



southernmost Point

WHAT TO EXPECT



Moving to Key West is more than a relocation—it's embracing a unique lifestyle in one of the most vibrant and culturally rich places in the U.S. As the southernmost city in the continental U.S., Key West combines a laid-back island vibe with colorful history, artistic energy, and a strong sense of individuality. Living here means waking up to ocean breezes, walking or biking everywhere, and joining a diverse, welcoming, and quirky community.

The pace of life is slower—"island time" is real. Most errands happen on foot, bike, or scooter, giving residents a chance to know their neighbors and enjoy daily interactions. The city is compact, walkable, and full of charm, with pastel conch houses, lush gardens, and winding streets.

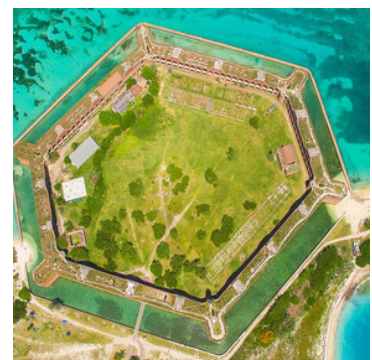
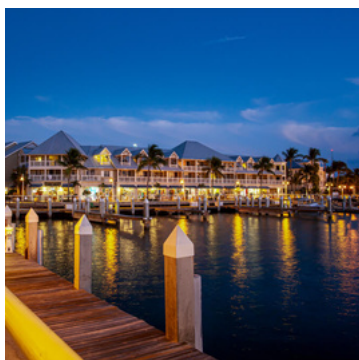
Key West's culture is a blend of Bahamian, Cuban, Caribbean, and maritime influences, with a vibrant LGBTQ+ community. Artists, writers, and musicians have long been drawn here, and festivals like Fantasy Fest and the Key West Literary Seminar celebrate creativity and expression year-round.

Nature is central to life on the island. Boating, snorkeling, diving, paddleboarding, and fishing are daily pastimes. Sunsets at Mallory Square are a ritual, drawing locals and visitors alike.

Living here has trade-offs: high costs, limited space, small or historic homes, and tourism crowds. Parking can be a challenge, and goods are more expensive due to the island's remote location.

Despite this, Key West offers unmatched quality of life. The freedom, natural beauty, vibrant community, and relaxed rhythm make it a place where living fully and authentically isn't just accepted—it's celebrated.

- Vibrant, laid-back island lifestyle with "island time" pace.
- Higher cost of living and competitive real estate market.
- Strong sense of community with friendly, welcoming locals.
- Abundant outdoor activities like boating, snorkeling, diving, and fishing.
- Seasonal tourism and occasional crowded areas during peak months.



AREASTO LIVE



Key West, the southernmost point of the continental U.S., is a vibrant island known for its rich history, colorful culture, and lively atmosphere. Moving here means embracing tropical charm, artistic flair, and a community that thrives on diversity and creativity. The island balances a laid-back vibe with an active social scene, offering year-round festivals, live music, and events celebrating art, literature, seafood, and music.

Housing is varied, from historic conch-style cottages with pastel facades and charming porches to sleek condos and luxury waterfront estates. Many homes feature wooden shutters, metal roofs, and tropical landscaping. Waterfront properties often include private docks, providing easy access to boating, fishing, and water sports. Limited space and high demand make the real estate market competitive and generally more expensive than other Keys.

Life in Key West encourages outdoor living. Residents enjoy beaches, coral reefs for snorkeling and diving, and endless kayaking, paddleboarding, and sailing opportunities. Old Town's quaint streets are lined with cafes, galleries, shops, and bars, offering a bustling yet intimate community feel. Despite tourism, neighborhoods remain welcoming, with a strong sense of connection among locals.

Key West provides essential amenities including schools, healthcare, dining, and cultural experiences. The tropical climate offers warm weather year-round, though hurricane preparedness is important. Its compact size makes walking or biking convenient, enhancing the island's small-town charm.

While busy seasons, limited parking, and higher costs are realities, Key West's beauty, culture, and lifestyle outweigh these challenges. It's a place where every day feels like a celebration, and residents enjoy a unique, creative, and vibrant island experience.

- Old Town: Historic conch-style homes, walkable streets, near nightlife and cultural sites.
- New Town: More residential, modern homes, quieter neighborhoods, and larger lots.
- Bahama Village: Historic and culturally rich, vibrant local culture, close to downtown.
- Truman Annex: Gated community, waterfront properties, family-friendly environment.
- Casa Marina / South Beach: Oceanfront living, resort-style atmosphere, close to beaches.



