

The Preserve At Ironhorse Realtor Talk Tracks

Three short, natural ways to bring up The Preserve, depending on your buyer. Each one is meant to spark interest. Adjust the wording to fit how you actually talk.

SCENARIO 1: Buyer Purchasing Inside the Ironhorse Gates

Say something like:

"By the way — if golf's part of what you're looking for, it's worth knowing the club and the community here are separate. The Preserve at Ironhorse sits right on-site, and it's built around no tee times — members just show up and play, seven days a week. A lot of people who buy in Ironhorse end up joining, but there's zero obligation either way."

SCENARIO 2: Buyer Purchasing Nearby (Palm Beach Gardens or Jupiter) Who Golfs

Say something like:

"Since golf's a priority, there's a club worth checking out, even though it's a few minutes from this property. The Preserve at Ironhorse. It's golf-first — one course, no tee times, and rounds that move at a reasonable pace. A lot of serious golfers use it as a second club alongside somewhere more formal."

SCENARIO 3: Snowbird Looking for a Florida Base

Say something like:

"If you're looking for golf you can just show up and play whenever you're in town, The Preserve at Ironhorse is worth a look. No tee times, and no requirement to be here full time — a lot of their members split their year between here and up north."

THE HAND-OFF (USE WITH ANY SCENARIO)

"I can connect you with Audry Carbone, their Membership Director. She'll set up a tour that fits your schedule."

If you want the fuller picture before you talk to a client, the Realtor Quick-Reference and Club + Community FAQ cover the details.