

# THE HABITAT COLLECTION







An aerial photograph of the Miami skyline, featuring a dense cluster of skyscrapers and high-rise buildings. The city is situated along a large body of water, with a bridge visible in the distance. The sky is clear and blue. Overlaid on the left side of the image are several semi-transparent architectural renderings of modern skyscrapers, showing their structural forms and glass facades. The text "THE NEW STANDARD FOR DEVELOPMENTS IN MIAMI" is centered in the middle of the image in a white, serif font.

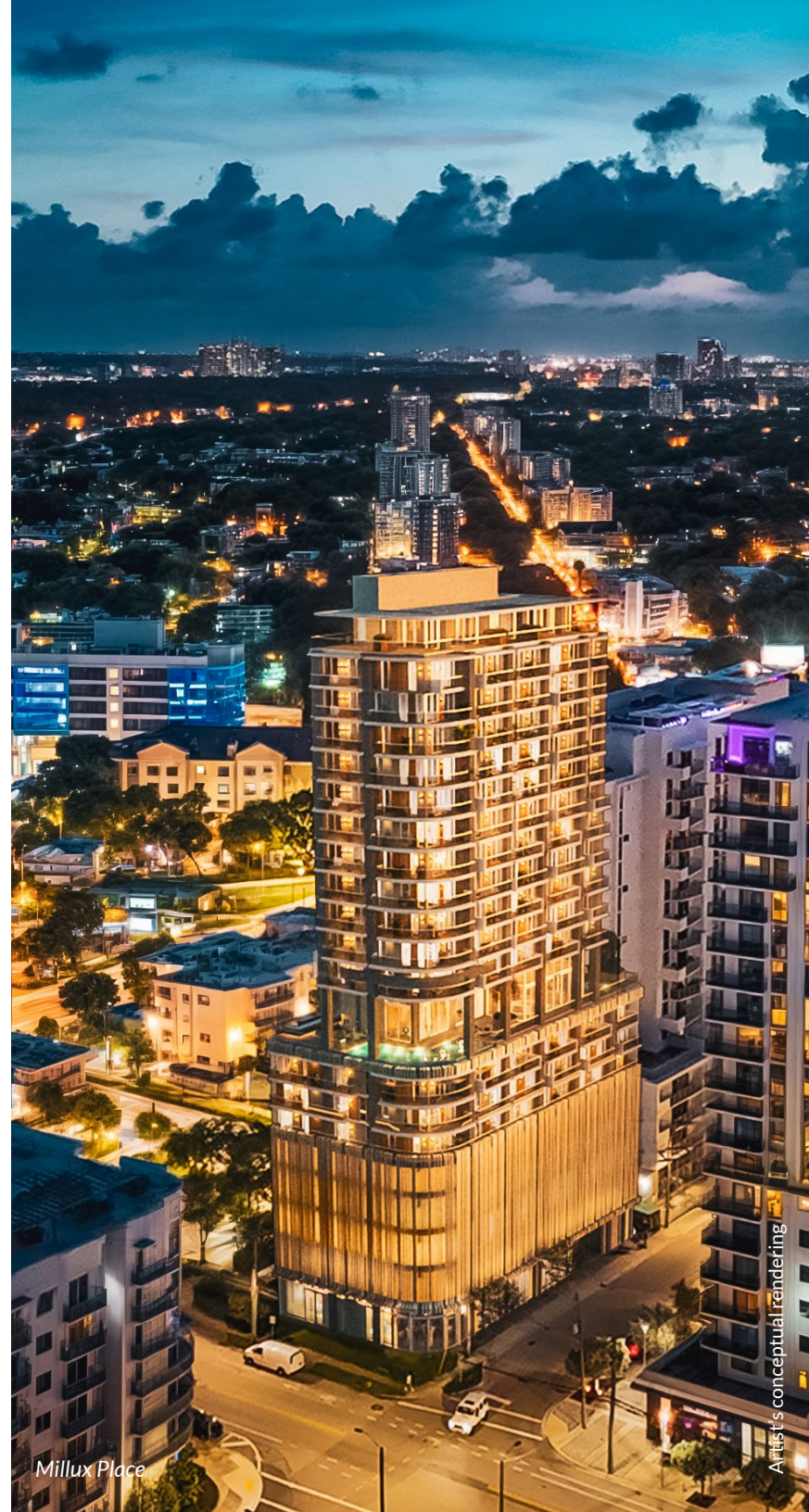
THE NEW STANDARD  
FOR DEVELOPMENTS IN MIAMI





