



LOFTYTM / BRICKELL

OWN. LIVE. SHARE.

THE LOFTY BRAND FILLS A MUCH-NEEDED VOID IN THE LUXURY RESIDENTIAL MARKET.

Refined design and sophisticated urban hospitality with bespoke à-la-carte services will deliver the lifestyle and experience of a luxury hotel blended with the comfort and connection of living like a local.



ARTIST'S CONCEPTUAL RENDERING



LOFTYTM / BRICKELL
OWN. LIVE. SHARE.

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

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

INCOMPARABLE
LUXURIES.
IMMEASURABLE
EXPERIENCES.
INVALUABLE RENTAL
FLEXIBILITY.

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



ARTIST'S CONCEPTUAL RENDERING



BRICKELL WATERFRONT,
MIAMI'S MOST DESIRABLE
URBAN ADDRESS

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.



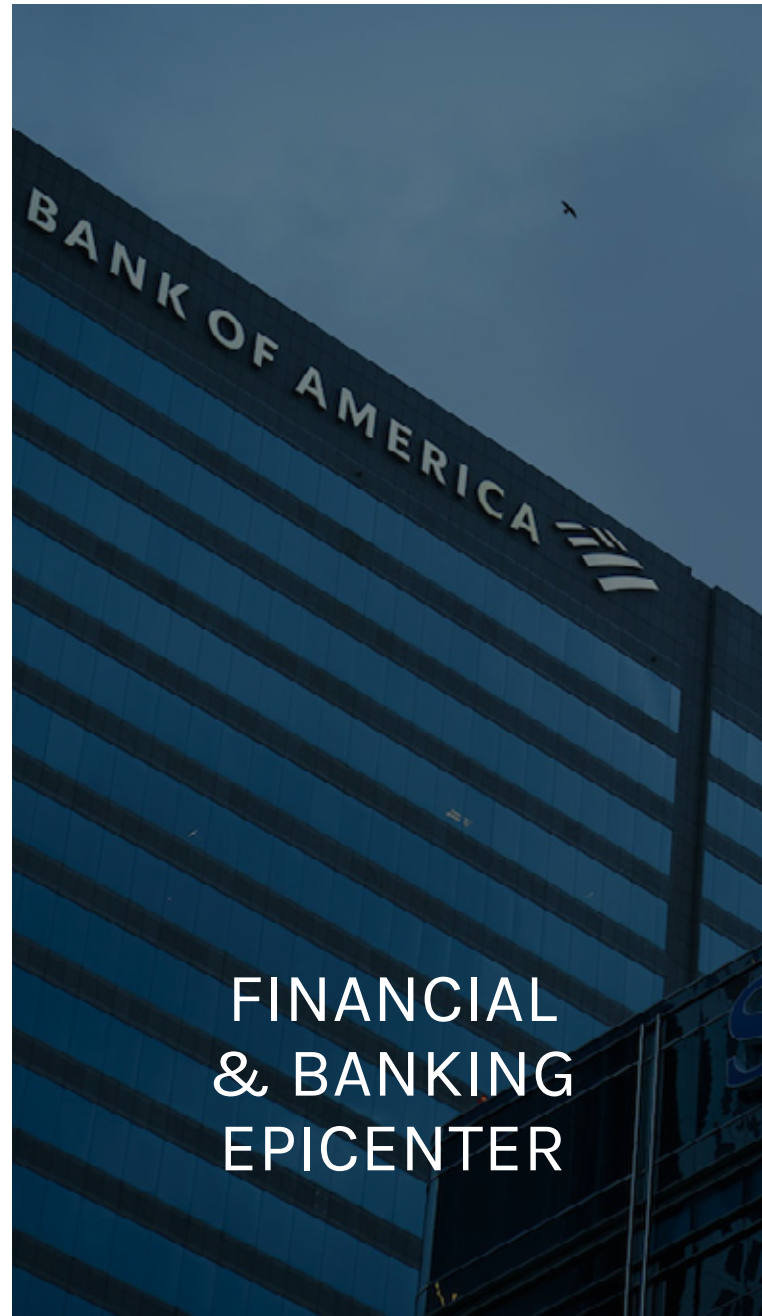
THE MOST SOUGHT AFTER URBAN ADDRESS IN THE CITY.

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.

