

280 E Palmetto Park Road, LLC Introduces Longtime Luxury Real Estate Professionals Bonnie Schwartz and Joanne Shaer of Douglas Elliman to its Glass House Boca Raton Sales Team



280 E Palmetto Park Road, LLC is pleased to announce that Bonnie Schwartz and Joanne Shaer have joined its Glass House Boca Raton sales team as new development sales executives. Both are longtime South Florida real estate professionals specializing in luxury. The first modern glass building in the heart of downtown Boca Raton, Glass House Boca Raton is an intimate luxury development featuring 28 expansive two-to-four-bedroom residences.

Douglas Elliman Development Marketing is the exclusive sales and marketing team for Glass House, which is ideally situated at 280 E Palmetto Park Road, Boca Raton, FL 33432. Construction will commence in Q2 2025; it is estimated for completion in summer 2027. Sales for Glass House launched in February 2024, with prices ranging from \$2.2 million to over \$7 million.

“We are proud to have Bonnie and Joanne representing Glass House Boca Raton,” said Noam Ziv, partner and CEO of 280 E Palmetto Park Road, LLC. “Both are seasoned luxury real estate professionals in the South Florida area, have a passion for the Glass House vision, and provide exclusive service to luxury buyers.”

Serving the luxury real estate market for more than 16 years in South Florida, Schwartz previously worked as a new business development manager prior to joining Douglas Elliman and the Douglas Elliman Development Marketing team in 2024. She has also served as an in-house sales executive, playing a key role in selling out Boca Beach Residences and Marina, and worked as a brand ambassador for Royal Palm Residences in Boca Raton.

A top-producing realtor, Schwartz was awarded the prestigious RealTrends America’s Best in 2023, an award given to the top 1.5% of realtors out of 1.6 million realtors nationwide for individual sales volume. Prior to becoming a realtor, she worked as a sales manager and marketing director in New York for one of the world’s most renowned luxury Italian fashion and accessory design brands.

With a background in fashion design, marketing, and sales, Shaer has been a top producer for 20 years,

with a business built exclusively on client referrals. She has lived and worked in Florida for 30 years and has extensive knowledge of the best properties and communities that South Florida has to offer.

A native of Philadelphia, Shaer began her business career as the co-owner of a successful high-fashion boutique in Center City Philadelphia. She then moved to Manhattan and, with her husband, designed and manufactured leather and suede women’s fashion, supplying the most exclusive stores in the country. She still has extensive ties to New York.

The 9-story Glass House is located less than one mile from the beach and is near top dining and shopping. Measuring 2,504–3,865 square feet, the elegant and airy residences boast 9’1” ceilings, private terraces ranging from 8–12 feet in depth, spa-inspired primary bathrooms with separate his and hers vanities, restrooms, and medicine cabinets, solid core wood entry doors with smart locking systems, and painted solid wood doors throughout the interior living areas and bedrooms, and two assigned parking spaces in the underground garage. The smart home-ready residences feature a gourmet kitchen with European cabinetry, engineered stone countertops, backsplash, and island, and a state-of-the-art appliance package, including an induction cooktop, speed oven, vacuum seal drawer, and a built-in wine cooler. Pets are allowed.

Glass House features 10th-level rooftop amenities with stunning ocean, Intracoastal, and golf course views. The rooftop deck features a pool, jacuzzi, private cabanas, an outdoor catering kitchen, a BBQ, and a lounge with a fire pit.

Additional amenities include a state-of-the-art fitness center with a recovery and stretching room, sauna, steam room, snow shower, and experience shower. The resident-only “Palmetto Lounge” offers demitasse and a tranquil space to meet privately.

With a monitored entry, Glass House offers two levels of underground parking with two spaces per residence, EV charger-ready, air-conditioned storage, and a limited number of private two-car garages. Brightline’s new Boca Raton station is less than one mile away.

Glass House is offering owners a complimentary annual membership at emergency medical concierge, Sollis Health, subject to availability.

Glass House’s team of local visionaries includes renowned West Palm Beach architecture firm garciastromberg and Kaufman Lynn Construction is the general contractor for the project.

For more information, call 561-232-2644. The sales gallery is located at 221 E Palmetto Park Road, Boca Raton, FL 33432.

By ML Staff. Image courtesy of Palmetto Park Road.