Season One

Artist's conceptual rendering



Millux Place

Artist's conceptual rendering



Parkside

Artist's conceptual rendering





# TABLE OF CONTENT

HABITAT GROUP	6
LOCATION	11
HABITAT COLLECTION	12
HOSPITALITY INDUSTRY EVOLUTION	24
THE TEAM	26

# WELCOME TO HABITAT GROUP

Habitat Group is a full-service real estate development company that offers innovative real estate investment options. We have successfully developed approximately 1,000 units and managed over 500 units in the last 20 years in the Brickell area.

We are a passionate team devoted to the development of real estate in Miami. Habitat Group has been developing and operating residential, hotel and commercial units in the Brickell neighborhood for over 20 years.



1000+  
UNITS

Residential and hotel units developed and managed in the Brickell market

#1

Pioneers in the development of condo-hotel buildings in the consolidated Financial District of Brickell

20+  
YEARS

Successful track record in developing, building, managing projects, optimizing hotel operations for maximum returns in our developments



# MEET THE DEVELOPER

## SANTIAGO VANEGAS

Santiago Vanegas is the Founder, CEO, and President of Habitat Group, a premier real estate development and asset management firm based in Miami. An economist by training, Santiago earned his degree from Universidad del Rosario in Colombia and began his real estate journey in Miami in 2000 as the Financial Manager for Fortune International Group.

In 2005, he established Habitat Group, which has since expanded to include four specialized divisions: Habitat Development, dedicated to construction and renovation projects; Habitat Realty, focused on pre-construction sales and real estate services; Habitat Management, responsible for asset management; and Habitat Hotel, which manages hotel operations.

Santiago has led numerous high-profile projects throughout his career, including Smart Brickell,

Habitat Residence 1 & 2 in Brickell, the Historic Miami River Hotel, the Jefferson Hotel, and Le Parc in Colombia.

His passion for urbanism has driven him to create parks and mixed-use outdoor spaces through innovative land acquisition and development strategies. Among his significant achievements is the successful launch and completion of Smart Brickell.

*“My passion lies in developing Brickell, creating projects that foster a vibrant and innovative urban landscape.”*