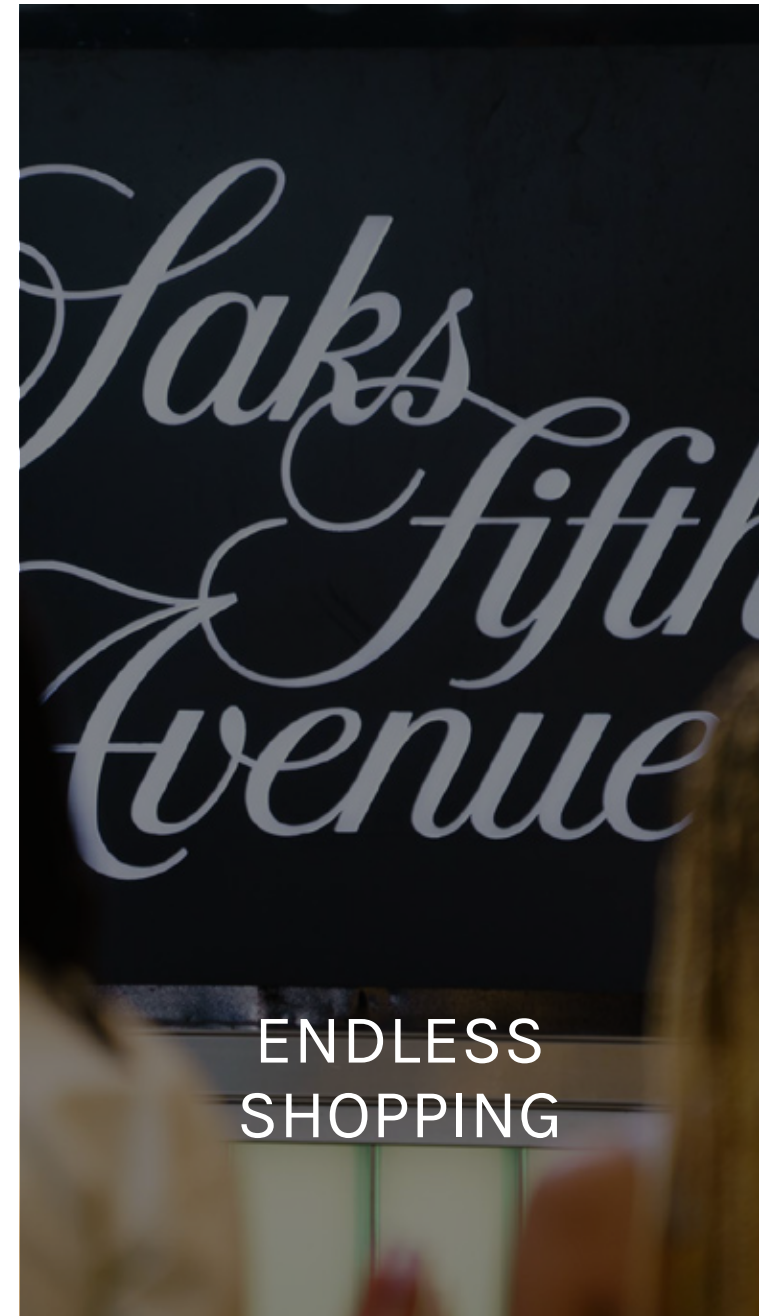
BRICKELL.
THE ULTIMATE
DESTINATION.



WORLD-CLASS
DINING



FINANCIAL
& BANKING
EPICENTER



ENDLESS
SHOPPING



COSMOPOLITAN
WATERFRONT

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.



