



MIAMI'S FIRST LUXURY BUILDING PURPOSEFULLY DESIGNED, BUILT, AND LICENSED FOR LUXURY STAYS - WITHOUT RENTAL RESTRICTIONS.





# OWN THE ELEVATED EXPERIENCE OF A LUXURY STAY WITH ALL THE COMFORTS OF HOME

LOFTY EXPECTATIONS.
LOFTY EXPERIENCES.
LIVE IN LUXURY,
LIKE A LOCAL.



#### DIVE INTO WATERFRONT LIFE

The waterfront is where Miami sparkles brightest, and our yachting lifestyle pulses to the beat of the city. At Lofty, our private marina is just steps away. Take the helm of today's adventure. Or find a quiet beach to call your own. Windsurf or jet ski. Paddle board or swim the crest of a wave. See and be seen. Water is the lifeblood of Miami, so expand your horizons with your own private marina.











#### WATERFRONT DINING

Owning at Lofty offers you the ultimate luxury of waterfront living with your own private, curated 5-Star Riverfront Restaurant and Outdoor Dining Terrace.

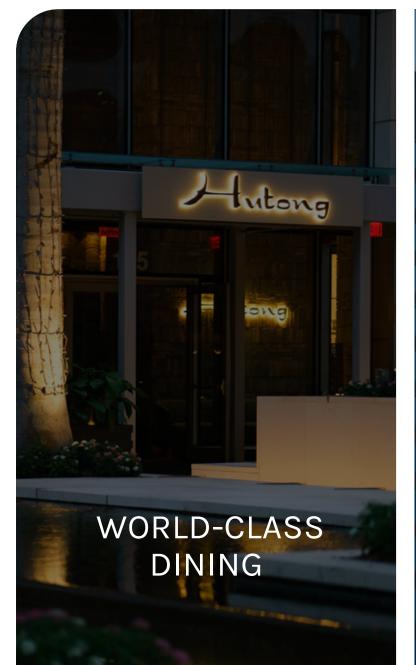


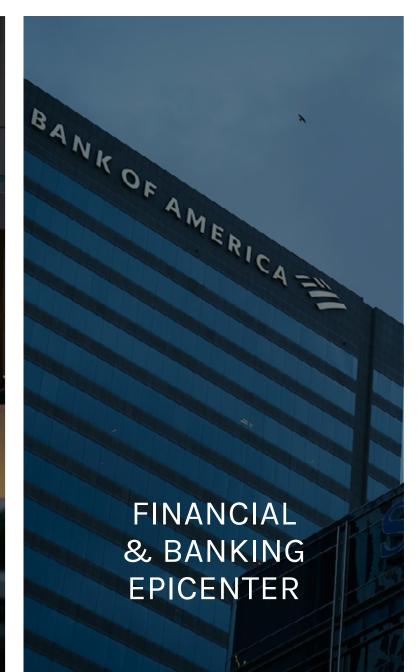


### THIS IS THE HEART OF MIAMI.

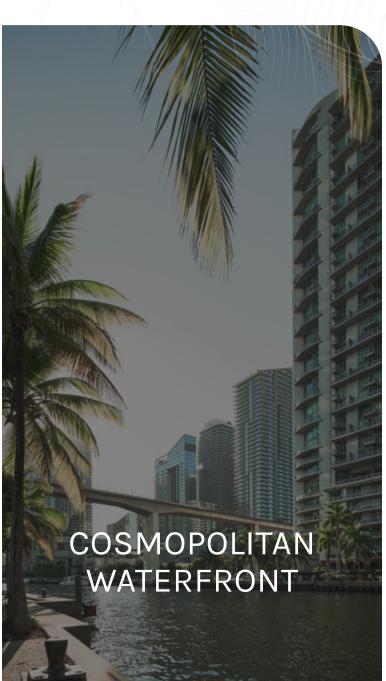
Brickell is where everything happens, because it's the perfect blend of convenience, connection and creative culture. And the waterfront is the most desirable address of all.

## BRICKELL. THE ULTIMATE DESTINATION.









## SAVOR & CELEBRATE EVERY MOMENT

Indulge in flavors from across the world. Here in Brickell, you're steps from an eclectic melange of tastes. French patisseries and Italian cafes. Celebrity restaurants and simple bistros. Cuban and Latin. And some of the finest sushi in America. This is where locals with a taste for culinary excellence come to dine.

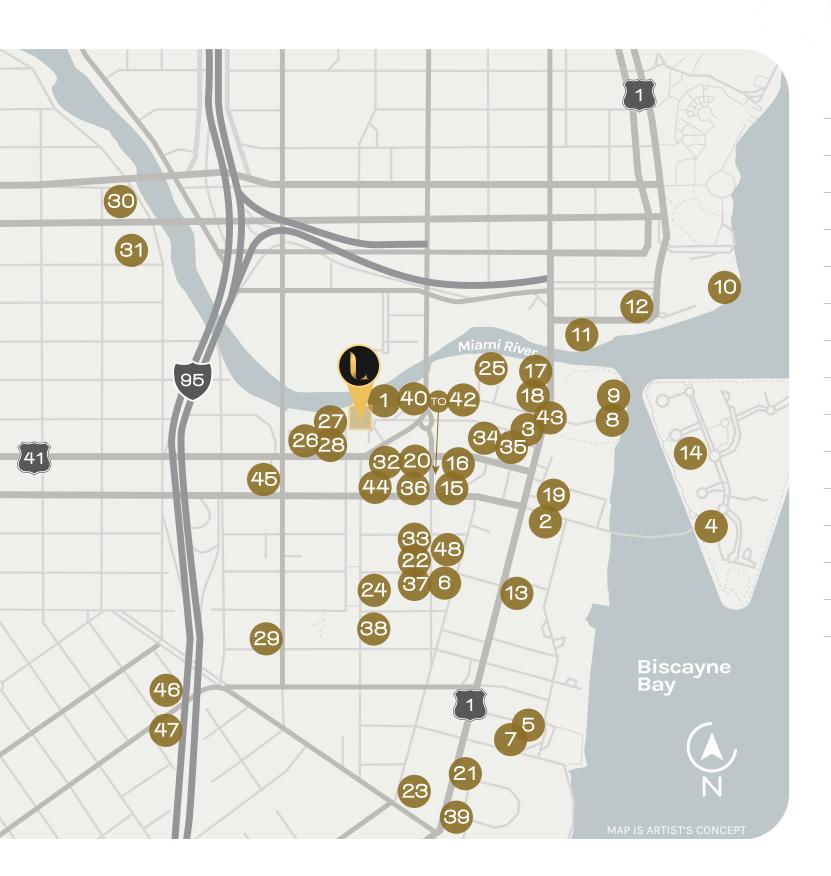








#### BRICKELL MEANS FLAVOR



#### 5-STAR DINING

- 1. LOFTY RIVERFRONT
- 2. KOMODO ASIAN CUISINE
- 3. HUTONG MIAMI
- 4. LA MAR BY GASTON ACURIO ASIAN-PERUVIAN FUSION
- 5. LPM MIAMI
- 6. SEXY FISH
- 7. OSAKA MIAMI
  ASIAN / SOUTH AMERICAN CUISINE
- 8. CANTINA LA VEINTE
- 9. CIPRIANI ITALIAN CUISINE
- 10. IL GABBIANO
- 11. ZUMA MIAMI
  JAPANESE CUISINE
- 12. NOVIKOV MIAMI
  ASIAN FUSION CUISINE
- 13. NUSR-ET
- 14. NAOE

  JPANESE CUISINE

#### 4-STAR DINING

- 15. QUINTO LA HUELLA URUGUAYAN CUISINE
- 16. MARABU BRICKELL CUBAN CUISINE
- 17. CAPITAL GRILLE
- 18. FLEMINGS'S

  PRIME STEAKHOUSE & WINE BAR
- 19. TRULUCK'S
- 20. EST.33

  THAI CRAFT BREWERY & KITCHEN
- 21. EDGE STEAK & BAR
- 22. TOSCANA DIVINO
- 23. PM RESTAURANT ARGENTINE FISH & STEAKHOUSE
- 24. MARION

  NEW-AMERICAN ASIAN FUSION
- 25. ELCIELO

  LATIN AMERICAN RESTAURANT
- 26. GRAZIANO'S

  ARGENTINIAN RESTAURANT
- 27. AMERICAN SOCIAL
- 28. CAJUN BOIL SEAFOOD RESTAURANT
- 29. 107 TASTE
- 30. JAMON IBERICO
  PATA NEGRA
  SPANISH RESTAURANT
- 31. CASA FLORIDA

#### CASUAL DINING

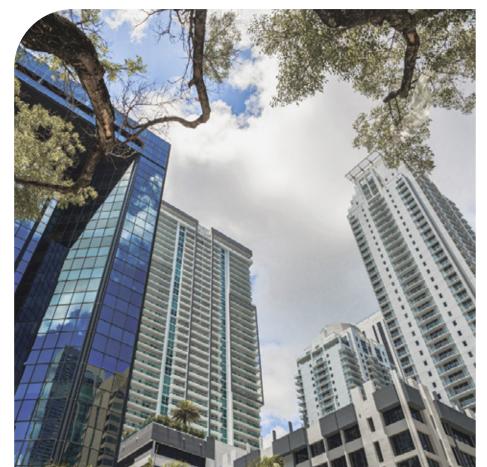
- 32. CASA TUA CUCINA
- 33. NORTH ITALIA
- 34 RIVER OYSTER BAR
- 35. B BISTRO + BAKERY
- 36. PUBBELLY SUSHI
- 37. MISTER 01
- 38. COYO TACO

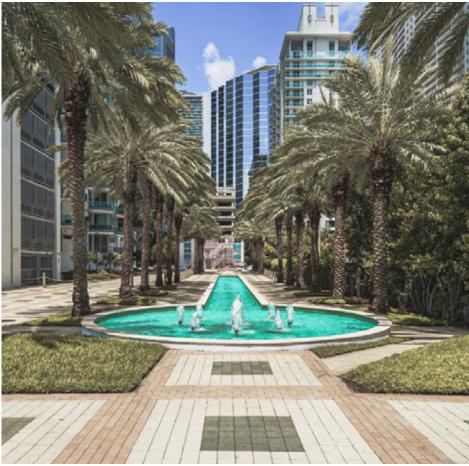
  MEXICAN RESTAURANT
- 39. JOE & THE JUICE

  JUICE AND SANDWICH BAR
- 40. DR SMOOD
  HEALTHY ALL-ORGANIC EATS
- 41. ROSETTA BAKERY
  BAKERY AND COFFEE SHOP
- 42. TACOLOGY
- 43. BABY JANE
  ARTFUL COCKTAILS & ELEVATED BAR FAIR
- 44. TOASTED
  BAGELRY & DELI
- 45. YUZU FROZEN YOGURT & CRÊPES
- 46. PERRICONE'S MARKETPLACE & CAFE
- 47. TUTTO PIZZA
- 48. P.F. CHANG'S

## THE FINANCIAL CENTER OF THE SOUTH

Brickell is the most important financial center south of Wall Street. With 87 financial institutions including 33 foreign banks, Brickell is home to 26 Consulates and over 1,400 Multinational Corporations. This is where business happens in The South.