Santiago Vanegas



# HISTORY OF HABITAT

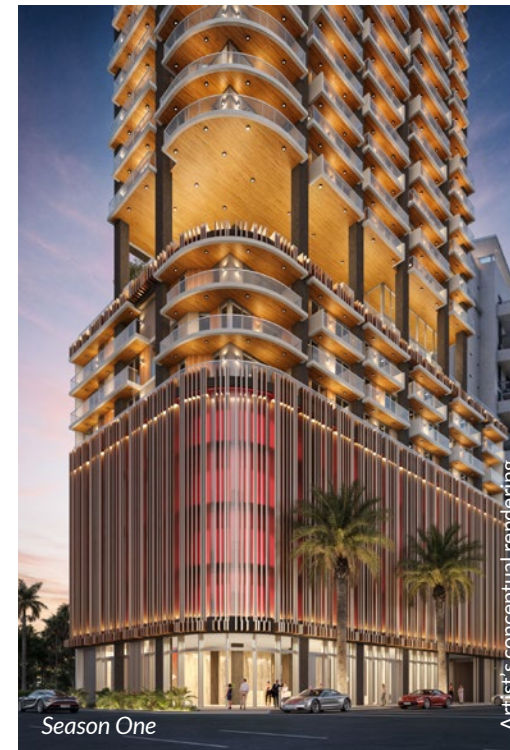
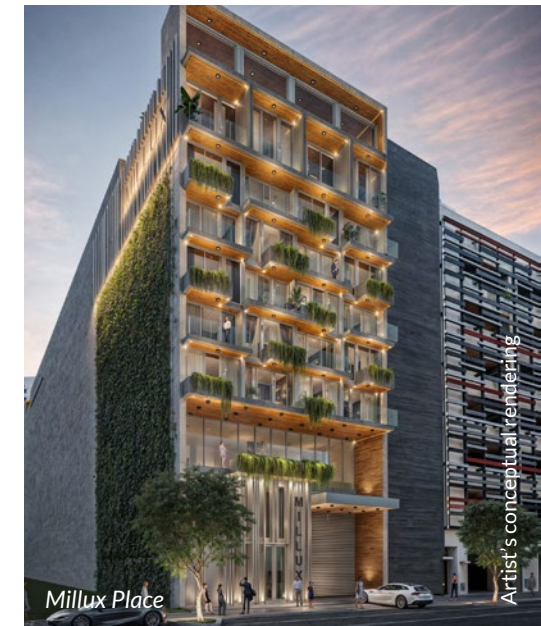
THE HABITAT COLLECTION PROMISES TO ELEVATE THE STANDARD FOR LUXE SHORT-TERM RENTALS.

Founded in 2005, Habitat Group initially concentrated on developing hotels and short-term rental properties in the culturally vibrant neighborhoods of Little Havana and the rapidly evolving Brickell area. Over the years, the company has remained committed to its roots in Brickell, pioneering the concept of flexible, owner-controlled short-term rental units. This innovative approach set a new standard in the real estate market, with approximately 20 similar projects following suit in the Brickell and Downtown area.

Today, Habitat Group commands around 35% of the market share for units under pre-construction for short-term rentals in Brickell, a testament to its leadership in the sector. Unlike many other

developers, Habitat Group also operates its projects, offering a unique level of service and control. This operational expertise has further solidified its reputation as a market leader, particularly in Brickell, where the company regularly publishes market reports that provide valuable insights into the area.

Looking ahead, Habitat Group's new portfolio, the Habitat Collection—which includes Smart Brickell Luxe, Parkside Brickell, Milllux Place, and Season One—promises to elevate the standard for luxe short-term rentals. Scheduled for delivery between 2026 and 2028, these projects will continue to define Habitat Group's legacy of innovation and excellence in the Brickell area.





# A LEGACY OF TRUST AND EXCELLENCE

For over two decades, Habitat Group has earned a reputation for quality and innovation in real estate, particularly in the Brickell area. Notable projects like **Habitat Residence 1**, **Habitat Residence 2**, **Smart Brickell Tower 1**, **East River Living** and **Le Parc Neiva**, in Colombia reflect the company's commitment to creating modern, functional spaces that meet the evolving needs of investors and residents.

Habitat Group's focus on integrating smart technology and sustainable design has set new standards in the industry. The Smart Brickell project, in particular, exemplifies their forward-thinking approach, offering a blend of luxury and innovation in urban living.

Investing with Habitat Group is more than a transaction—it's joining a legacy of excellence. With a proven track record and a commitment to quality, the company continues to shape Miami's landscape, ensuring long-term value for its clients.





# HIGHLIGHTED PROJECT: SMART BRICKELL

## THE FIRST SMART BUILDING IN MIAMI

Smart Brickell embodies Habitat Group's Smart Living Philosophy, where every detail is thoughtfully crafted to enhance and invigorate modern lifestyles. It stands apart with its seamless integration of flexible living, contemporary design, and cutting-edge technology, offering a glimpse into the future of urban living.



Designed for working professionals, seasonal residents, and savvy owners, Smart Brickell is a mixed-use development consisting of three towers. The first two towers house 100 residences and 100 condo hotel units, while the third tower offers 53 residences and 78 condo hotel units. The project also features approximately 12,000 square feet of commercial space, accommodating a café, restaurant, and retail outlets.