CIPRIANI



LE PETITE MAISON

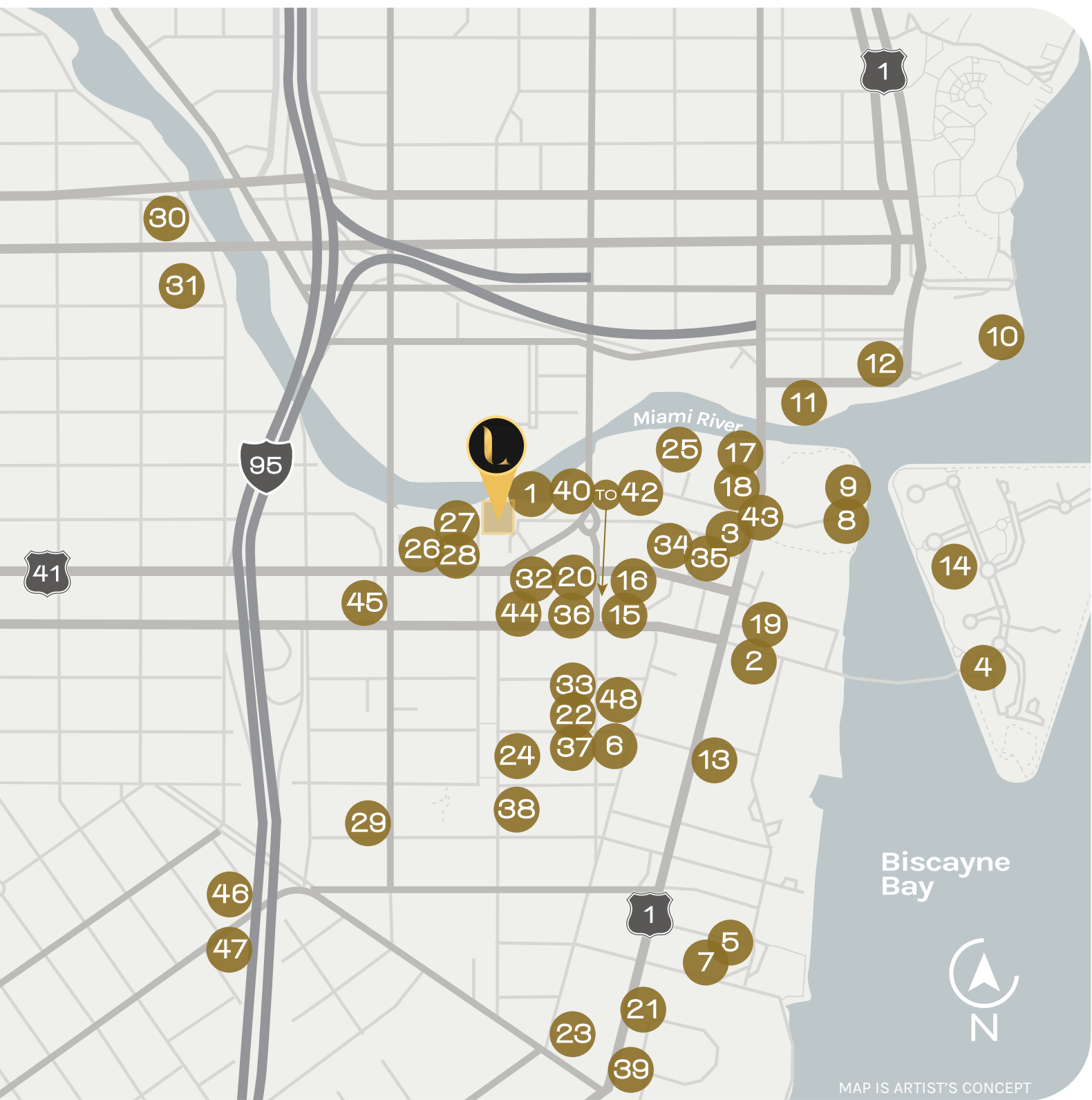


KOMODO



ZUMA

BRICKELL MEANS FLAVOR



5-STAR DINING

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

4-STAR DINING

- 15. QUINTO LA HUELLA
URUGUAYAN CUISINE
- 16. MARABU BRICKELL
CUBAN CUISINE
- 17. CAPITAL GRILLE
STEAKHOUSE
- 18. FLEMINGS'S
PRIME STEAKHOUSE & WINE BAR
- 19. TRULUCK'S
SEAFOOD RESTAURANT
- 20. EST.33
THAI CRAFT BREWERY & KITCHEN
- 21. EDGE STEAK & BAR
FARM-TO-TABLE TEAKHOUSE
- 22. TOSCANA DIVINO
ITALIAN RESTAURANT
- 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
SPORTS BAR
- 28. CAJUN BOIL
SEAFOOD RESTAURANT
- 29. 107 TASTE
ASIAN RESTAURANT
- 30. JAMON IBERICO
PATA NEGRA
SPANISH RESTAURANT
- 31. CASA FLORIDA
COCKTAIL BAR

CASUAL DINING

- 32. CASA TUA CUCINA
ITALIAN CASUAL
- 33. NORTH ITALIA
ITALIAN CUISINE
- 34. RIVER OYSTER BAR
SEAFOOD RESTAURANT
- 35. B BISTRO + BAKERY
BREAKFAST / LUNCH
- 36. PUBBELLY SUSHI
JAPANESE CUISINE
- 37. MISTER 01
PIZZERIA
- 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. TACOLGY
TACO PLACE
- 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
PIZZERIA
- 48. P.F. CHANG'S
CHINESE RESTAURANT

