Naples Luxury Development The Grove Bayshore Wins Prestigious Award

The Grove Bayshore campaign was named Best Sales and Marketing Campaign for a New Development at Inman Connect San Diego



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NAPLES, FL, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Naples real estate leader Tiffany McQuaid of SERHANT. has won an Inman Golden I Club award for The Grove Bayshore, earning Best Sales and Marketing Campaign for a New Development. McQuaid accepted the award in person at Inman Connect San Diego.

Inman's Golden I Club honors the agents, teams, and properties that defined the high end of the real estate market over the past year. This year's winners included nine-figure closings such as the $120 million sale of the St. Benedict's Monastery property in Colorado and the $110 million sale of Spelling Manor in Los Angeles. McQuaid's win puts a Naples development on the same national stage.

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>
> *Tiffany McQuaid*

The Grove Bayshore is a gated community of just 32 single-family homes in the heart of the Bayshore Arts District, one of the fastest-emerging neighborhoods in Naples. It is the work of two longtime local builders, Mike Whalen of New Era Construction and Jerry Maxson of Legacy Homes Inc., with architecture by Jeffrey Harrell of Harrell & Co Architects. Together, the team brings more than 100 years of Southwest Florida building experience.

Homes at The Grove range from three-bedroom to four-bedroom floor plans priced from $1.8 million to $2.3 million, with finishes that come standard rather than as upgrades, including Sub-

Zero and Wolf kitchens, California Closets and private pools. The community sits within walking distance of the Bayshore Arts District's restaurants and galleries and is minutes from the Naples Botanical Garden and the Naples Pickleball Center.

McQuaid and her team built The Grove's campaign from the ground up, creating the brand identity, full-color 3D renderings and a marketing strategy rooted in what makes Bayshore special, including its pickleball connection. The approach reflects the marketing-first philosophy that has defined McQuaid's 22-year career in Southwest Florida luxury real estate.

"We are beyond honored," said Tiffany McQuaid, Regional Director of Strategy and Performance, SERHANT. "To stand on a national stage and hear Naples called out felt incredible. The Grove is proof of what happens when great builders, a creative team and a neighborhood with real soul come together. This one is for Bayshore."

The award adds to a growing list of national recognition for McQuaid, who founded McQuaid & Company in Naples before merging the firm with SERHANT. in 2025. Her previous honors include Inman's Most Innovative Brokerage nomination and the Women's Council of Realtors Entrepreneur of the Year award.

For more information about The Grove Bayshore, follow them on Instagram. To learn more about McQuaid and her work,https://www.tiffanymcquaid.com/.

About Tiffany McQuaid
Tiffany McQuaid is a nationally recognized luxury real estate broker, marketing visionary and Regional Director of Strategy and Performance at SERHANT. After building her career over 22 years in Naples, Florida, she founded McQuaid & Company, an independent brokerage known for bold, creative marketing that earned national recognition from Inman News, including nominations for Most Innovative Brokerage and Real Estate Industry Influencer. In 2025, she merged McQuaid & Company with SERHANT., where she now helps shape strategy, growth and performance at a national level while continuing to lead luxury real estate in Southwest Florida. Learn more at tiffanymcquaid.com.

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