Smart Brickell Luxe

Artist's conceptual rendering



# HABITAT COLLECTION

SEASON ONE

MILLUX PLACE

SMART BRICKELL LUXE

PARKSIDE



## NEXT PORTFOLIO OF PROJECTS

Introducing The Habitat Collection—a visionary development by Habitat Group that will redefine the landscape of Brickell. Comprising four iconic condo buildings, this collection is set to open between 2026 and 2028, offering an unparalleled blend of luxury and innovation. Designed by the renowned architectural firm Kobi Karp, each residence is meticulously crafted to embody sophistication, delivered fully finished and furnished. With approval for short-term rentals, The Habitat Collection is set to transform the market, offering a revolutionary living experience that marries high-end design with exceptional flexibility, setting a new benchmark for urban living in Miami.

### SMART BRICKELL LUXE

131 Residences  
23 Story High Building

### MILLUX PLACE

99 Residences  
9 Story High Building

### SEASON ONE

80 Residences  
21 Story High Building

### PARKSIDE

185 Residences  
8 Story High Building









# MIAMI, A GLOBAL CITY

#2

Most visited city in  
the U.S. in 2023

26M

Visitors in the city of  
Miami in 2023

Miami's global appeal is underscored by its status as a premier destination for world-class events. According to the Greater Miami Convention & Visitors Bureau, Miami-Dade County welcomed 26 million visitors in 2023. Miami's allure is further highlighted by its ranking as the #2 most visited city in the U.S. in 2023 according to the International Trade Administration.

The city's vibrant calendar includes prestigious international events like the Miami Open, Formula 1, Art Basel, Miami Swim Week, Miami Music Week, and the renowned Boat Show, all of which contribute significantly to its thriving tourism and economic landscape.



# MIAMI AND ITS EVENTS

1

BOAT SHOW



1

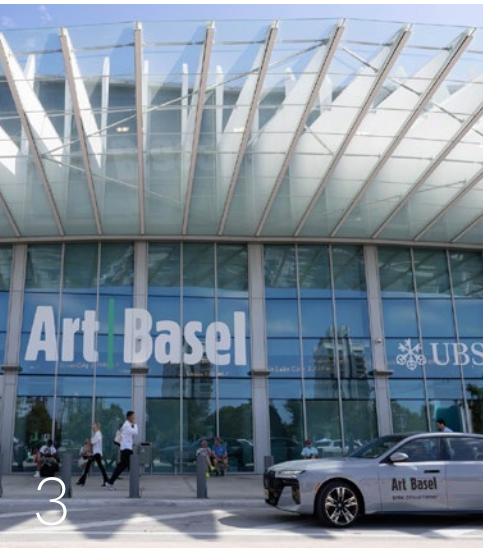
MIAMI SWIM WEEK

2



2

ART BASEL

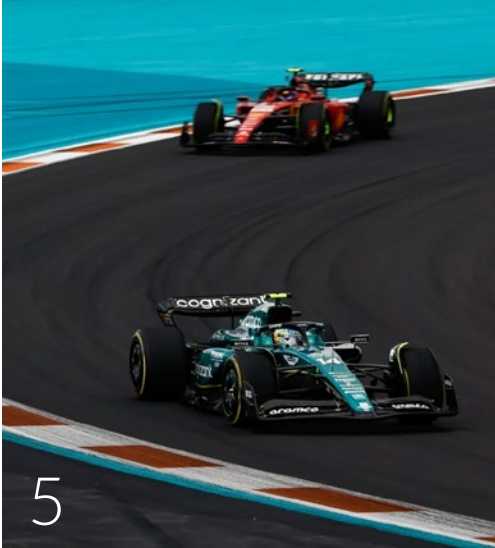


3

MIAMI MUSIC WEEK

3

4



5

FORMULA 1

5

MIAMI OPEN

6



4



6



# ECONOMIC ENGINES



## FINANCIAL CENTER

Highest concentration of national and international banks south of New York City.