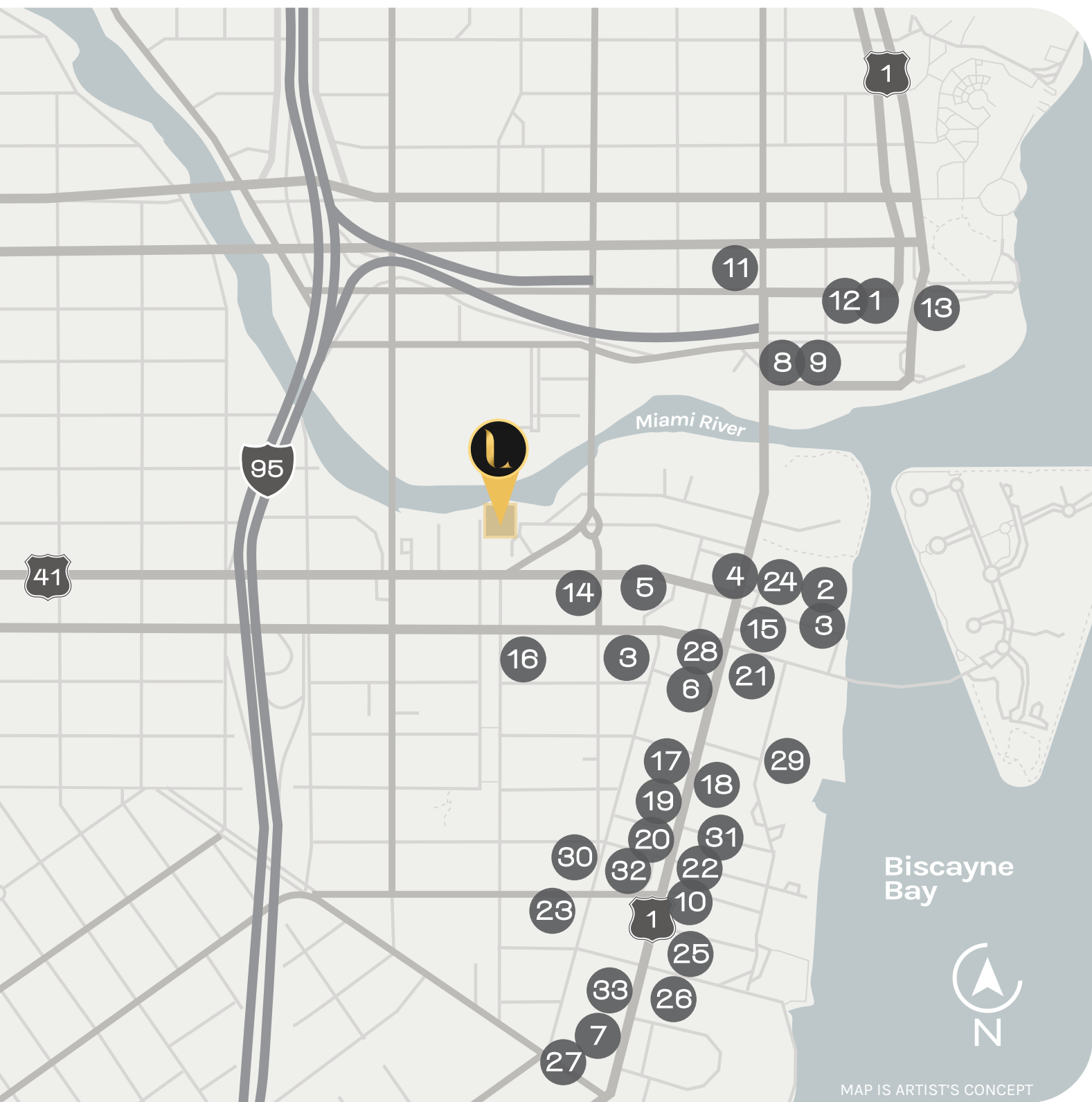
+ MANY, MANY MORE

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



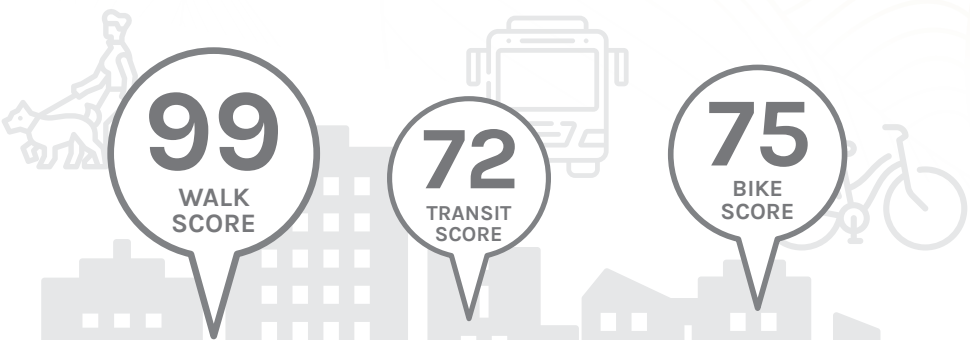
TECH COMPANIES, FINANCIAL SERVICES, CONSULTING & ATTORNEYS

- | | |
|---|-----------------------------|
| 1. GOLDMAN SACHS | 27. WHITEOWL |
| 2. BLACKSTONE | 28. FIRSBANK |
| 3. MICROSOFT | 29. MODERN BANK |
| 4. 601 BRICKELL AVENUE | 30. APOLLO BANK |
| 5. ACKERMAN LLP | 31. STANDARD CHARTERED BANK |
| 6. 830 BRICKELL PLAZA | 32. BB&T |
| 7. J.P. MORGAN PRIVATE BANK | 33. BANK UNITED |
| 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 | |

