.4%
24	Motorbiking	1.1%
25	Table Tennis	1.0%
26	Wrestling	0.9%
27	Volleyball	0.8%
28	Badminton	0.8%
29	Lacrosse	0.7%
30	Running	0.5%

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