1400+

Multinational corporations.



## PORT OF MIAMI

The cruise capital of the world.

#1

First port of entry for the Southeast of the U.S.

First cargo port to serve Panamax to anyone east of the U.S.



## MIAMI AIRPORT

Busiest gateway for international passengers.

37M

Passengers annually.



## CONNECTIVITY

The Brightline connects Miami with Fort Lauderdale, Palm Beach, and Orlando, ensuring a

\$6.4B

direct economic impact for Florida in the next 8 years.

Tri-Rail provides seamless connectivity, linking Miami, Fort Lauderdale, and West Palm Beach.



## TECH HUB

“Miami is planning on becoming the next great tech hub!”  
- Forbes

#2

Growth of tech workers.









*“Brickell is Miami’s fastest growing neighborhood.”*

Forbes



# WHY BRICKELL?



#1  
The largest concentration of international banks in the U.S.



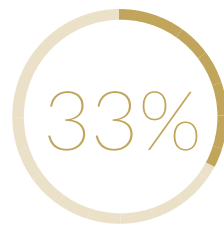
#2  
Second largest financial center outside of New York City's financial district



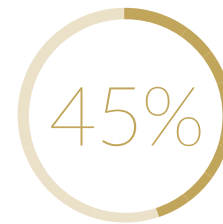
#9  
Economic activity in the U.S.



15M  
Visitors come to Brickell every year



33%  
of all banking transactions in U.S. take place in Brickell



45%  
of the population in Greater Downtown Miami lives in Brickell

At the heart of Miami's transformation lies Brickell, the city's most dynamic and rapidly evolving neighborhood. Home to 45% of Greater Downtown Miami's population, Brickell is the largest financial district in the Southeast, boasting over 50 banks and institutional firms. Beyond its economic prowess, Brickell is celebrated for its vibrant nightlife, luxury retail, and world-class dining experiences.





BRICKELL









This neighborhood is not just a hub for professionals but also a key player in the global economy. Brickell houses the #1 largest concentration of international banks in the U.S., with 33% of all banking transactions taking place here. As the second-largest financial hub outside of New York City, Brickell is a magnet for both business and tourism, drawing 15 million visitors annually. It serves as a gateway to Latin America, home to 1,400 multinational corporations, and is ranked 9<sup>th</sup> worldwide for economic activity.

Brickell's allure has attracted global brands that have invested in luxury condominiums bearing their prestigious names. Notable examples include Mercedes-Benz, Mandarin Oriental, and Dolce & Gabbana. These partnerships highlight the area's appeal to the world's elite.

Adding to its prestige, several major corporations have chosen Brickell as the site for their headquarters. Citadel, one of the largest hedge funds globally, is relocating from Chicago, investing approximately \$1 billion in its new headquarters. This move will bring 420 Citadel employees to Miami. Other notable companies making Brickell their home include Kaseya, Microsoft, BlackRock, Blackstone, and Amazon.

Brickell's enhanced pedestrian walkways and public transportation infrastructure are poised to make it one of Miami's most walkable neighborhoods, seamlessly connecting the entire area to Greater Downtown Miami.