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

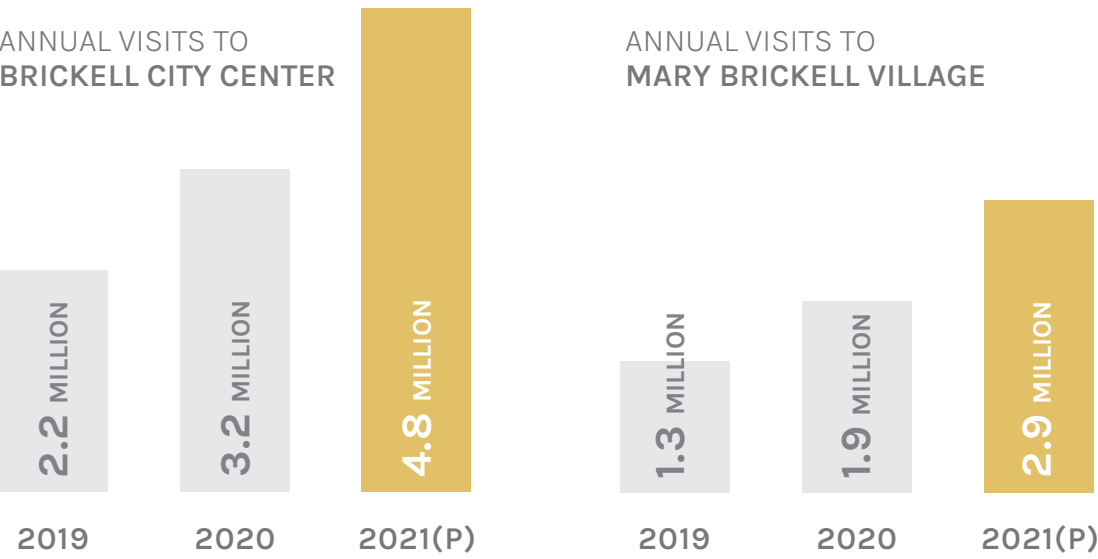


The population increase in the Greater Downtown Miami area, including Brickell, since 2010



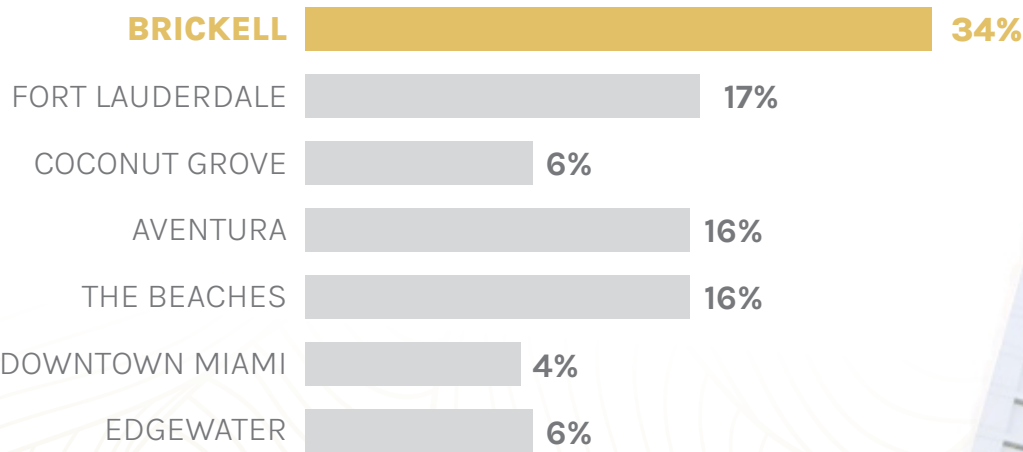
The City of Miami population living in the Greater Downtown area