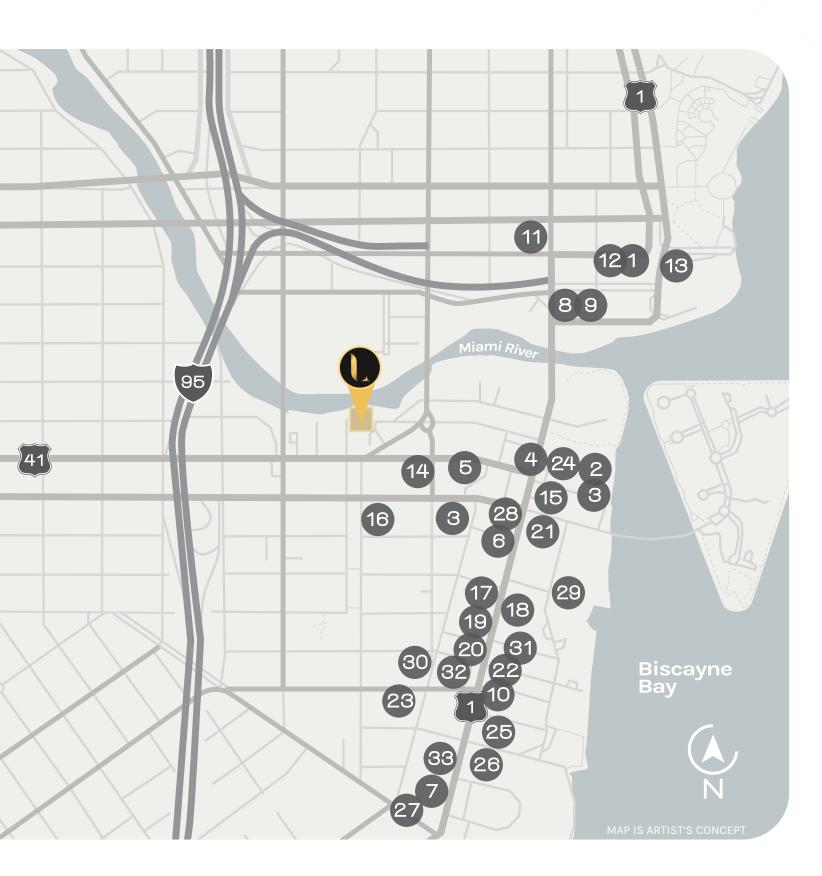








#### BRICKELL MEANS BUSINESS



#### TECH COMPANIES, FINANCIAL SERVICES, CONSULTING & ATTORNEYS

1.	GO	IDM	ΑN	SACHS

- 2. BLACKSTONE
- 3. MICROSOFT
- 4. 601 BRICKELL AVENUE
- 5. ACKERMAN LLP
- 6. 830 BRICKELL PLAZA
- 7. J.P. MORGAN PRIVATE BANK
- 8. DELOITTE CONSULTING
- 9. GREENBERG TRAURIG
- 10. FACEBOOK
- 11. SIMFORM
- 12. BLUE CLOUD SOFTWARE TECHNOLOGY
- 13. CINQ TECHNOLOGIES
- 14. POWERED LABS
- 15. PARK ROAD TECHNOLOGIES
- 16. SOFTBOLT INC. + APPSTER
- 17. TECH-DEVELOPMENTS INC.
- 18. MERTHIN TECHNOLOGIRS
  IBERIABANK
  TD BANK
- 19. NYBBLE GROUP
- 20. YV TECHNOLOGIES
- 21. CORESYSTEMS SOFTEARE USA INC.
- 22. INFOTECHSOFT INC.
- 23. DINOCLOUD
- 24. AFFORDABLE EMAIL
- 25. WELLS FARGO
- 26. SANTANDER BANK

- 27. WHITEOWL
- 28. FIRSBANK
- 29. MODERN BANK
- 30. APOLLO BANK
- 31 STANDARD CHARTERED BANK
- 32. BB&T
- 33. BANK UNITED

#### OTHER COMPANIES WITHIN A SHORT DISTANCE:

PIPE

UPSTREAM

SOFTBANK

MARATHON ASSET MANAGEMENT

HIDDEN LAKE ASSET MANAGEMENT

CITADEL

BALYASNY ASSET MANAGEMENT

BLUECREST CAPITAL MANAGEMENT

THOMA BRAVO

PALM DRIVE CAPITAL

SHIFTPIXY

ADI DASSLER INTERNATIONAL FAMILY OFFICE

XBTO GROUP

POINT72 ASSET MANAGEMENT

BANESCO

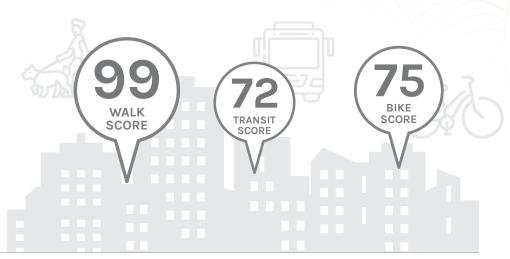
**BLOCKCHAIN.COM** 

ETORO

LEGEND ADVANCE FUNDING

MATRIX RENEWABLES

#### BRICKELL ECONOMIC DRIVERS



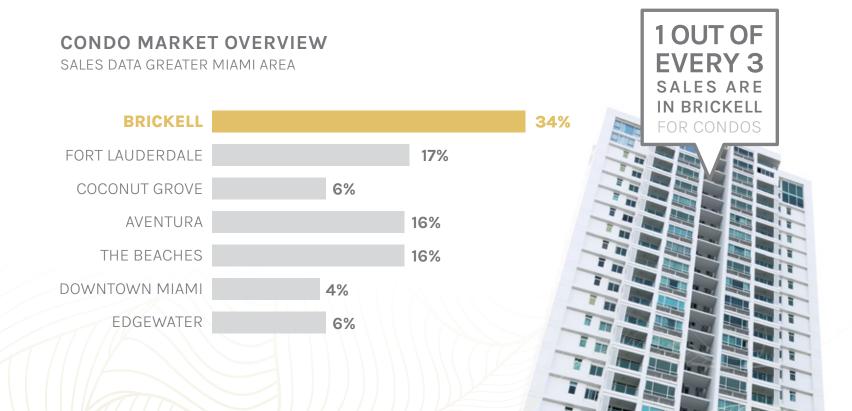
#### LOCAL NEIGHBORHOOD

Brickell City Centre is a \$1.05 billion, 4.9 million square foot, mixed-use development with three levels of shopping, dining and entertainment

Mary Brickell Village is an intimate village vibe and home to more than 30 retail shops and nearly 20 bars and restaurants

12 million square feet of Class-A office space in Brickell and Downtown Miami

Home to the main campus of the largest Community College in the country and important judicial and government facilities



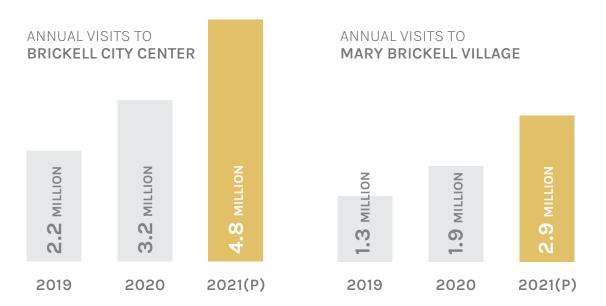


The population increase in the Greater Downtown Miami area, including Brickell, since 2010



The City of Miami population living in the Greater Downtown area

#### RETAIL MARKET OVERVIEW



#### STRONG CONSUMER DEMOGRAPHIC

BRICKELL & DOWNTOWN





\$113,000 HOUSEHOLD INCOME

#### BIG BUSINESS MOVING TO MIAMI

#### OFFICE MARKET OVERVIEW

Significant business and economic incentives, coupled with favorable tax laws, year-round climate and quality of life, is accelerating the amount of companies relocating to Miami from major business hubs like New York City and California.

#### INTELLECTUAL CAPITAL MOVES (CEO'S)

KEITH **RABOIS** 

FOUNDERS FUND

JON **ORINGER** 

SHUTTERSTOCK

SHERVIN **PISHEVAR** 

HYPERLOOP ONE



**ALEX TAUB** 

UPSTREAM

**ALEXANDRA WILKIS** WILSON GLAMSQUAD

AND FITZ

BLUMBERG BLUMBERG CAPITAL

DAVID

**HARRY HURST** 

PIPE

#### HOTEL MARKET OVERVIEW

MIAMI, FLORIDA

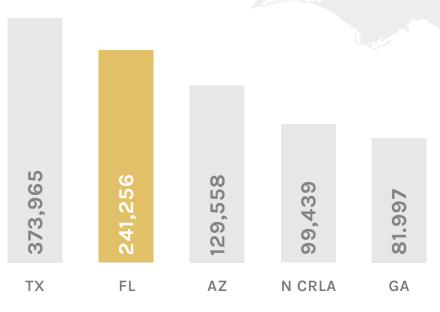
**OCCUPANCY RATE OVER** 

#### POPULATION GROWTH

Florida ranked 2<sup>nd</sup> in the nation adding more than 240,000 new residents in 2020, bringing the total population to 21.7 million.

MILLION

#### **NEW RESIDENTS BY STATE**



#### MARKET OVERVIEW





AIRPORT (MIA) In the US for International Passengers



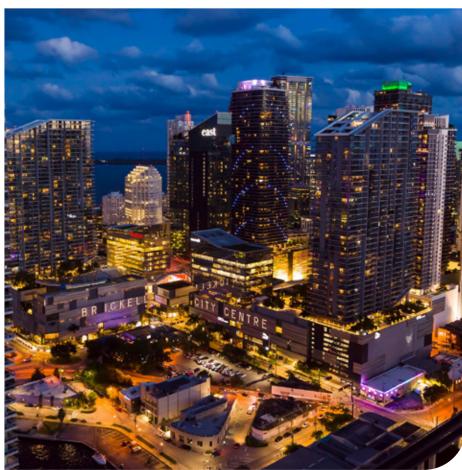
Best Place for Startup Activity in the U.S.

MOST POPULOUS

Most Populous Metro Area in the U.S.







## STROLL TO WORLD-CLASS SHOPPING

This is Miami's vibrant urban core. Explore Brickell City Center with its three city blocks of luxury brands and premium shopping. Discovera world of haute couture, art galleries and boutiques in Brickell Village, Miami World Center and the Design District. The pulse of Miami beats here.

#### BRICKELL CITY CENTER

Four levels of luxury, premium and world-class dining and entertainment are interconnected over three city blocks and anchored by a 107,000 square foot Saks Fifth Avenue and luxury VIP Cinema Experience from CMX.

