

THE DOOLAN GROUP

LUXURY REAL ESTATE ADVISORS

WEST PALM BEACH

SoSo - South of Southern

THE NEIGHBORHOOD

SoSo - "South of Southern" - is the locals' name for the Intracoastal corridor south of Southern Boulevard. It is an informal label rather than an official district, so boundaries vary: roughly Southern Boulevard to the north, South Flagler Drive along the water, and South Olive Avenue as the inland reference. With no historic designation, older homes give way to modern estates - fueling record-setting sales.

MARKET SNAPSHOT

Waterfront ~\$1M-\$25M+ (record: \$16.75M, May 2025); inland blocks trade lower

Record: 100 Beverly Road, May 2025 (Palm Beach Post). 2025-2026 data.

NOTABLE STREETS & LANDMARKS

South Flagler Drive, Beverly Road, Washington Road, South Olive Avenue · Howard Park; small waterfront parks along the South Flagler promenade; direct Intracoastal frontage with views to Palm Beach and Mar-a-Lago

LIFESTYLE

Two experiences in one corridor: Intracoastal luxury on South Flagler - Mediterranean Revival, modern new construction, and updated mid-century homes with private docks, seawalls, and boat lifts - and, a few blocks inland, bungalows, ranches, and 1940s-70s mid-century homes with renovation upside on smaller, maturely landscaped lots. Laid-back coastal pace with sunrise walks along the waterfront; minutes to downtown and the Southern Boulevard bridge to Palm Beach island. Waterfront buyers should verify flood zone, seawall condition, and dock permitting early.



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