RETAIL MARKET OVERVIEW



CONDO MARKET OVERVIEW

SALES DATA GREATER MIAMI AREA



1 OUT OF EVERY 3 SALES ARE IN BRICKELL FOR CONDOS

STRONG CONSUMER DEMOGRAPHIC

BRICKELL & DOWNTOWN



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

HARRY HURST
PIPE

ALEX TAUB
UPSTREAM

ALEXANDRA WILKIS WILSON
GLAMSQUAD AND FITZ

DAVID BLUMBERG
BLUMBERG CAPITAL



HOTEL MARKET OVERVIEW

MIAMI, FLORIDA

OCCUPANCY RATE OVER

80%
IN 2020

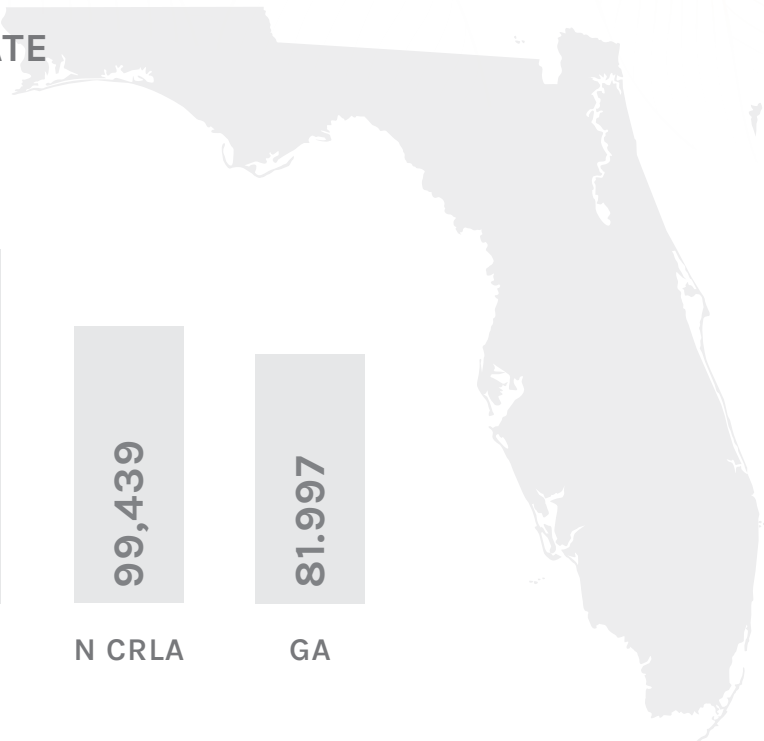
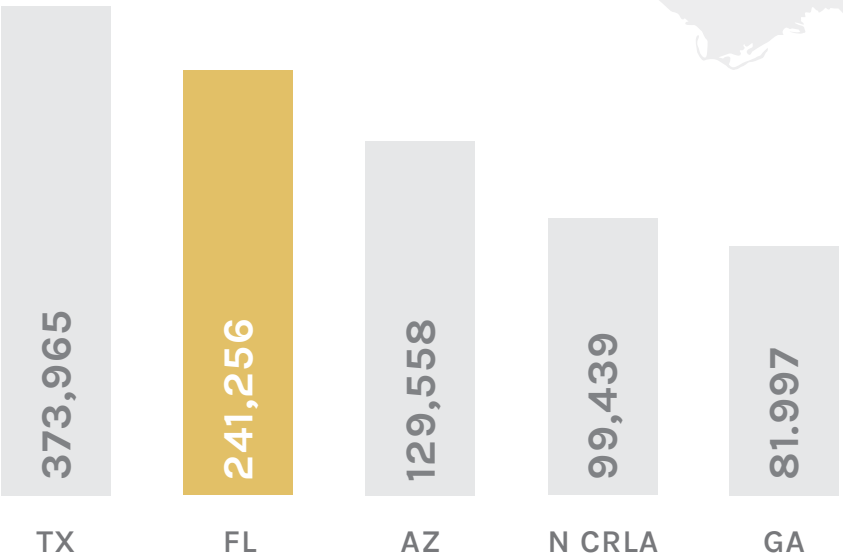


POPULATION GROWTH

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



NEW RESIDENTS BY STATE



MARKET OVERVIEW

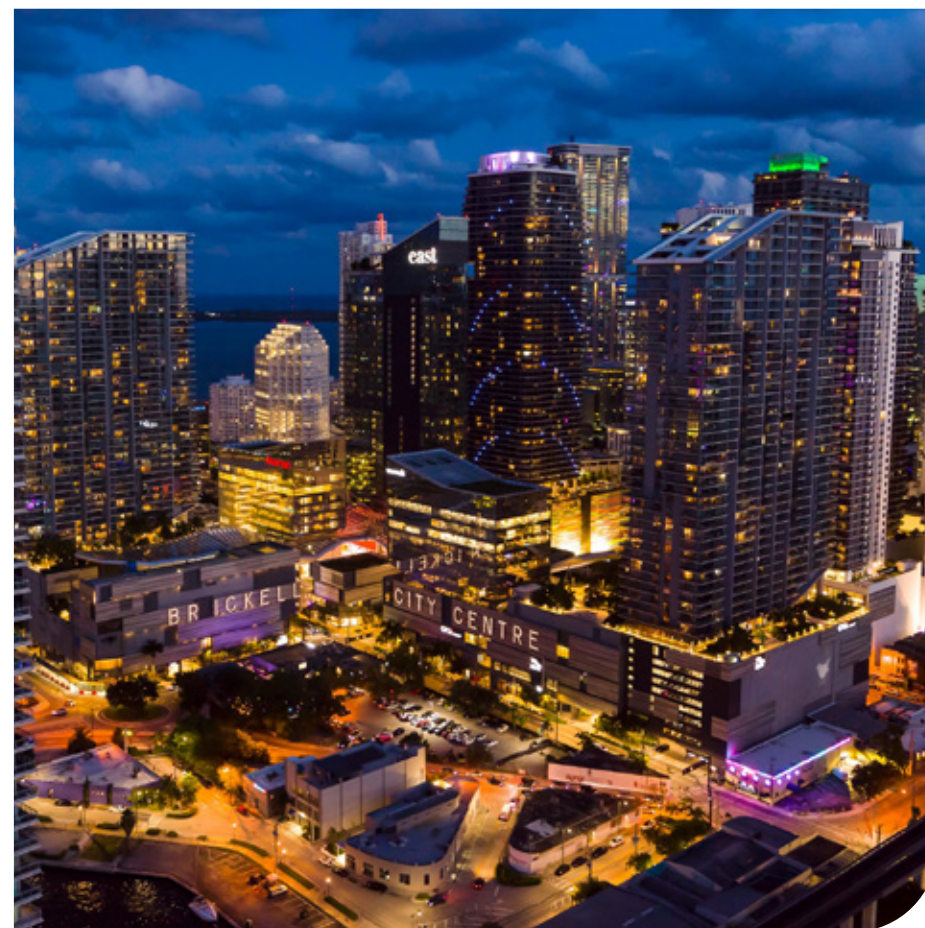
#1
PORT
Miami's World Cruise Port Ranking

#2
ADR
In the Nation in June 2020

#3
AIRPORT (MIA)
In the US for International Passengers

#1
STARTUP LOCATION
Best Place for Startup Activity in the U.S.