**Flagships & Anchor Tenants:** Saks Fifth Avenue, Apple, Elie Tahari, Rolex, Suit Supply, Swarovski

5,400,000 SQFT | 105 Shops

#### DEMAND FOR LUXURY SHORT TERM RENTALS

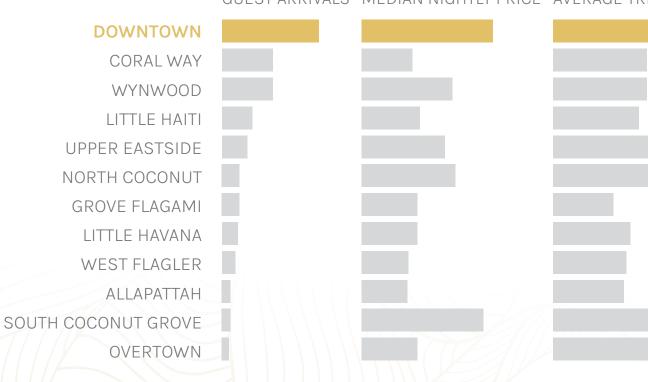
AIRBNB'S REVENUE, PROFITS SOAR AS "WORK FROM ANYWHERE" DEEPENS

- THE REAL DEAL

#### THE MIAMI TIMES:

Miami Short Term Rental Activity by Market reports Downtown Miami as highest in Guest Arrivals, Median Nightly Price (ADR) and Average Trip Length (in days).

#### GUEST ARRIVALS MEDIAN NIGHTLY PRICE AVERAGE TRIP LENGTH



#### **IPROPERTYMANAGEMENT.COM:**

\$57.7 billion: projected vacation rental revenue for 2019

297.2 million: total vacation rental users worldwide

Vacation rentals are expected to topple the hotel industry by year 2020

Millennials are predicted to spend \$1.4 trillion on travel each year by 2020 They are more likely to choose short-term rentals over hotels for their stays



#### 1 IN 4 AMERICANS

Report engaging with short-term rental platforms (23%), up 277% from 6%, over a ten year period



#### 71% OF TRAVELERS WITH CHILDREN

Said access to cooking their own meals was a major reason they chose a vacation rental



#### **GLOBAL SHORT-TERM RENTAL SALES**

By 2022 are projected to reach \$132.5 billion and 10 million listings, nearly triple what they were in 2012

#### AIRDNA:

Miami is in the top 25 markets for Short-Term Rental (STR) listings by revenue



#### A MANAGEMENT OPTION THAT PROVIDES

#### PRESENCE ON EVERY PLATFORM

When you are not in residence, Lofty Masterhost can help to monetize your residence if you choose by presenting your property on the full spectrum of platforms including:



AIRBNB HOMEAWAY VRBO.COM EXPEDIA TRAVELOCITY HOTELS.COM BOOKING.COM KAYAK PRICELINE +MORE



#### CURATED AMENITIES FOR THE ART OF LIVING WELL



CONCIERGE



BUTLER SERVICE



BESPOKE PRIVATE AMENITIES



PRIVATE RESIDENT ONLY ROOFTOP



RESIDENT PORTAL



5-STAR WATERFRONT RESTAURANT



PRIVATE MARINA AND DOCKS

#### INTUITIVELY RESPONSIVE BESPOKE SERVICES



DINING RESERVATIONS



ROOM SERVICE



WELLNESS CENTER CLASS BOOKINGS



HOUSE CAR



VALET SERVICE



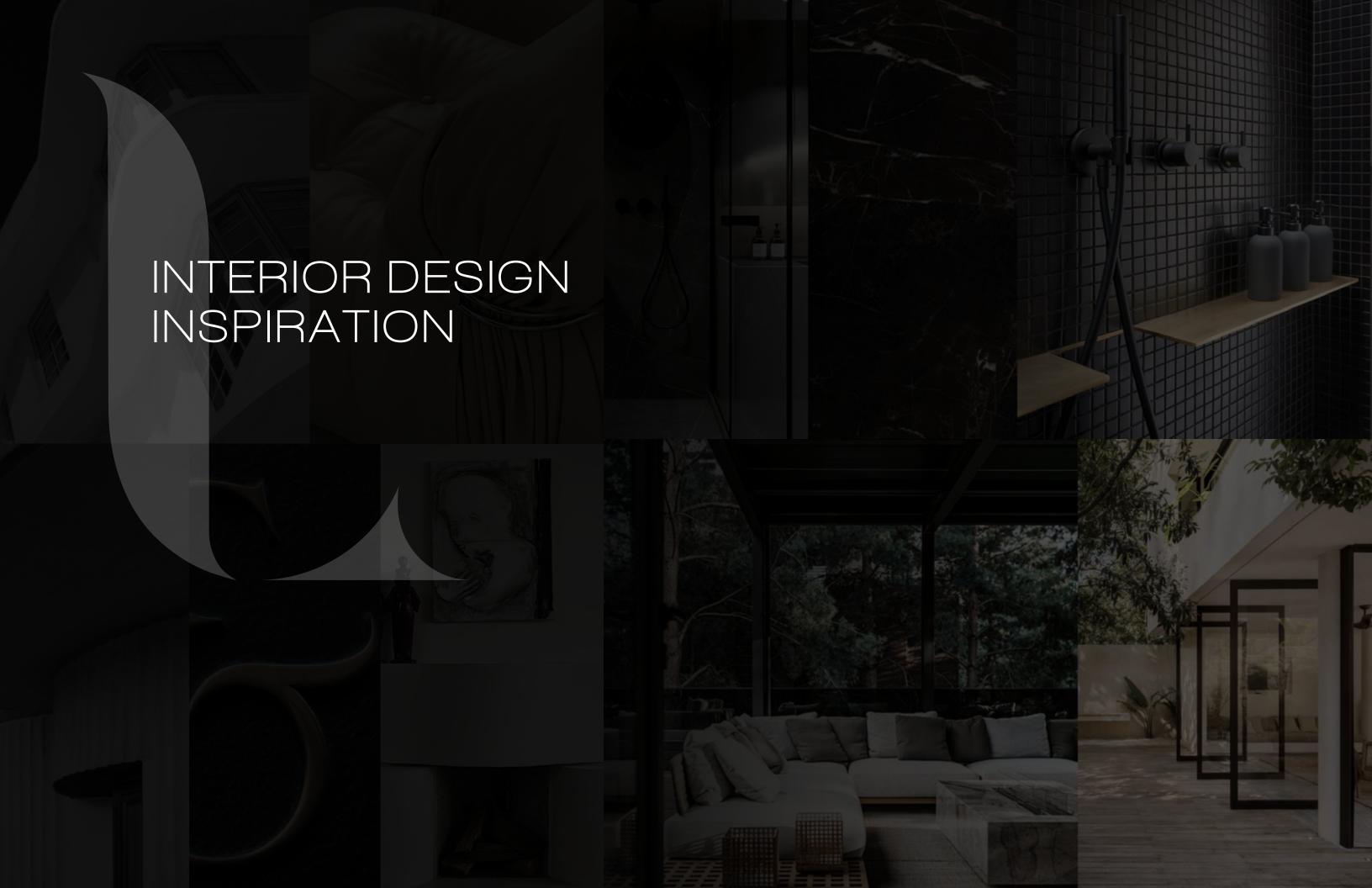
SPA AND BEAUTY TREATMENTS

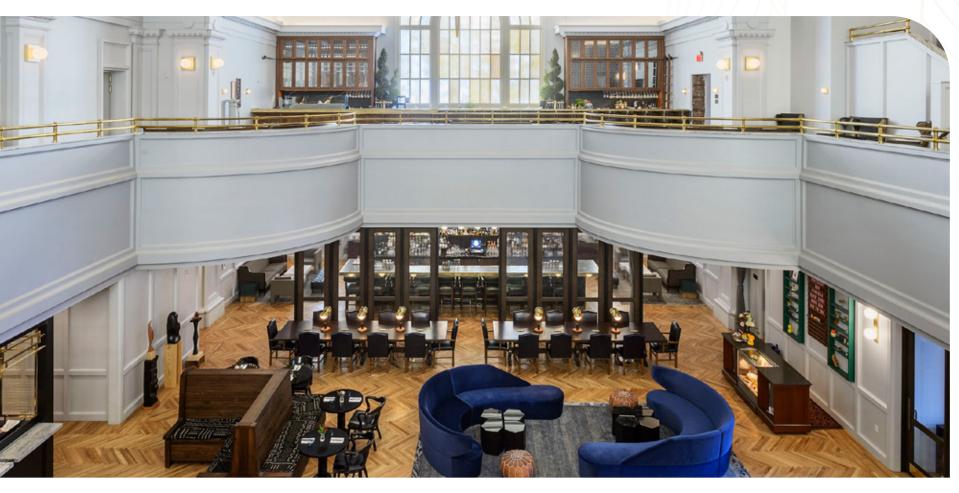


PACKAGE DELIVERY SERVICE













#### INTERIOR DESIGNER

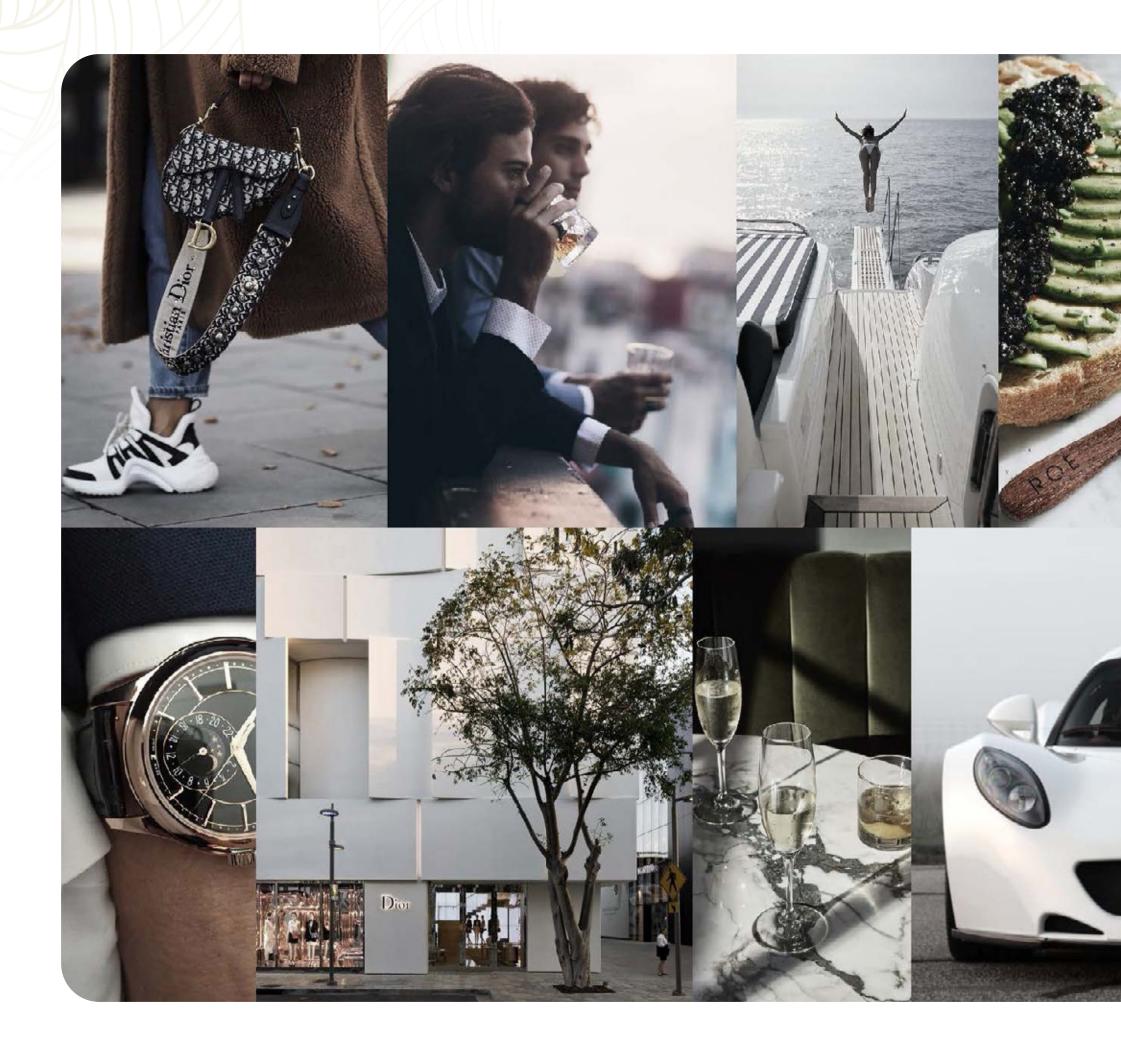


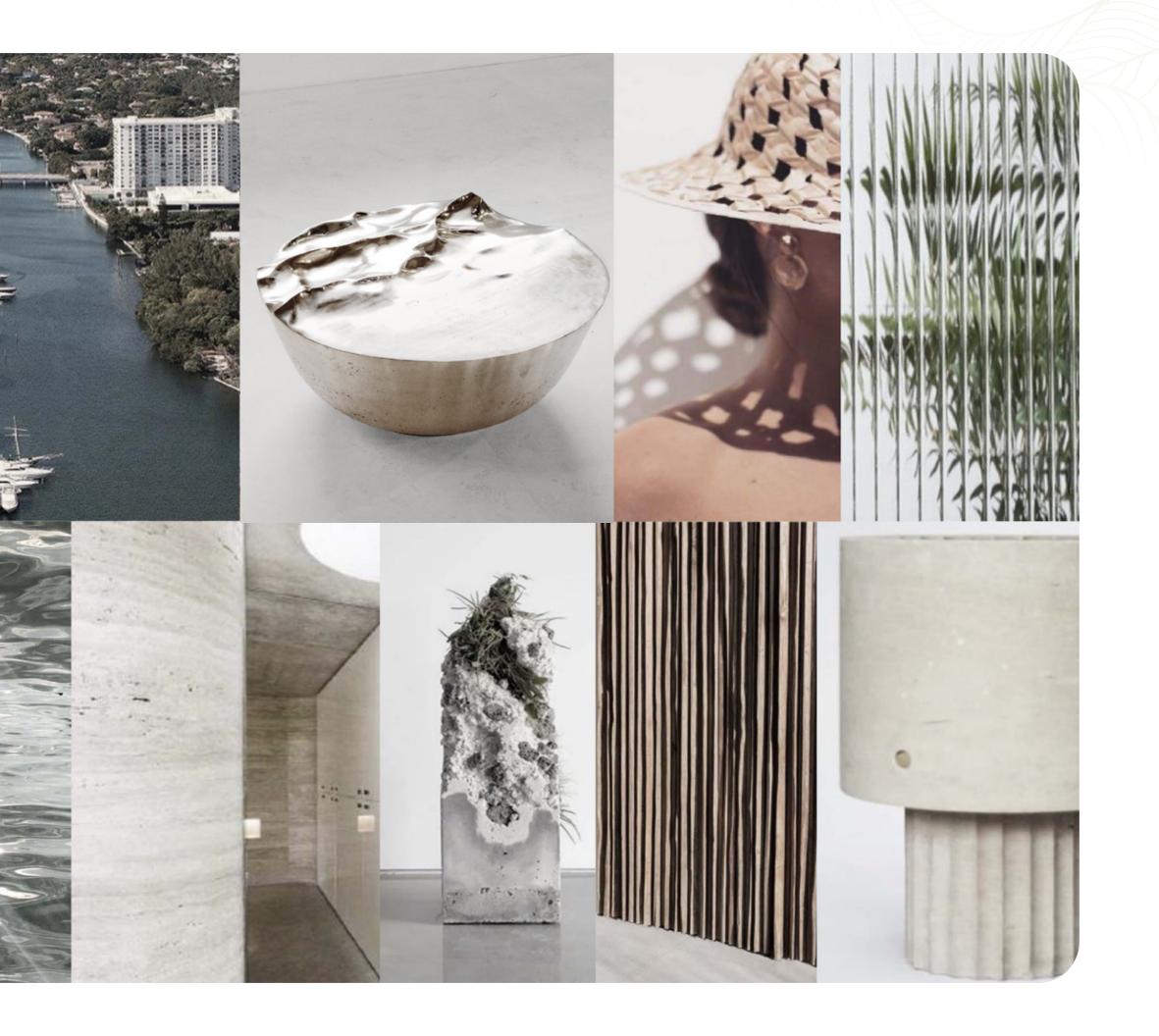
ARCHITECTURE & DESIGN

INC is an open source, multi-disciplinary, architecture and design studio with experience in a wide range of project types. We approach a chair, a room and a superstructure equally. We work globally but act locally; implementing environmental best practices naturally. Each project is a unique portrait imbued with the aspirations of our clientele, while a tripartite leadership leverages each of their complementary strengths to mastermind rich, immersive spaces that carry an emotional impact through careful consideration of context, details, and technology. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC's work includes projects such as the 1 Hotel Brooklyn Bridge Park, The LINE Hotel DC, and the TWA Hotel.