## MAJOR CORPORATIONS MOVING TO BRICKELL







THE MIAMI RIVER

THE RIVER DISTRICT

I-95

BRICKELL CITY CENTER

MARY BRICKELL VILLAGE

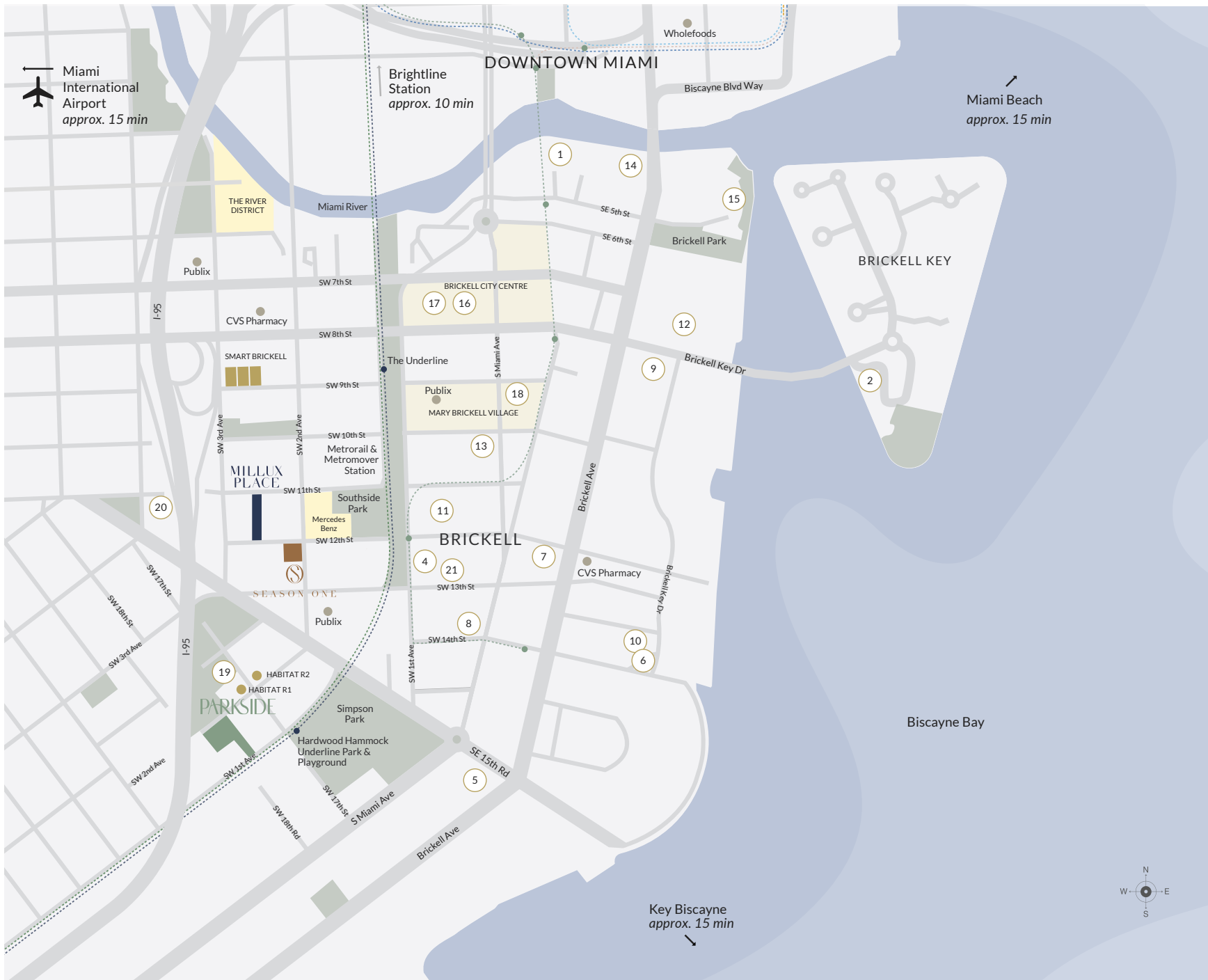
PORT OF MIAMI

BISCAYNE BAY

SIMPSON PARK

KEY BISCAYNE





# POINTS OF INTEREST

## UPSCALE DINING

1. Elcielo Miami 🍴
2. La Mar by Gaston Acurio 🍴
3. Kaori 🍴
4. Cipriani
5. Chateau ZZ's
6. Delilah
7. Dirty French Steakhouse
8. Fi'lia
9. Komodo
10. LPM Restaurant & Bar
11. Marion
12. Osaka Miami
13. Sexy Fish Miami
14. The Capital Grille
15. Cantina La Veinte
16. Casa Tua Cucina

