



All of Magnolia's units are tastefully furnished in neutral, beachy tones.

Bark-Worthy Beach Retreat

A Private Residence Club on Florida's Emerald Coast has gone to the dogs

On the shores of the Gulf of Mexico, nestled between Destin and Panama City Beach, lies a seaside retreat called Magnolia. Part vacation residences and part hotel, this Private Residence Club (PRC) may represent the future of vacation ownership. Thankfully, dogs are part of that future. "Dogs are more than just pets; they're part of the family—and we have a family atmosphere," says Brian Moffatt, a Magnolia development representative. "We don't want to split up the family just because they're on a trip to the beach."

So, what is a PRC? In short, it's a club that allows fractional ownership of a vacation residence while offering hotel-style services and amenities (think daily housekeeping and pre-arrival grocery shopping). Owners may stay at their PRC as often as they wish, subject to reservation policies. This high availability rate is made possible by the fact that owners are able to vacation in any residence within the club—the staff will simply move the owner's stored items from unit to unit as needed. So, even though an owner only pays for a fraction of one residence (and a fraction of the insurance and property-tax costs, plus monthly club fees), he or she will have full access to a multitude of residences nearly any time he or she wishes. "We allow owners to have a hassle-free vacation experience, provide all the amenities and services of a high-end resort, and because it's shared ownership, we do so at a fraction of the cost," Moffatt says.

According to a recent study, there were 61 active PRCs last year, and most do not allow dogs. However, Magnolia does—and pooches are quite happy to be included. Each of Magnolia's three-bedroom units features plenty of



Dog Haus

cool hardwood and tile flooring (perennial dog favorites!), large balconies from which pups can people-watch, and surround sound for lulling your fur baby to sleep. For human guests, each unit also boasts a gourmet kitchen with state-of-the-art appliances and granite countertops, flat-screen TVs and wireless Internet access throughout. The children's room stores a Wii gaming station, and the master bath is equipped with a rain shower and a jetted soaking tub.

The property's amenities are state-of-the-art, including a large fitness center with a sauna, steam room and massage room, a rooftop deck with a heated pool, jetted spa and two grills, and a media room with PlayStation 3, Xbox 360 and Wii. In the mornings, owners can stop by the Owners' Lounge for a cup of coffee or orange juice and the daily paper, then swing by the lobby to grab the keys to a club-owned beach cruiser bicycle. When they're ready to hit the sand, they can ring the staff to set up their lounge chairs and umbrellas and even mix their favorite drinks.

Of course, Fido isn't left out of the fun; walking trails crisscross the area, and beach permits for pets are available for a nominal registration fee. Perhaps most importantly, all of Magnolia's staff members are pet parents themselves, so "they appreciate the joys and challenges associated with pets," Moffatt says. "They understand that dogs have their own gear, needs and schedules, and they do everything they can to accommodate them."

The stretch of Florida coastline on which Magnolia is situated is called 30-A, and it's home to luxury hotels and residences, numerous boutiques and a bevy of restaurants for every palate. Though the area is more upscale than your typical Florida beach town, it still possesses a laid-back vibe, which is why you'll see water bowls outside most businesses and dogs dining al fresco with their owners. "It's a very easy-going culture here," Moffatt says. "There are many families who come here year after year—and they bring their dogs, too. That's something we definitely support." 🐾

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"Sofa Shmofo"

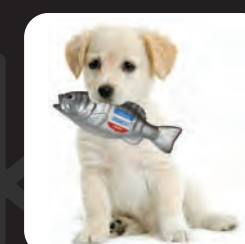
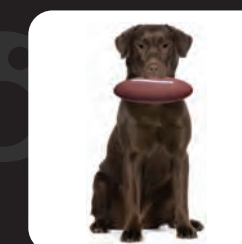
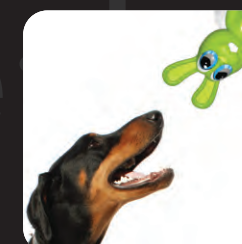
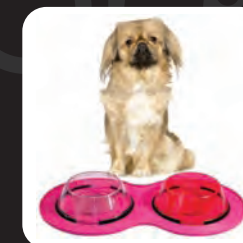
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