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Bypassing construction: Luxury homebuyers opt for furnished, move-in masterpieces

By Nancy Theoret | Oct 23, 2026



Builders are taking the wait out of luxury living with fully curated, designer-furnished spec estates and condominiums in Naples' most coveted enclaves. For affluent buyers, patience is no longer part of the itinerary. Rather than enduring a multi-year building process and countless interior design decisions, homeowners simply move right in, ready to pour a celebratory glass of champagne and host friends on day one.

From Old Naples to The Moorings and Port Royal, local builders cater to the popularity of instant luxury with ambitious, fully appointed showcase residences. Far from standard spec homes, these properties feature multi-car garages, butler's kitchens and resort-scale pools, and set the trends for interior design and new-to- market features.

Borelli Construction

"We've sold a lot of turnkey homes this year," said Kendall Borelli, a listing agent with West Shore Properties who represents her family's Borelli Construction — a 40-year, three-generation luxury Naples builder. "We include everything you can think of:

custom closets, automated window shades, generators and integrated Crestron systems that run lighting, audio, security cameras and the pool heater. A lot of builders don't finish out the closets and just prewire for automation."

The builder set a record in The Moorings earlier this year with the $10.1 million sale of a 5,156-square-foot turnkey residence — the highest non-waterfront residential sale in the neighborhood's history. Purchased by Chicago-area buyers, the single-level estate at 436 Putter Point Court was created by Unique Hite Designs, with interiors and furnishings by Randi Scott of R & Co. Designs, and hardscapes, an entry water feature, an oversized pebble-finished pool and spa envisioned by Outside Productions.

"We hire the best teams to partner with us," said Borelli, noting the 0.44-acre cul-de-sac homesite is larger than The Moorings' typical 0.35 acres.

European wide-plank white oak flooring runs throughout an open plan featuring five en-suite bedrooms, a mirrored exercise room, an office clad in bleached walnut millwork and a chef's kitchen anchored by an island with book-matched quartzite waterfall countertops and a separate butler's pantry. Details include custom wall treatments, woodwork and white oak beamed ceilings. The residence features a covered lanai fitted with motorized screens and storm shutters, an expansive lawn and a three-car garage with a separate golf cart garage.

London Bay Homes

London Bay Homes highlighted the power of thoughtful livable design with its $15.9 million furnished showcase estate in Old Naples. Just a short stroll from Fifth Avenue South and Gulf beaches, the two-story, 5,483-square-foot home received numerous Aurora and Sand Dollar awards presented by the Southeast Building Conference and the Collier Building Industry Association, respectively.

The four-bedroom, four-and-a-half-bath home features a study with a full glass entry wall, a "chat room" with a bar between the kitchen and great room, and a butler's pantry. A rare 300-foot deep, half-acre homesite with a towering tree provided the opportunity for 1,700 square feet of covered outdoor living spaces, including a summer kitchen with an Evo grill and two TVs, a separate dining pavilion and an alfresco living room adjacent to a secluded guest cabana — all connected by trellised walkways. The backyard centers on a dramatic mosaic-tile lagoon pool.

Romanza Interior Design created a contemporary aesthetic with custom Italian Poliform kitchen cabinetry and a dramatic backsplash, porcelain and wood flooring and an extra-large boutique Poliform walk-through closet connecting the master bedroom to the luxurious bathroom.



The kitchen of Diamond Custom Homes' sold turnkey estate on Putter Point Court in The Moorings won a Silver Aurora Award for its design, featuring a layered palette of blue, cream and natural wood and a substantial quartzite-topped island. Photo courtesy ***Diamond Custom Homes/Diana Todorova Photography*** *Photography courtesy Diamond Custom Homes/Diana Todorova Photography*

Diamond Custom Homes

Demonstrating that design details drive sales, Diamond Custom Homes recently closed its own turnkey masterpiece on Putter Point Drive in The Moorings for $8.4 million. Replacing an older ranch residence, the 5,045-square-foot two-story estate was conceived by Diamond's Karen Velasco-Carter, director of architectural services, with contemporary coastal interiors by senior interior designer Belle Fortte of EDGE.

Offering five bedrooms, five full baths, two half-baths, a wine room, a bar and an office/lounge area, the home won Grand and Silver Aurora Awards for best bathroom and best kitchen. The kitchen pairs moody blue-gray cabinetry with warm oak accents and quartzite countertops, while the primary bath focuses on a sculptural freestanding slipper tub surrounded by natural marble and cane-paneled vanities.

From the floating architectural staircase and millwork to the great room's custom built-in cabinetry and integrated turf inlays lining the arrival court, every detail was conceived as a whole-home vision. The estate also features light-stained white oak and stone porcelain tile flooring and sustainable natural cane and rattan layered within a palette of neutral tones accented by soft steel blue and gray.

Stock Residences

The turnkey trend is also popular in Naples' high-rises. At The Ritz-Carlton Residences, Naples, a 128-residence coastal enclave along the Gulf, Vanderbilt Lagoon and a marina, developer Stock Residences elected to fully finish and furnish its remaining seven Bay residences and select Tower homes by Soco Interiors, Marc-Michaels Interior Design

and other acclaimed firms. Among them is East Bay penthouse 607, a three-bedroom, three-and-a-half-bath residence listed at $6.5 million.

“With the community entering its final stretch toward welcoming its first residents, buyers can go to contract and be living in a fully finished designer home within weeks, not months,” said Brian Stock, CEO of Stock Development. “We have engaged some of the industry’s top interior designers, and the receptivity to the concept has been compelling.”

“That kind of simplicity, at this level of luxury, is what today’s market demands,” added Claudine Léger-Wetzel, Stock’s vice president of sales and marketing.



The primary bath of East Bay penthouse 607 in The Ritz Carlton Residences, Naples, features an oval freestanding tub, floating vanity, glass shower and design details
Photo courtesy Stock Residences/Blaine Cyr

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