

Why Settle in Gainesville?

Country living—plenty of room for projects—gadgets—workshops—airplanes and balloons—lakes, rivers, not too far from the ocean.

University of Florida, largest in Florida—Home of the Gators—culture—entertainment—international atmosphere—smart students.

There are few production jewelers and trained help so they (the help) tend to stick around until, with Bernard's blessings, they start their own retail businesses.

Gainesville was a well-kept secret until about 1996 when it shows up as the #1 Place to live in the US in a "Money" magazine survey. Gainesville showed up at #1 Place in America in the 2007 edition of *Cities Ranked & Rated: More Than 400 Metropolitan Areas Evaluated in the U.S. & Canada* (Wiley Publishing).

There goes the neighborhood.