

American Commercial Realty Launches new Multi Family Brand “The Hammocks”

February 1st, 2021

GAINESVILLE, FL, – AMERICAN COMMERCIAL REALTY (“ACR”), announced the launch of four renovated and rebranded apartment communities comprising 461 units in Gainesville, FL, all now to be known as “The Hammocks”.

On Thursday January 21, 2021, The HAMMOCKS on 20th hosted a ribbon cutting ceremony celebrating the launch of this new brand, the physical renovations, and their great new story. The Hammocks builds upon the entrepreneurial and growth spirit that is driving Gainesville. By creating a new brand to meet the desires, price point and quality of service in demand, the Hammocks is an exciting new portfolio of apartment buildings garnering considerable attention from renters.

Public officials and key community attendees included City Commissioner David Arreola, Sheriff Clovis Watson Jr., and Gainesville Chamber of Commerce President and CEO Eric Godet. The event was co-sponsored by the Chamber of Commerce and was open to the community. The Hammocks proudly supports the Gainesville business community and Innovate Florida. They are a preferred provider of apartments to many businesses.

The Ribbon Cutting Ceremony was held at 10:30am, at The Hammocks on 20th, located at 3751 SW 20th Avenue in Gainesville. The ceremony was directed by Michael Krause the owner of Atrium Management Company.

Richard Baer, President of American Commercial Realty kicked off the event by discussing the project, and his belief in the future of the Gainesville economy. “I believe strongly in the economics of Gainesville,” Baer said. “Even with a pandemic and other national recessions that will take place, UF and Shands are absolute fixtures that will always anchor the community.”

Commissioner David Arreola spoke about the positive changes in the area, and thanked Mr. Baer and the Hammocks for contributing to improving the neighborhood. He noted he was especially “impressed with the style and impact the Hammocks was making and appealing to the growing professional set of people in Gainesville”

Eric Godet talked about the importance of investing in the community, and not just in new development but in revitalizing the properties that are already here.

The celebration continued with a festive Launch Party and Open House sharing the new features and lifestyle at the Hammocks, including a new complimentary fitness center and clubhouse/business center, new outdoor stainless steel grilling stations with socially distanced dining, “hammock” hang out areas, and renovated units featuring new kitchens with modern cabinetry, chefs’ sinks and granite counters. A real wow factor.

The Hammocks offers elevated management services and a quality living environment at a reasonable price. The three other Hammocks properties are located at 3600 Windmeadows Blvd., near Butler Plaza; 3316 SW 41st Place, in the Phoenix neighborhood; and 321 NW 21st Lane, near Ward’s Supermarket.



Pictured from Left to Right: David Arreola City Commissioner, Kim Bispham of The Hammocks on 34th, , Mike Krause of Atrium Management, Rick Baer of American Commercial Realty, Maddy Markle of Atrium Management, Kelley Rike, of Atrium Management, Eric Godet of the Gainesville Chamber of commerce.



Speaking by: David Arreola City Commissioner



Pictured: Left to Right - Gainesville Chamber of Commerce President and CEO, Eric Godet, Owner American Commercial Realty, Richard Baer, City and Sheriff Clovis Watson Jr.



The Hammocks on 20th Fitness Center open 24 hours a day /7 days a week; available to residents of the Hammocks at any location:

About Us: American Commercial Realty, headquartered in Palm Beach Gardens, Florida, is a national real estate investment company with a portfolio of commercial and residential properties. ACR actively builds value across asset classes through renovations, marketing, leasing, and overall repositioning of properties to a higher level. ACR is a hands-on manager of real estate delivering returns and results to investors, tenants, and the communities in which we work. More at www.AmComRealty.com.

The renovations are being managed by **Park Partners Residential**, a vertically integrated real estate development firm based in Boca Raton. Park works with clients

and partners on planning and executing renovations and new construction on high quality multifamily and mixed-use projects. www.ParkPartners.com

Management and leasing is handled by **Atrium Management Company**, a dynamic management team that has been providing property management services since 1997. Over the last 20 years the platform has expanded and grown extensively in Central Florida and the Gainesville area. www.AtriumManagement.com.