THINGS TO DO



Key West is a vibrant island full of activities that highlight its history, culture, and natural beauty. Whether you love outdoor adventures, arts and culture, or simply soaking up the island vibe, there's something for everyone.

Explore historic Old Town with its pastel-colored conch houses, quirky shops, and cozy cafes. Visit the Ernest Hemingway Home and Museum to learn about the author's life and meet the famous six-toed cats. The Key West Butterfly and Nature Conservatory is a magical spot to stroll among hundreds of butterflies and exotic birds.

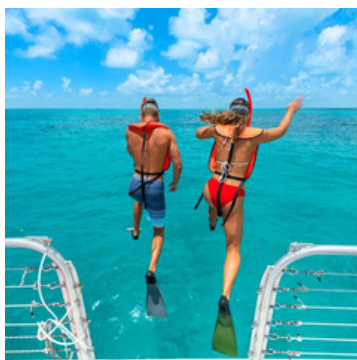
For outdoor enthusiasts, snorkeling and diving near coral reefs provide unforgettable experiences, including sites in the Florida Keys National Marine Sanctuary. Kayaking or paddleboarding through mangroves, dolphin-watching tours, and sunset cruises offer additional ways to connect with the water. Fishing, from deep-sea to backcountry, is another popular pastime.

Key West hosts lively festivals and events year-round. Fantasy Fest is a colorful street party drawing crowds from near and far, while the daily Sunset Celebration at Mallory Square showcases performers, artists, and local vendors. Art lovers can explore galleries, studios, and exhibitions hosted by the Key West Art & Historical Society.

The nightlife is lively, ranging from legendary bars like Sloppy Joe's to intimate venues with jazz or reggae. Beaches such as Smathers Beach and Fort Zachary Taylor State Park provide opportunities to relax, swim, snorkel, or enjoy historic grounds.

In short, Key West offers a rich mix of outdoor activities, cultural experiences, and island fun, ensuring residents and visitors alike always have something exciting to explore.

- Explore historic sites like the Ernest Hemingway Home & Museum and Truman Little White House.
- Enjoy water activities including snorkeling, diving, kayaking, paddleboarding, and fishing.
- Attend annual events and festivals such as Fantasy Fest and Sunset Celebration at Mallory Square.
- Visit local art galleries, craft shops, and cultural institutions like the Key West Art & Historical Society.
- Relax on beaches like Smathers Beach or Fort Zachary Taylor State Park and enjoy sunset views.



B.J. Born is a native Floridian who launched her real estate career in 1990 with a local office in Homestead, Florida. Just a year later, she opened her own brokerage in Homestead, and by 1995 expanded with a second office in Cutler Ridge. Through recruiting and mentoring more than 28 real estate professionals, she quickly built one of the top offices in the area. After selling both offices in 1997, B.J. shifted her focus to a full-time real estate career in the Florida Keys. With decades of experience in both residential and commercial sales, B.J. is recognized for her leadership and expertise. She was named Realtor of the Year in 1996 and served as President of the Homestead Board of Realtors (1995–1996). In addition to her Florida license, she is also a licensed broker in North Carolina with knowledge of the Asheville market. Dedicated to delivering professional, informed service, B.J. continually stays on top of the ever-changing real estate market. Outside of real estate, she enjoys spear-fishing, underwater photography, skiing, and relaxing on the beach at sunset in the Florida Keys.

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RESF (Real Estate Sales Force), founded in 2005 by Jorge L. Guerra Jr., began as an innovative brokerage and has since grown into a leading South Florida firm with over 450 agents and offices across Coral Gables, Dadeland, Broward, and Key Largo. Early on, RESF distinguished itself through advanced marketing tools such as HD virtual tours, aerial video, and polished social media campaigns, ensuring standout exposure for every listing. Led by Guerra, the firm has earned accolades including “Firm of the Year” from the Coral Gables Chamber and placements on the RISMedia Power Broker list and Swanepoel Mega 1000 rankings. In 2016, RESF expanded into the Keys with the launch of RESF Island Properties in Tavernier, reflecting their commitment to offering localized expertise—especially valuable in the Keys’ unique real estate landscape, where environmental regulations, permitting, and vacation rental dynamics add complexity to transactions. The Florida Keys office is staffed with experienced agents who have the local knowledge to help buyers and sellers navigate the market and find the perfect spot in paradise.