

## Association of Poinciana Villages Completes Inaugural Home Beautification Program “Poinciana Beautiful”

*More than 70 finalists named, winners announced at January 27<sup>th</sup> gala*

POINCIANA, Fla.—The Association of Poinciana Villages (APV), Florida’s largest homeowners association, has spent the last year working closely with homeowners to improve their property and ultimately increase property values.

In February, APV launched “Poinciana Beautiful”, a home beautification program that encouraged homeowners to take pride in their property.

“We wanted to connect with our residents in a positive way,” said Ivonne Martinez, Community Service Supervisor at APV. “We wanted residents to know that we see how beautiful they are keeping their properties and encourage others to do the same.”

The Association and its Code Enforcement Department worked closely with community service officers who patrol the neighborhoods. Anytime an officer noticed a property in good condition with beautiful landscaping, they were instructed to take photos and submit them. In order to be considered a nominee for “Poinciana Beautiful,” the homeowners could not have any violations and had to be up-to-date on their homeowner’s assessment.

Now, more than 70 properties have been named as finalists and one winner from each of the seven villages will be chosen at the January gala that honors all homeowners who participated.

“The goal was to bring a positive impact to the community and help homeowners increase their property value,” said, Mark Maldonado, General Manager of APV. “What we found is that residents started seeing the improvements their neighbors were making and, in the true spirit of competition, wanted to make their own home look equally as good.”

Each of the finalists will have photos of their home displayed at the January 27<sup>th</sup> gala. A panel of judges will then select a winner from each village. Winners will receive an elegant yard sign announcing their award for “Poinciana’s Best Front Yards” as well as a one month APV Community Swimming Pool membership for their immediate family. Winners will also be profiled in an upcoming edition of the *Poinciana Pioneer* and featured in a community e-blast.

“We really wanted homeowners to fall in love with their property again,” said Martinez. “We wanted to remind them that this is their investment and they need to take care of it. I think this first year has been incredibly successful and we look forward to continuing ‘Poinciana Beautiful’ for years to come.”

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**About the Association of Poinciana Villages**

The Association of Poinciana Villages, Inc. (APV) is one of the largest homeowners associations in the United States. The 47,000-acre, unincorporated, suburban community encompasses both Polk and Osceola counties perfectly nestled between Haines City and Kissimmee, Florida. The community is enriched by more than 26,000 homes, 200 businesses and more than a dozen recreational parks. There are more than 50,000 deeded homeowners and approximately 150,000 residents who have enjoyed a vibrant sense of community since Poinciana's inception in 1972. The Association of Poinciana Villages maintains its core vision of continuing to be one of the best places in all of central Florida to live and raise a family. Visit [apvcommunity.com](http://apvcommunity.com) for more information.