#8
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. Discover a 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

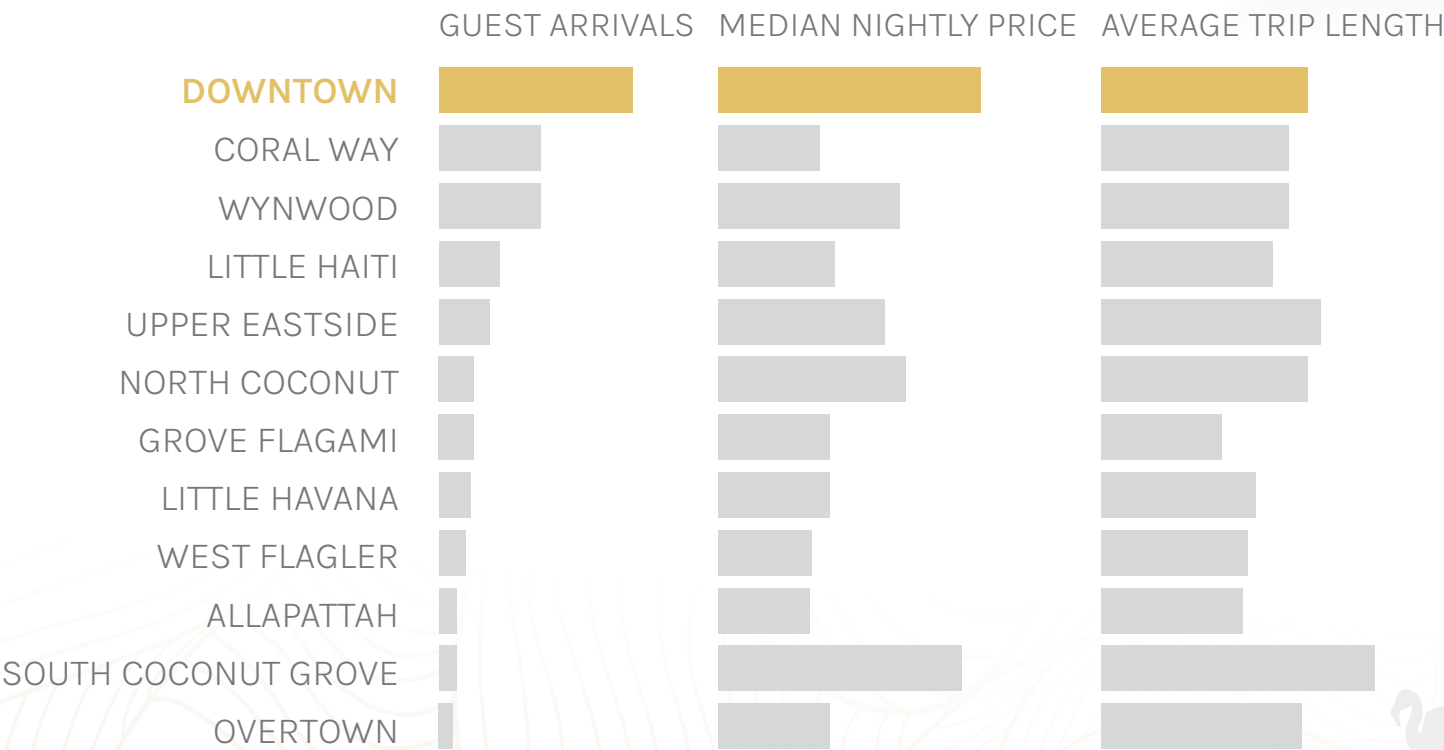
5,400,000 SQFT | 105 Shops

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).



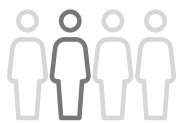
IPROPERTYMANAGEMENT.COM:

\$57.7 billion: projected vacation rental revenue for 2019

297.2 million: total vacation rental users worldwide

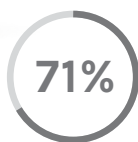
Vacation rentals are expected to topple the hotel industry by year 2020