#### inc.nyc

THE
OPULENCE
OFJUST
ENOUGH

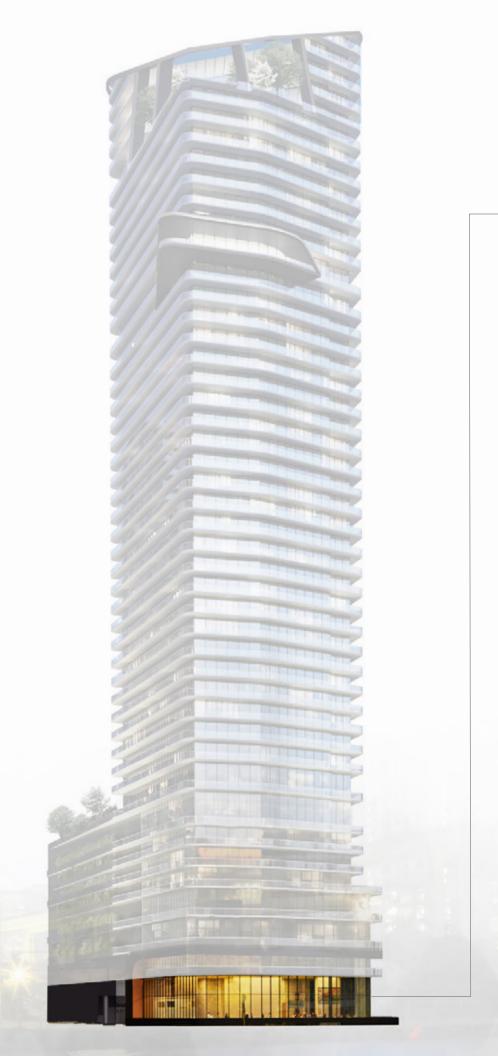




## COASTAL ELEGANCE

ART DECO FLUTED FORMS





#### GROUND LEVEL AMENITIES



UNDERLINE ACCESS



WELCOME RECEPTION



24-HOUR VALET PARKING SERVICE



PACKAGE ROOM FOR DELIVERIES



RIVERWALK ACCESS



LOFTY CAR SERVICE FOR OWNERS

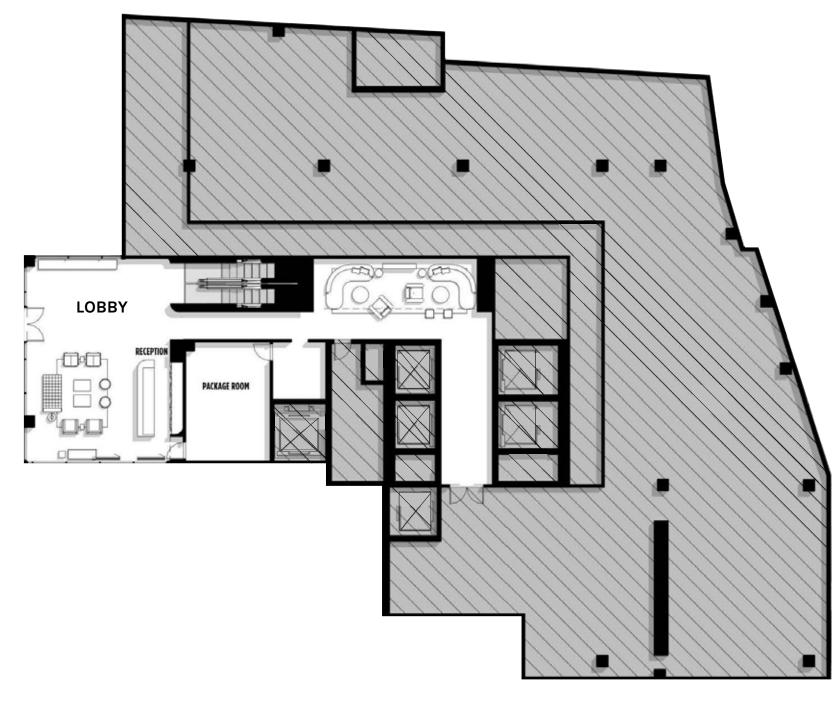


LOFTY MASTERHOST AND 24-HOUR FRONT DESK ATTENDANT 5-STAR WATERFRONT RESTAURANT

#### $\bigcirc$ N



#### GROUND LEVEL





Newgard

ARQUITECTONICA



SALES & MARKETING BY



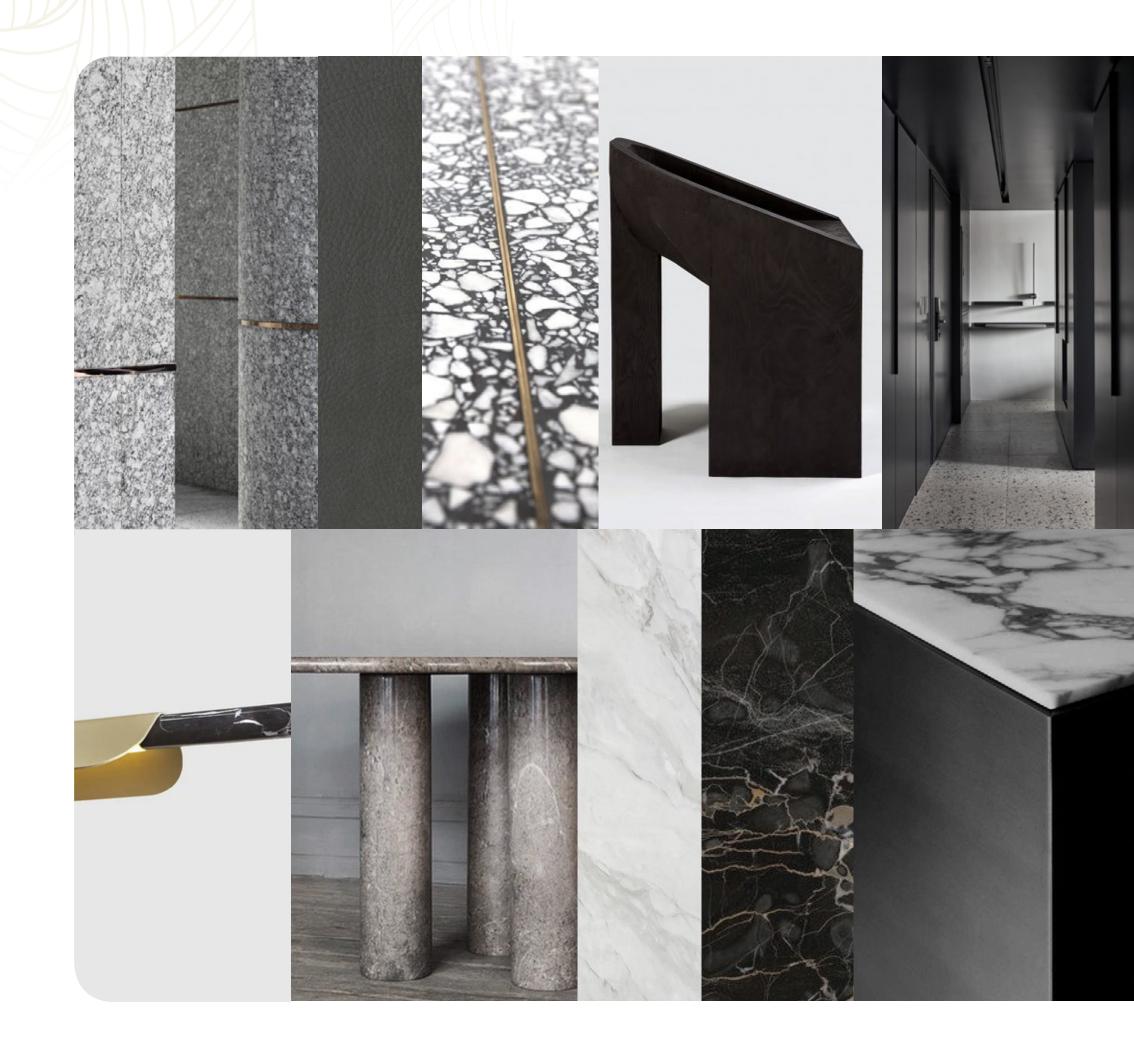
www.loftybrickell.com

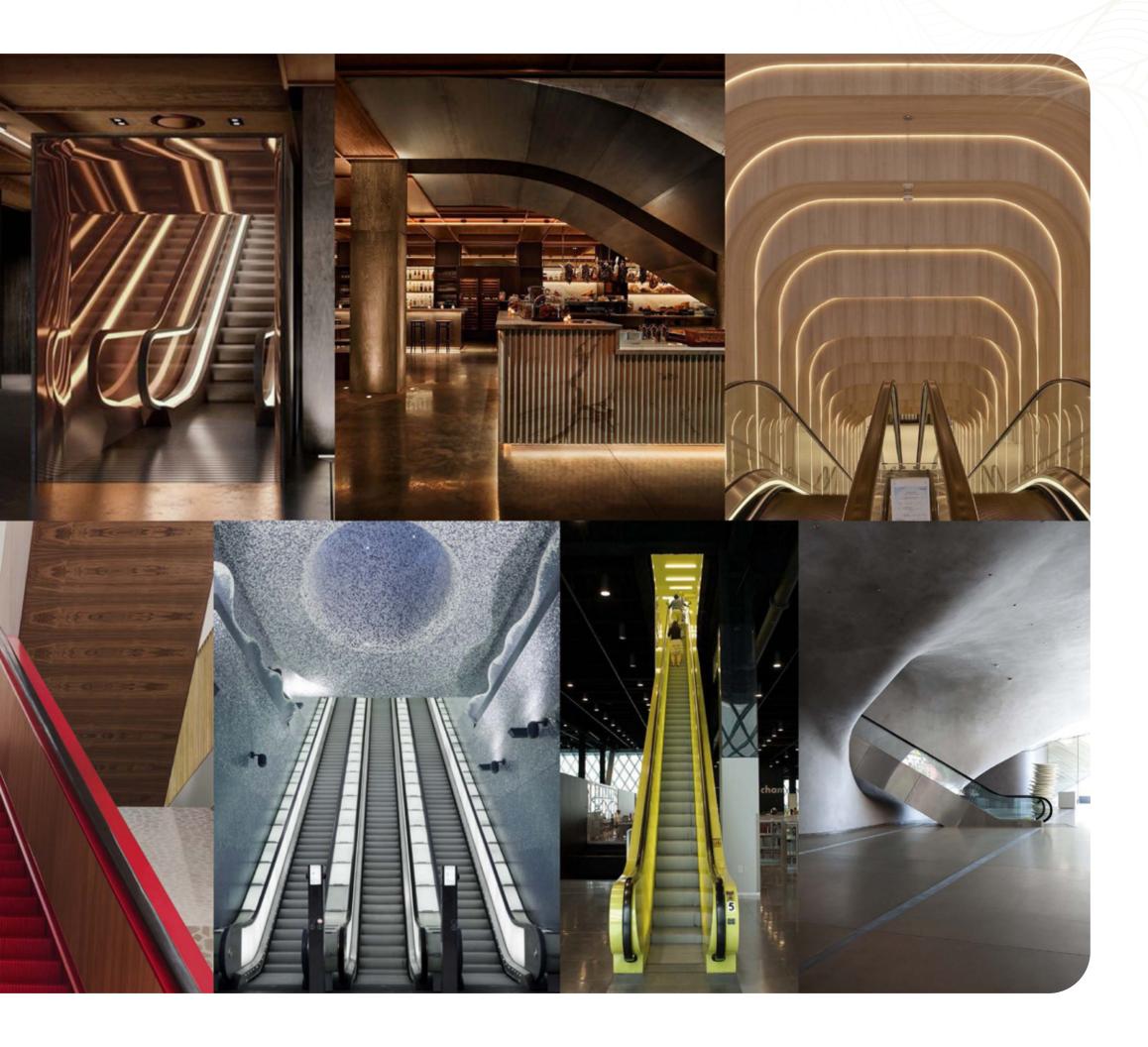
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MOOD:

LOBBY

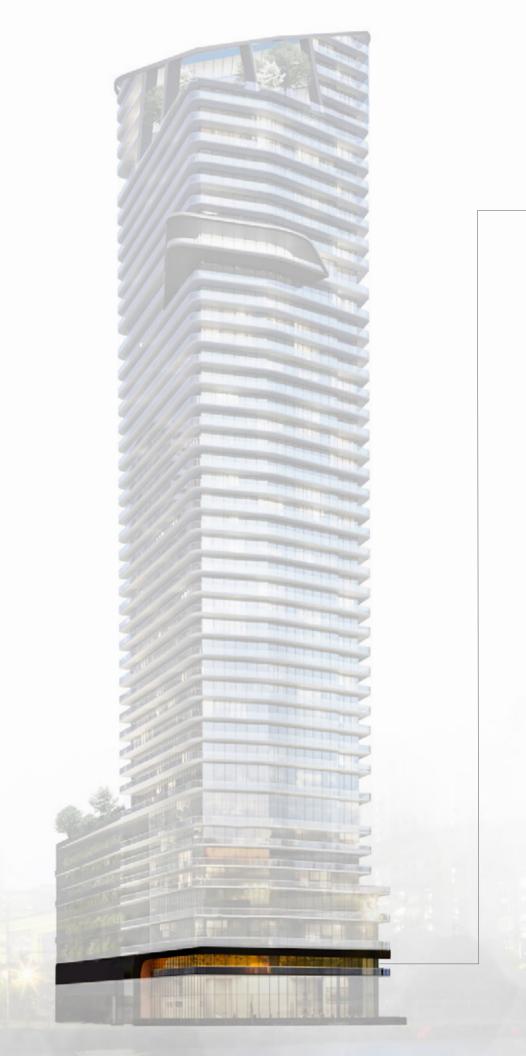
DARK ARCHITECTURE
LIGHT MEDIUM FF&E
SAN SERIF FORMS
RICH MATERIALS
FORMAL





FEATURE:

