



Why a completely empty piece of land just sold for a staggering \$105,000,000 in Florida

Story by Claire Reid • 2d • ⌚ 3 min read



An empty piece of land, hailed as a 'trophy lot', has just sold in Florida for a staggering \$105 million.

The empty plot is situated on the stunning Ocean Boulevard in Manalapan in South Florida, with the listing revealing it's a 'short drive' to Palm Beach or a 'short helicopter ride to Miami'.

Manalapan is a favorite spot of billionaires, with Oracle co-founder Larry Ellison having a property nearby and owning a hotel in the area.

Now, it seems Ellison is set to get a new neighbor with someone recently snapping up a 3.5-acre plot for more than a hundred million dollars.

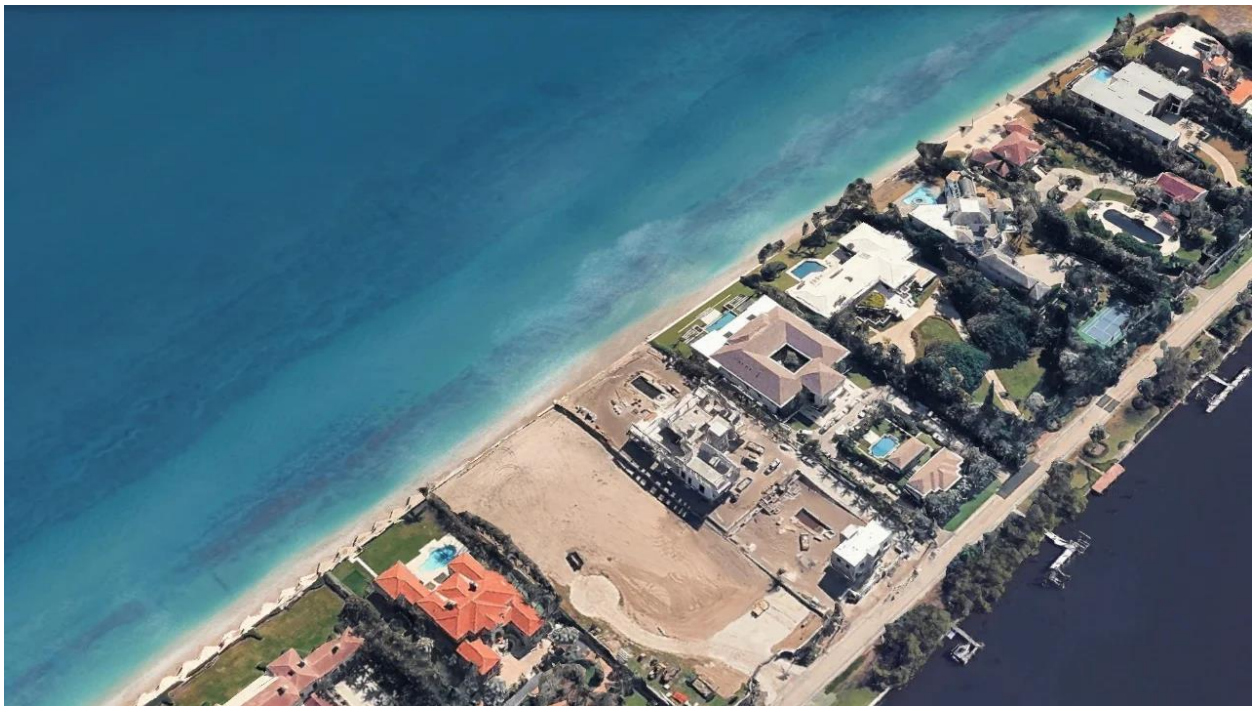
The empty plot of land was previously owned by WeatherTech billionaire

The buyer of the empty piece of land hasn't been revealed, but according to Realtor.com, they were happy to sign on the dotted line after just one visit.

"It's a land deal, and the buyer is totally cloaked up," a source told the publication.

"They walked the property once, privately, one day, and that was it."

Although the new owner isn't known, the report did reveal that the previous owner was automobile accessories mogul David MacNeil.



MacNeil is the founder and CEO of WeatherTech, which is known for its heavy-duty floor mats, as well as trunk liners, mudflaps, and windshield sun shades.

According to reports, MacNeil and his wife, Melissa, bought two adjacent vacant lots with plans to build their dream home, but later decided to move into an already-established mansion, which is also situated in Manalapan.

This meant that the empty plots were listed for sale with Margit Brandt of Premier Estate Properties, this time as one 3.5-acre parcel of land – and despite its sky-high asking price, it was quickly snapped up.

Here's why the Florida plot sold for more than \$100 million

When it comes to property, you're probably familiar with the term: location, location, location.

And that's the main reason that this empty piece of land recently sold for upwards of \$100 million.

The sprawling plot of land boasts 342 feet of direct sand frontage along the Atlantic Ocean and offers incredible views, while also being situated near elite facilities, including private airports, L'Eau Palm Beach, and Nobu restaurants.



The new owner of the plot will be able to build a mansion that spans a whopping 60,000 square feet, subject to approval.

Starting with a blank canvas means the new owner can build their dream home, without having to compromise.

They've also guaranteed themselves privacy, breathtaking views, and access to the coastline right outside their front door.

And while some would argue you can't put a price on that, the new owner just did.

Where have we seen this before?



Selling and buying barren land for an enormous amount of cash is not unheard of.

Some people see it as a strategic move, like buying land in Manhattan 200 or 300 years ago.

It's a long game, though.

The most famous example is probably Dubai's World.



The World Islands – that’s the official name – are an archipelago of artificial islands designed in the same shape as the world.

Construction began over 20 years ago but, as of 2026, most islands are still just an empty piece of land.

The irony is that most have already been sold, generally for tens of millions of dollars, but progress is slow for financial and practical reasons.

Getting power and fresh water to the islands, for example, is difficult.

But, again, it’s a long game.



We're already living in a world where properties regularly sell for eight figures, and occasionally for nine figures.

These projects – the one in Florida and the one in Dubai – are probably in anticipation of a market with extra zeros.

Maybe in a future where nine-figure sales are the norm, the exceptions are 10 or 11 figures.