## LANDMARKS

- Brickell Key
- Brickell Park
- Miami Circle National Historic Landmark
- Miami River
- Simpson Park
- Southside Park

## ESSENTIALS

- Publix
- Walgreens
- CVS Pharmacy
- Wholefoods

## TRANSPORTATION

- Metrorail Brickell Station
- The Underline
- Metromover

## SHOPPING

17. Brickell City Centre
18. Mary Brickell Village

## HABITAT GROUP PROJECTS

- Smart Brickell Tower 1
- Smart Brickell Tower 2
- Smart Brickell Luxe
- Habitat Residence 1
- Habitat Residence 2
- Milllux Place
- Season One
- Parkside

## SCHOOLS

19. MATER Brickell Academy
20. KLA Academy
21. Southside Preparatory Academy

🍴 Michelin Star

🍴 Michelin Dining



# HOSPITALITY INDUSTRY EVOLUTION

## AIRBNB SHARED ECONOMY, THE NEW WAY TO OWN

Airbnb emerged by addressing the desire of individuals to become hoteliers with their own properties, earning income from second homes during periods of non-use. This is a key part of the new shared economy, alongside platforms like WeWork, Uber, and Flexjet.

A significant number of Miami condo buyers reside abroad and visit the city only a few times each year.



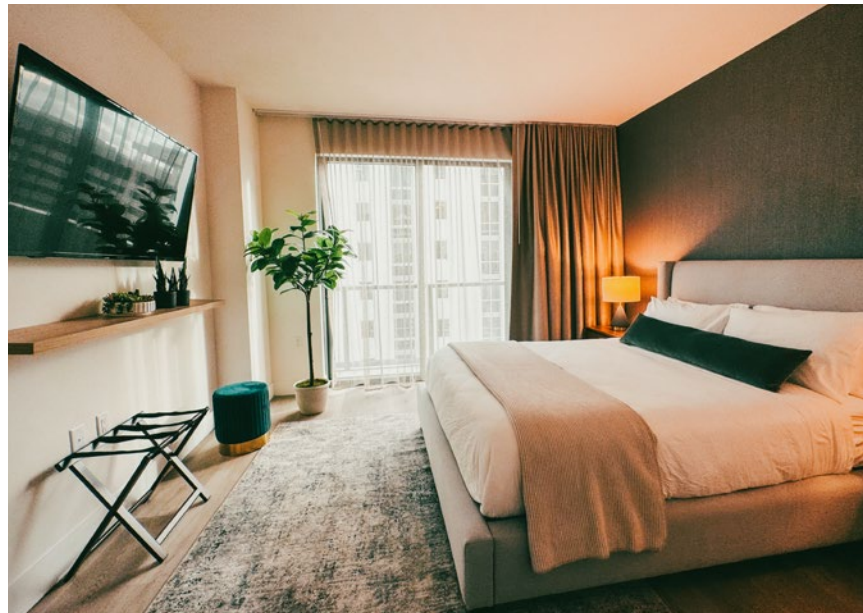
Habitat Group identified a growing demand for Airbnb-compatible units, as many sought the legal ability to rent out their apartments despite restrictions in condo documents.

Recognizing the need, Habitat Group developed units that allow buyers to use them for business or vacation when in Miami, with the flexibility to rent them out when they're away.

This vision materialized with the launch of Smart Brickell, the first condominium project specifically designed for dual-purpose use. Habitat Group's foresight not only fulfilled the evolving desires of modern buyers but also set a new benchmark for urban living within the shared economy.



*Habitat Group pioneered this concept with their pre-construction project at Smart Brickell, offering owners the unique advantage of using their units while in town and renting them out when they're not.*



## THE HOTEL PROGRAM

The Hotel Program offers property owners a unique opportunity to maximize their investment without the burdens of day-to-day management. This fully managed service handles everything from marketing and bookings to maintenance and guest services, allowing you to effortlessly enjoy the income generated by your property. With participation in the program being optional, you have the flexibility to either independently manage your unit or opt for a comprehensive service that optimizes its earning potential.