### ESCALATOR INSPIRATION



#### 2<sup>ND</sup> LEVEL AMENITIES



BY INVITATION ONLY SPEAKEASY



PRIVATE MEETING ROOM



LOUNGE AND SOCIAL CLUB



SUPER-FAST WIFI



RIVERFRONT COVERED TERRACE



**GAME AREAS** 



CO-WORKING LOUNGE AREA



INDOOR/OUTDOOR CIGAR LOUNGE WITH RIVER VIEWS





#### 2<sup>ND</sup> LEVEL





Newgard

ARCHITECTURAL DDEVELOPMENT BY

ARQUITECTONICA



SALES & MARKETING BY



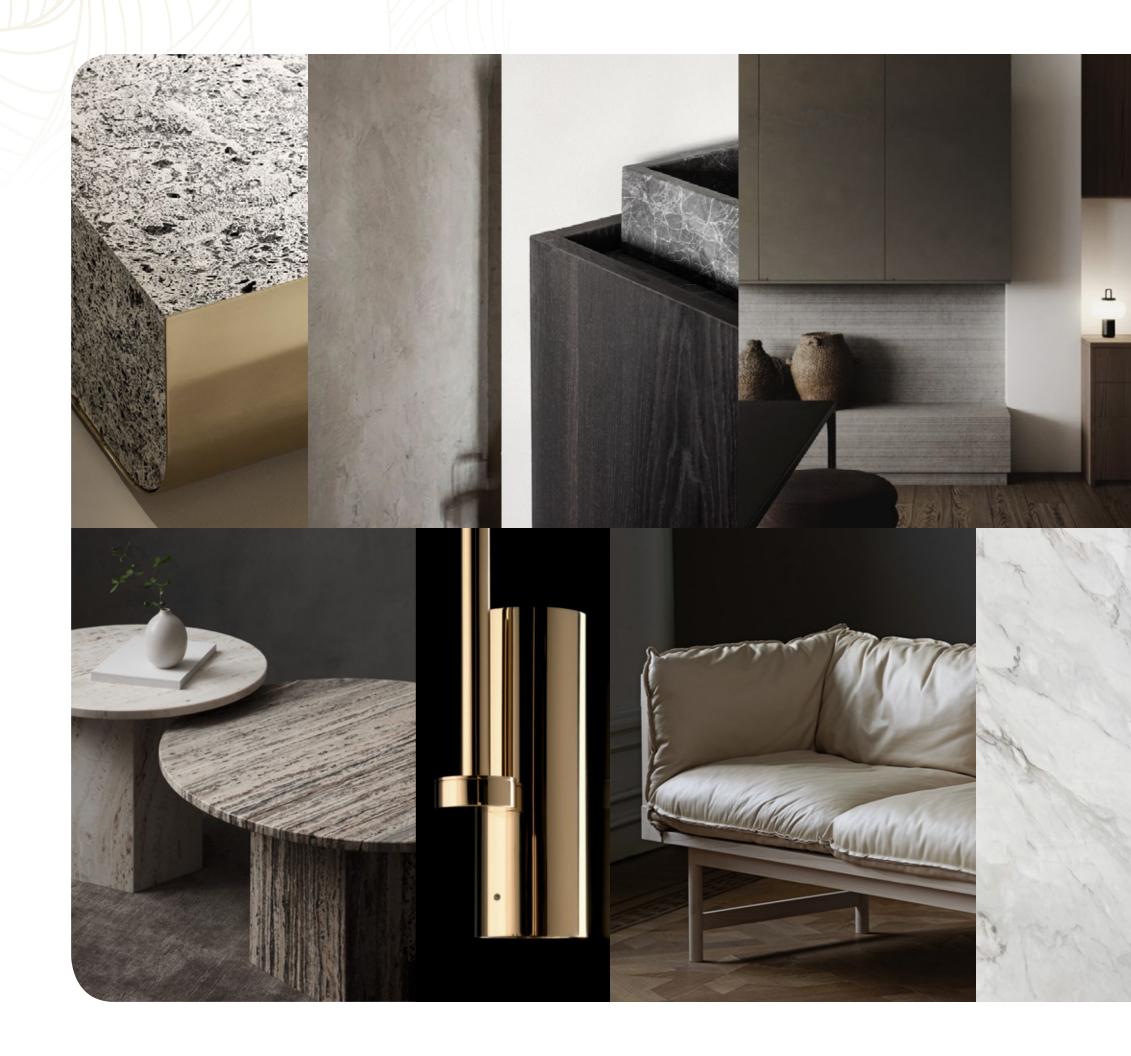
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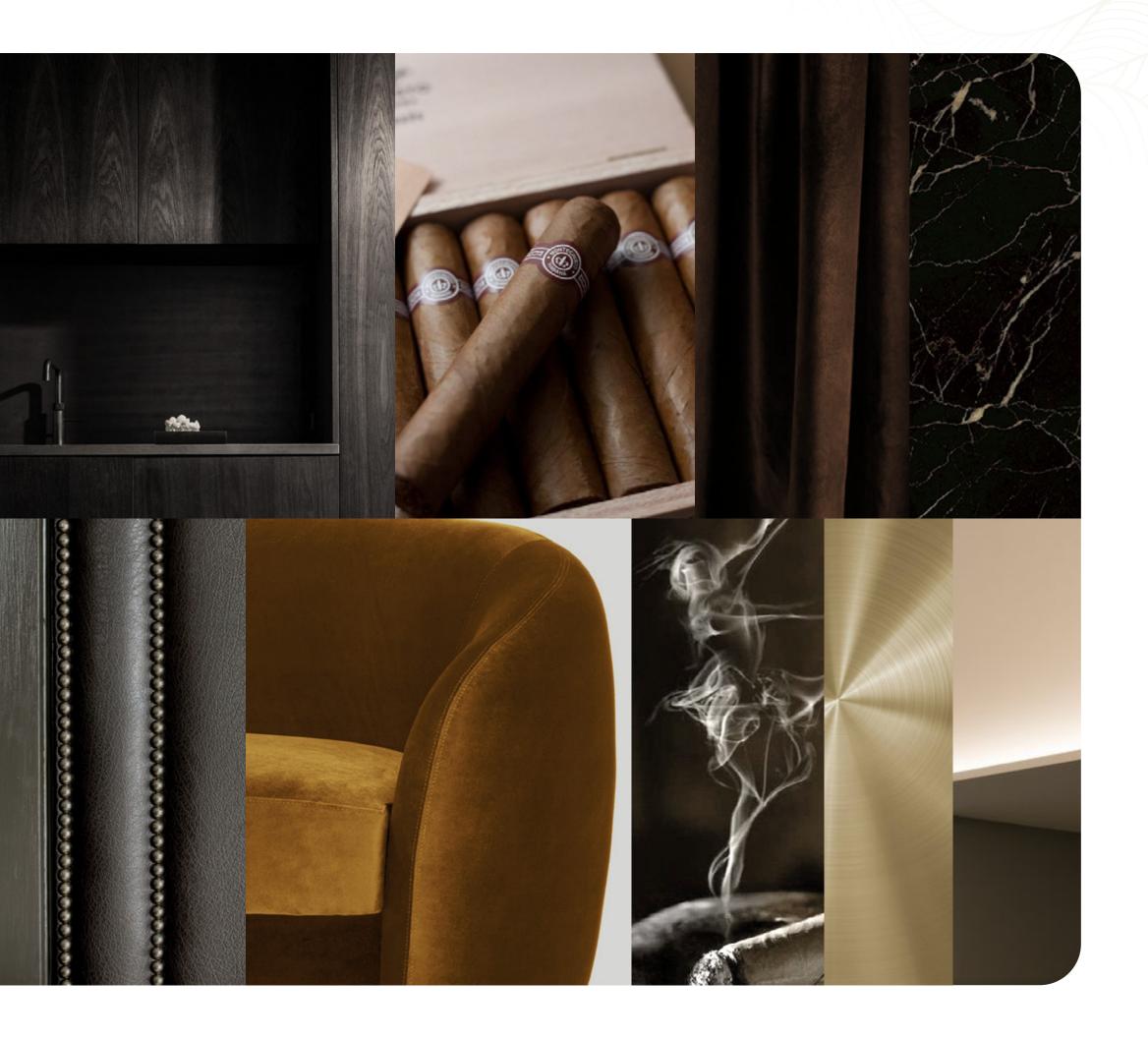
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MOOD:

#### CO-WORKING LOUNGE

MEDIUM ARCHITECTURE
LIGHT FF&E
SAN SERIF FORMS
RICH MATERIALS
SEMI-FORMAL





MOOD:

#### CIGAR ROOM

DARK ARCHITECTURE
LIGHT MEDIUM FF&E
SAN SERIF FORMS
SERIF FORMS
SEMI-FORMAL



#### 9<sup>TH</sup> LEVEL AMENITIES



ELEVATED AND LUSHLY
LANDSCAPED RESORT POOL



SUPER-FAST WIFI



POOLSIDE LOUNGECHAIRS
AND DAYBEDS



POOL ATTENDANTS



HAMMOCKS GARDEN



OUTDOOR SHOWER



3,000 SQ.FT. FITNESS CENTER WITH EXPANSIVE RIVER AND CITY VIEWS



PRIVATE YOGA STUDIO



MEN & WOMEN'S LOCKER ROOMS



PRIVATE TREATMENT ROOMS



SAUNA, STEAM ROOMS, COLD PLUNGE POOL AND SHOWER



JUICE BAR



INDOOR LIVING ROOM AND LOUNGE

#### 9<sup>TH</sup> LEVEL









Newgard

ARCHITECTURAL DDEVELOPMENT BY

ARQUITECTONICA

<u>[t]</u>

INTERIOR DESIGN BY

SALES & MARKETING BY

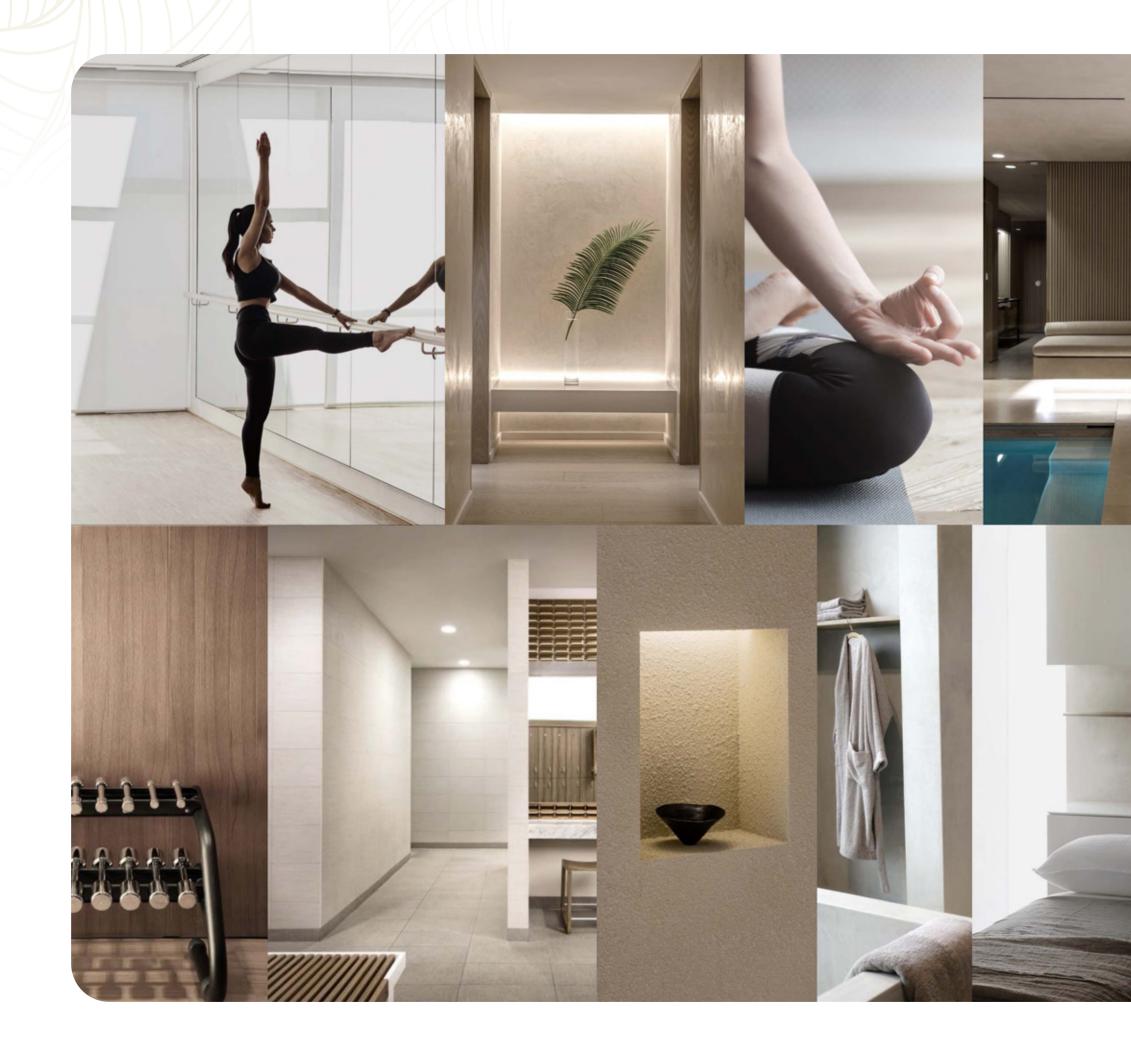


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## FITNESS & SPA

LIGHT MEDIUM ARCHITECTURE
MEDIUM DARK FF&E
SAN SERIF FORMS
ELEVATED CASUAL





## JUICE BAR & LOUNGE

LIGHT MEDIUM ARCHITECTURE
MEDIUM DARK FF&E
SAN SERIF FORMS
SERIF FORMS
ELEVATED CASUAL



#### ROOFTOP AMENITIES

360 DEGREE BREATHTAKING RIVER AND CITY VIEWS



SUPER-FAST WIFI



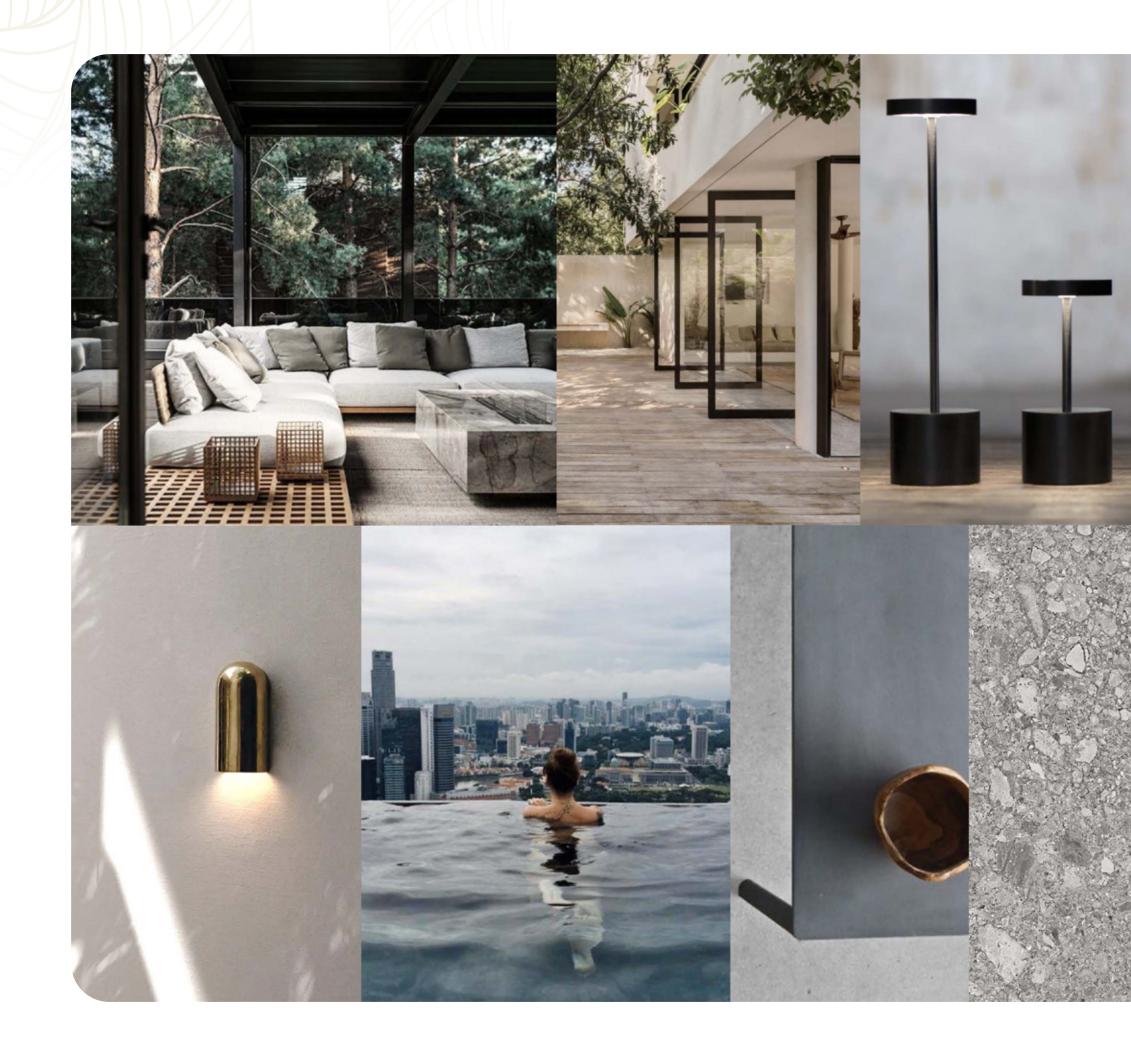
INDOOR OWNERS LOUNGE AND BAR AREA

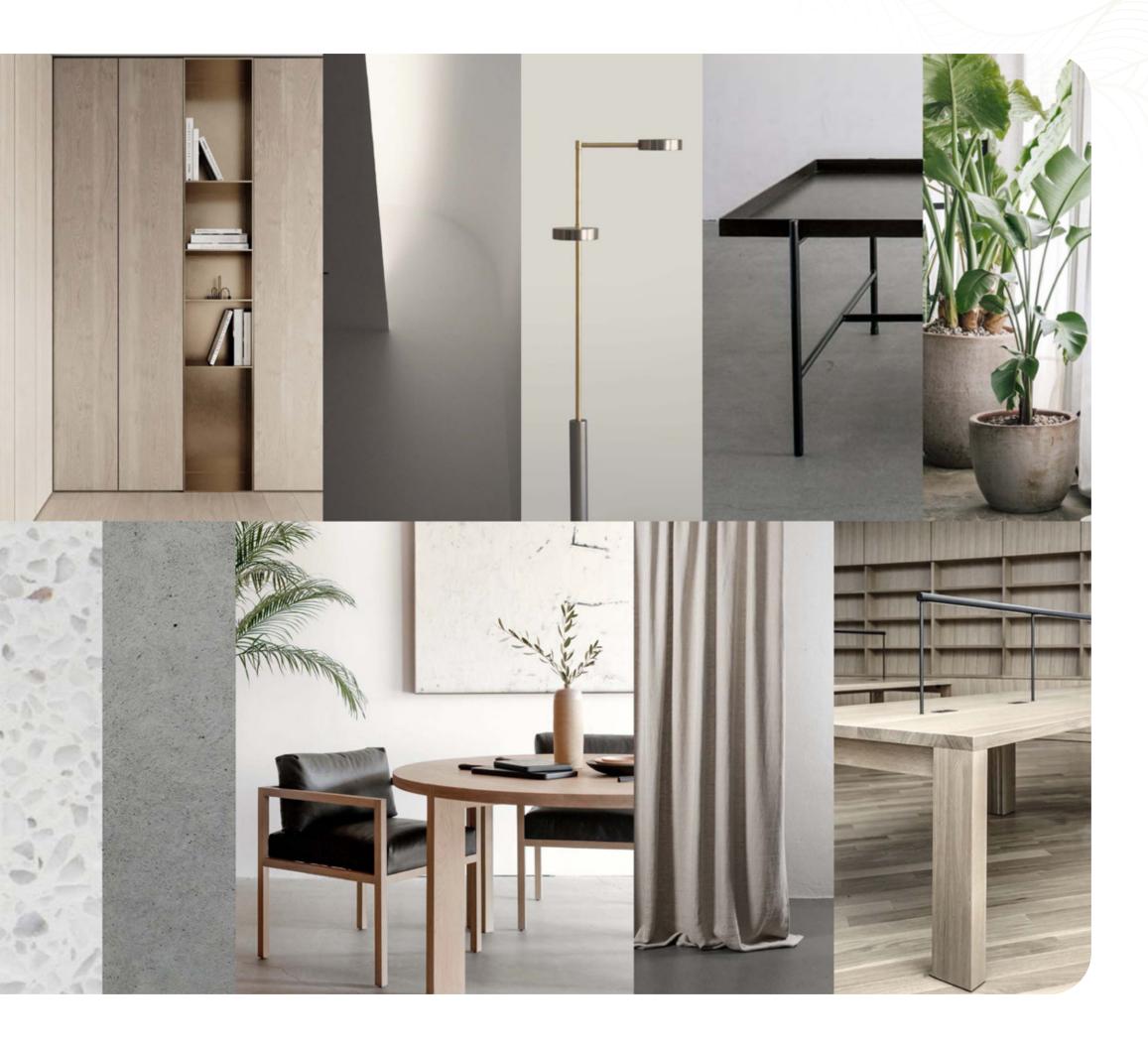
OVERLOOKING SKYLINE

WRAPAROUND BALCONY WITH LOUNGE SITTING AREAS

#### POOL DECK

LIGHT ARCHITECTURE
MEDIUM DARK FF&E
SAN SERIF FORMS
SERIF FORMS
LAID-BACK

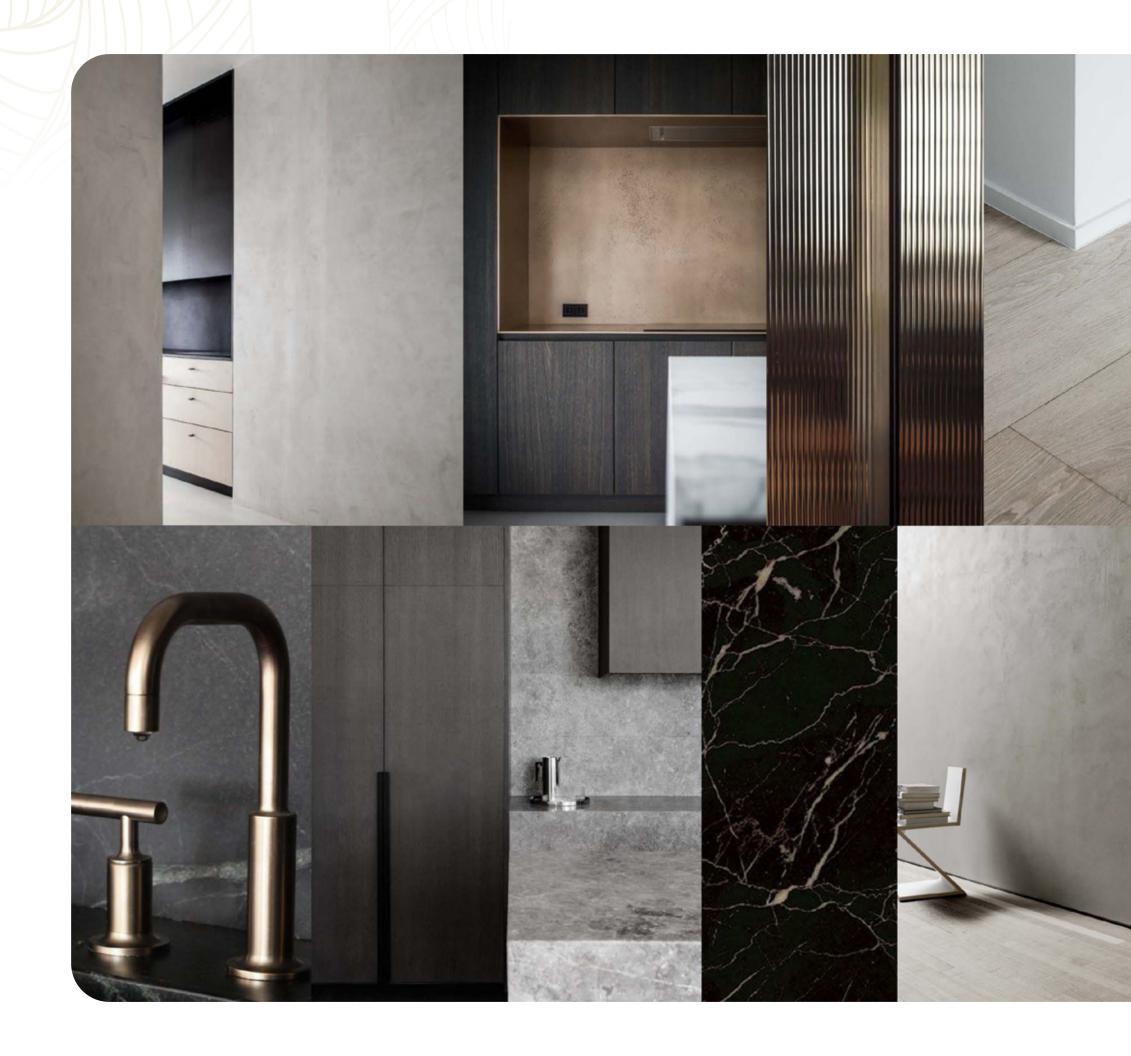




### CO-WORKING LOUNGE

LIGHT ARCHITECTURE
MEDIUM DARK FF&E
SAN SERIF FORMS
SERIF FORMS
LAID-BACK

# UNIT & KITCHEN



#### KITCHEN PALETTE



BRASS CABINET DOOR FRAME



RIBBED GLASS CABINET



BLACK VENEER CABINET



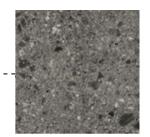
WOOD FLOORING



PAINTED CEILING



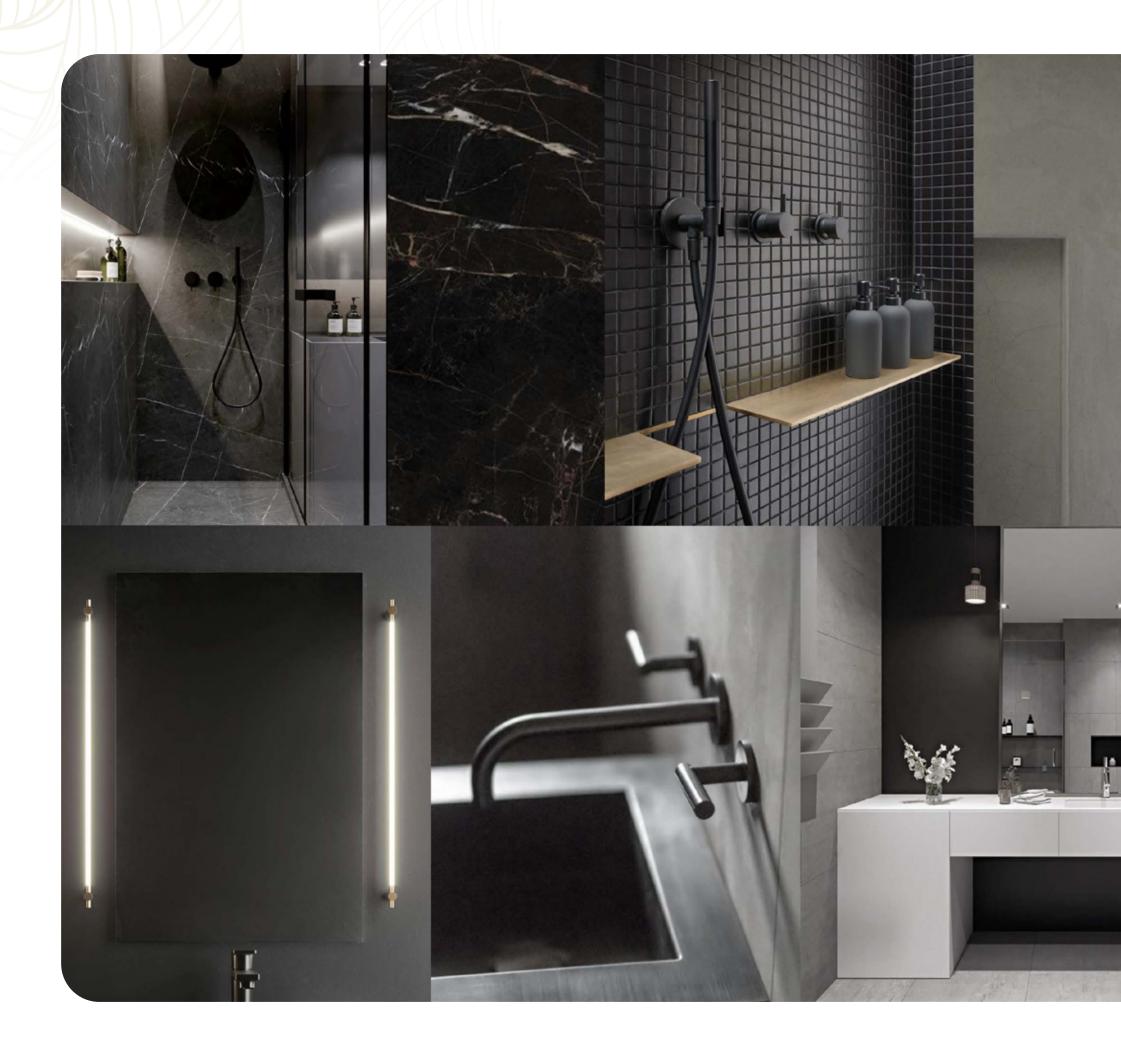
BLACK METAL HARDWARE



STONE COUNTERTOP/ BACKSPLASH



#### BATHROOM



#### BATHROOM PALETTE



BLACK METAL TRIMS



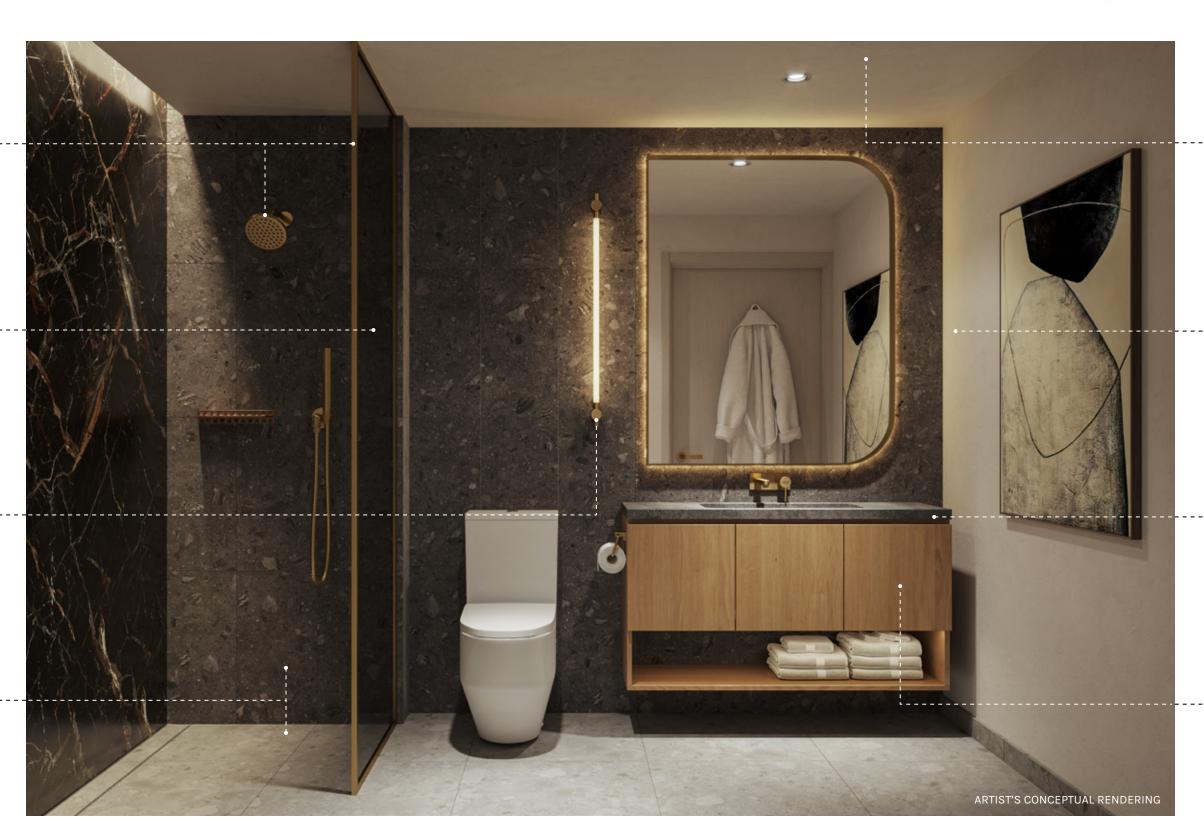
RIBBED GLASS SHOWER DOOR



BRASS SCONCE



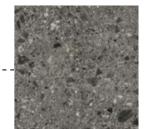
STONE TILE



PAINTED CEILING



ROMAN CLAY



STONE VANITY



WOOD VENEER CABINET/SHELF



#### $\bigcirc$ -N



# TYPICAL FLOOR PLATE



Newgard

ARCHITECTURAL DDEVELOPMENT BY

AROUITECTONICA

INTERIOR DESIGN BY

BY SALES & MARKETING BY



www.loftybrickell.com

DEVELOPER

# Newgard

Leaders in the Residential Real Estate industry across the United States, Newgard brings over 50 years of dynamic experienceinallelementsofdevelopment, design, marketing, and construction. With a forward-thinking approach to designing communities, every stage of the development process is performed to elite standards and delivers results far above expectations. Hallmarks of the Newgard approach to forward-thinking development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles, and cutting-edge amenities, with a dedication to quality that extends to its professional construction team. Embodying excellence in every detail, Newgard's recent projects include: Natiivo Austin, Natiivo Miami, Gale Residences Ft. Lauderdale Beach, Gale Hotel, BrickellHouse, Centro and One Flagler, among others.

