



## The St. Joe Company Launches a Boutique Real Estate Brokerage, and Announces the Appointment of Diane Hausler, Industry Veteran, as Senior Vice President to Manage the Business

January 7, 2025

PANAMA CITY BEACH, Fla.--(BUSINESS WIRE)--Jan. 7, 2025-- The St. Joe Company (NYSE: JOE) ("St. Joe") launches a boutique real estate brokerage specializing in home sales along Northwest Florida's gulf coast. The new venture is led by industry veteran Diane Hausler who serves as Senior Vice President and manages the brokerage's day-to-day operations.

"The time is right for St. Joe to open this brokerage, as the Northwest Florida housing market has grown and evolved into one of the most desirable places to own a home in the country, and Diane is the ideal fit to lead its operations," said Jorge Gonzalez, President and Chief Executive Officer of The St. Joe Company. "This new brokerage is consistent with St. Joe's strategy of growing 'asset-light' businesses like Watersound Insurance Agency and Watersound Title Agency that have the potential to generate recurring revenue streams from the capital investments we are making in our residential communities."

With more than 22 years of proven leadership and knowledge in real estate, Hausler brings a wealth of experience to this new role. Prior to joining St. Joe, Hausler served as a sales executive for The Ebby Halliday Companies where she led a team of up to 150 agents in the Dallas-Fort Worth metroplex, serving some of the country's fastest growing communities. With \$8.2 billion in total sales volume in 2023, The Ebby Halliday Companies was the North Texas region's top residential brokerage.

"I am thrilled to join The St. Joe Company to begin the process of building a brokerage where high-touch, personalized service for both buyers and sellers is at the core of what we do," said Hausler. "Our first priority is to create a team of agents who share in this vision and who can hit the ground running in this beautiful area. This launch represents a unique opportunity to establish a trusted brokerage with a long-term vision in such a highly sought-after part of the country."

The brokerage plans to open its first office in St. Joe's WaterColor Town Center in the spring with plans for additional office locations in the future.

"Our extensive market presence, the continued migration of residents from all over the country and Diane's record of success positions us well to grow this business into a regional presence in south Walton, Bay and Gulf counties," added Gonzalez.

Northwest Florida has communities for a wide range of lifestyles, product types, and price points. For more information about St. Joe's residential communities, visit [joe.com/real-estate](https://www.joe.com/real-estate). To inquire about career opportunities with the brokerage, contact Diane Hausler at [diane.hausler@joe.com](mailto:diane.hausler@joe.com), 850-231-6975 (office) or 214-734-7837 (cell).

### Important Notice Regarding Forward-Looking Statements

This press release contains "forward-looking statements," within the meaning of Section 21E of the Securities Exchange Act of 1934, including statements regarding the St. Joe's brokerage business plans. These forward-looking statements are qualified in their entirety by cautionary statements and risk factors set forth in St. Joe's filings with the SEC, including its Annual Report on Form 10-K for the year ended December 31, 2023 and subsequent current report filings, as well as St. Joe's ability to successfully launch and operate the brokerage business.

### About the St. Joe Company

The St. Joe Company is a real estate development, asset management and operating company with real estate assets and operations in Northwest Florida. The Company intends to use existing assets for residential, hospitality and commercial ventures. St. Joe has significant residential and commercial land-use entitlements. The Company actively seeks higher and better uses for its real estate assets through a range of development activities. More information about the Company can be found on its website at [www.joe.com](https://www.joe.com).

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