



PRESS RELEASE

FROM LEGACY TO LUXURY: HOW ONE HOME IN IMPERIAL POINT IS REVIVING THE SPIRIT OF A NEIGHBORHOOD

Built with a nod to the past and an eye on the future, this 2025 showplace honors the original vision of the neighborhood's founders - Haft-Gaines Company - who pioneered upscale custom living in Fort Lauderdale.

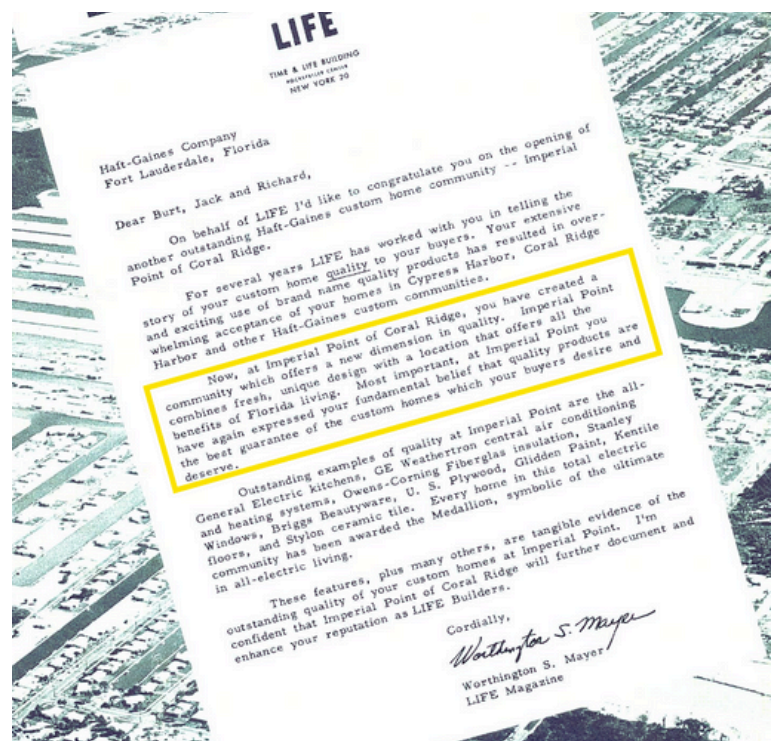
Fort Lauderdale, FL – Tucked into the heart of Imperial Point, a modern masterpiece has emerged not just as a new home, but as a symbol of a neighborhood's enduring legacy. At 5740 NE 21st Road, Greg Beach, founder of First Choice Construction, is redefining what it means to build on tradition. With an incredible record of building or renovating over 300 homes in Imperial Point over the past 21 years, Greg has cemented his status as a vanguard for the neighborhood's evolution. Respected not only for his craftsmanship but for the long-standing impact he has made through quality, consistency, and community pride.

Originally featured in a historic LIFE Magazine spotlight from the 1960s, Imperial Point was hailed as a community of quality-known for its architectural innovation, high-end finishes, and family-focused design. That legacy has stood the test of time, and now, more than 50 years later, it's being celebrated once again in this new construction: a meticulously crafted, energy-efficient, tech-integrated estate that blends timeless elegance with modern luxury.

"We didn't want to just build a house," says Greg Beach. "We wanted to honor what this neighborhood was always meant to be-forward-thinking, beautifully crafted, and built to last."

Built for safety, peace of mind and longevity, the hurricane-code construction and its 27kW whole-house generator is an incredibly energy-efficient fortress. Featuring JennAir appliances, Italian-style bathrooms, and a saltwater pool with LED-lit fountains, every detail reflects a standard of excellence rooted in history. This 4-bedroom, 4.5 bath estate spans 3,839 square feet of light-filled, open-concept living space, designed for both entertaining and everyday elegance.

As Fort Lauderdale continues to evolve, homes like 5740 NE 21st Road stand as a reminder: great design never goes out of style. And in communities like Imperial Point, history and innovation don't compete...they collaborate.



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