newgardgroup.com













ARCHITECT

## **ARQUITECTONICA**

Founded in 1977, Arquitectonica received acclaim from day one, thanks to a bold modernism that was immediately identified with a renaissance in Miami's urban landscape. The firm has designed many of Miami's most recognizable buildings and virtually created the city's iconic shorescape. A major presence on the world architectural stage with hundreds of design awards received, Arquitectonica's groundbreaking work has been the subject of exhibitions at numerous museums and institutions. Their own brand of humanistic modern design can be seen in the firm's world renowned projects including Microsoft Europe Headquarters in Paris, Bronx Museum and Westin Times Square in New York, Festival Walk and the Cyberport Technology Campus in Hong Kong, Mall of Asia in Manila, Banco Santander Headquarters and W Torre Plaza in Sao Paulo, US Embassy in Lima, Hilton Americas in Houston and others.

<u>arquitectonica.com</u>

#### LANDSCAPE ARCHITECT



Urban Robot Associates (URA) is a full service boutique design firm located in Miami Beach, specializing in architecture, interior design, landscape architecture and urban planning. URA's team works collaboratively to develop a multidisciplinary approach to all projects to bring about a unique vision and create experiences that are meaningful, memorable, and functional. Whether a luxury single-family residence, dynamic restaurant, historical hotel, precious natural resource, or a brand identity — URA strives to elevate the human experience from the quotidian to the cinematographic. The firm draws upon on its team's diverse design backgrounds to bring about singular narratives that are true to concept and tailored to each project. URA endeavors to tell stories by making places.

#### urbanrobot.net













SALES TEAM

# CERVERA® REAL ESTATE • 1969

Cervera Real Estate is a South Florida based family owned and operated real estate company responsible for exclusively representing and selling over 115 of South Florida's most prestigious condominiums, the most among any brokerage firm in South Florida. Backed by over 50 years of market expertise, Cervera has deep roots in the local community, and an international broker and buyer network built on five decades of trust. With a far reaching and unrivaled international network and decades on the ground, Cervera has cultivated unique and long-lasting relationships with developers, architects, investors, and real estate firms that are crucial to the success of their clients and partners. No other real estate firm in South Florida has the transformational impact, marketing reach, and decades of proven sales results that Cervera has.

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