By enrolling in the Hotel Program, you become part of the highly profitable hotel industry without the need to own or operate a hotel. This program not only provides consistent income with minimal effort but also ensures peace of mind through professional management. Operating with full transparency, it offers clear terms and regular financial reports, keeping you informed about your investment's performance. This alignment of interests means that the better your unit performs, the greater the returns for both you and the management team, allowing you to enjoy the benefits of property ownership without the usual stresses of tenant management or maintenance.



## ARCHITECTURE

# KOBI KARP



**Kobi Karp Architecture & Interior Design**, led by the visionary architect Kobi Karp, has become a symbol of luxury, sustainability, and cutting-edge design in South Florida and beyond. With over two decades of experience, the firm is renowned for creating spaces that beautifully merge form and function, reflecting both timeless elegance and modern innovation.

The collaboration between the developer and Kobi Karp on this project is a true synergy of visionary design and flawless execution. Every aspect of the building, from its striking exterior to the carefully crafted interiors, showcases Kobi Karp's commitment to enhancing the living experience. Investing in a Kobi Karp-designed property is more than just acquiring a residence—it's embracing a legacy of architectural excellence and refined living.

## SALES TEAM

# HABITAT SALES TEAM



Our dynamic sales team at **Habitat Realty** specializes in the fast-paced and competitive market of pre-construction units in Brickell, Miami. With an in-depth understanding of the local real estate landscape, our team has the expertise to guide clients in purchasing in one of Miami's most sought-after neighborhoods. The team leverages decades of experience to collaborate with the visionary developers and world-renowned interior designers and architects, crafting the most coveted projects in the marketplace.

Each member of our team brings a wealth of experience and a deep commitment to client satisfaction, ensuring that every transaction is seamless, informed, and tailored to meet the specific needs of our buyers. In the vibrant and ever-evolving Brickell market, our team stands as a trusted partner, dedicated to achieving the success of our projects.

## CO-DEVELOPER

# BI GROUP



The construction holding **BI Group** has been operating in the Kazakhstan market for 29 years. Today it is the No. 1 development company in the Central Asian region. Its portfolio includes projects already implemented in 6 countries: Kazakhstan, Uzbekistan, Russia, Georgia, Kyrgyzstan and Azerbaijan. The holding is included in the world ranking ENR Top 250 Global Contractors.

BI Group is a multi-profile holding company, the structure of which consists of companies engaged in housing and infrastructure construction, commercial real estate management, as well as its own corporate university BI University and the BI-Zhuldyzai Charitable Foundation.









ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE. FOR ILSA PROJECTS: OBTAIN THE PROPERTY REPORT REQUIRED BY FEDERAL LAW AND READ IT BEFORE SIGNING ANYTHING. NO FEDERAL AGENCY HAS JUDGED THE MERITS OR VALUE, IF ANY, OF THIS PROPERTY. THIS IS NOT AN OFFER TO SELL, OR SOLICITATION OF OFFERS TO BUY, THE CONDOMINIUM UNITS IN JURISDICTIONS WHERE SUCH OFFER OR SOLICITATION CANNOT BE MADE OR ARE OTHERWISE PROHIBITED BY LAW, AND YOUR ELIGIBILITY FOR PURCHASE WILL DEPEND UPON YOUR STATE OF RESIDENCY. THIS OFFERING IS MADE ONLY BY THE OFFERING DOCUMENTS FOR THE CONDOMINIUM AND NO STATEMENT SHOULD BE RELIED UPON IF NOT MADE IN THE OFFERING DOCUMENTS. THE INFORMATION PROVIDED, INCLUDING PRICING, IS SOLELY FOR INFORMATIONAL PURPOSES, AND IS SUBJECT TO CHANGE WITHOUT NOTICE.