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

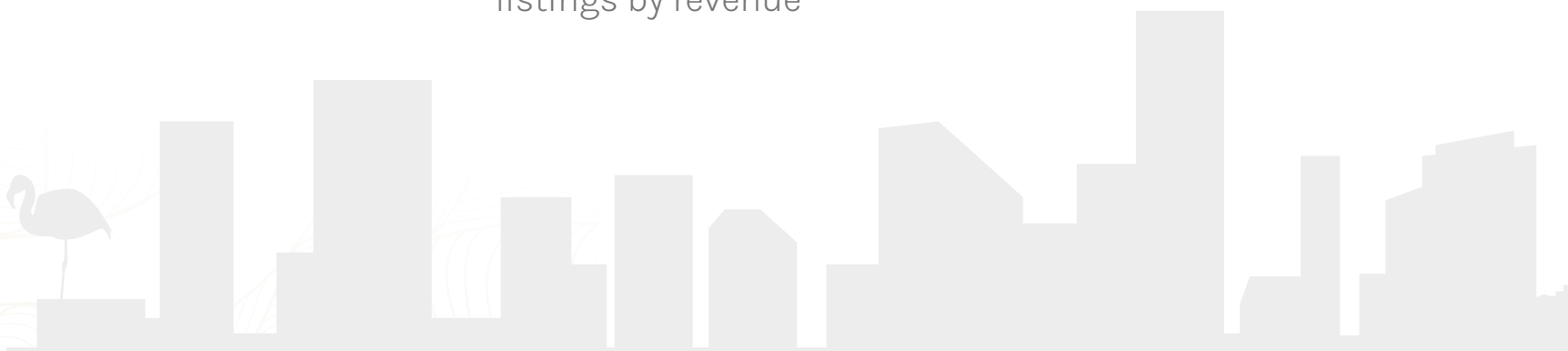


GLOBAL SHORT-TERM RENTAL SALES

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



FREEDOM
IS YOURS.
ANYTIME,
ANYWHERE.



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





A WORRY-FREE MANAGEMENT OPTION

TAKES CARE OF EVERYTHING
WHEN YOU'RE AWAY

A MANAGEMENT OPTION THAT PROVIDES

PRESENCE ON EVERY PLATFORM

When you are not in residence, Lofty Miami’s 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



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.

arquitectonica.com

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





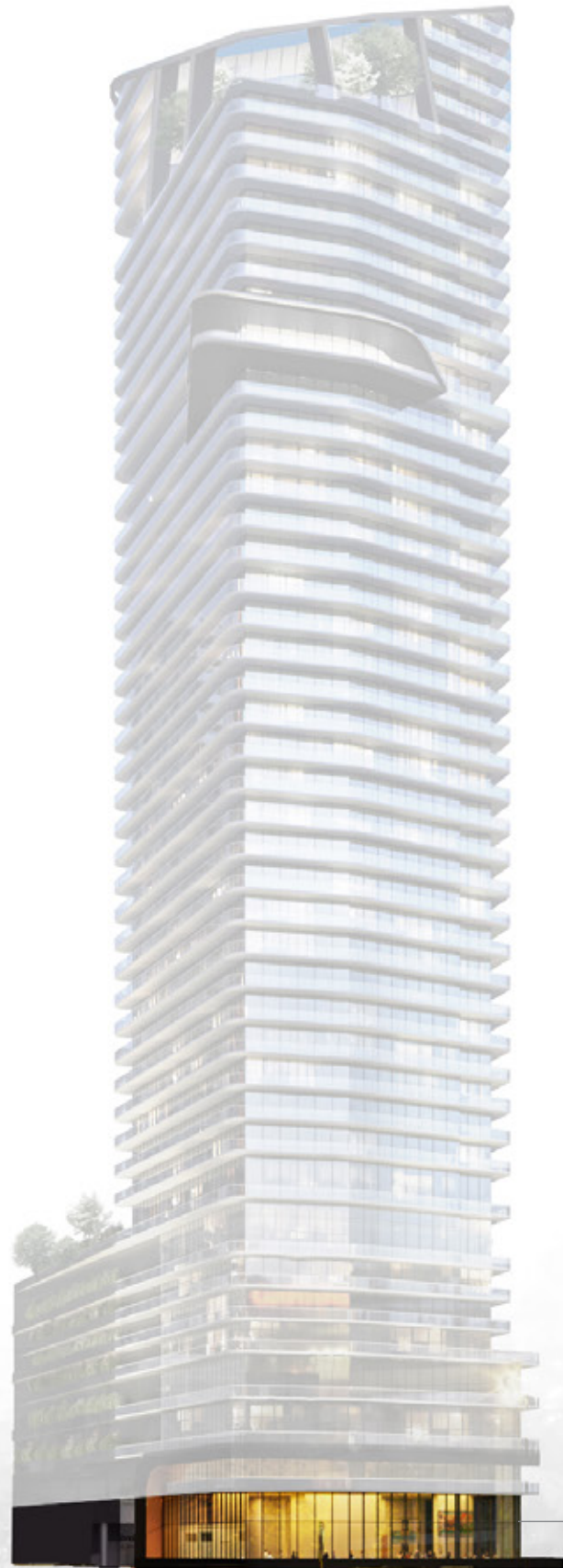
LANDSCAPE ARCHITECT



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





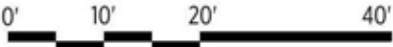
GROUND LEVEL AMENITIES

- / Underline Access
- / 24-Hour Valet Parking Service
- / Riverwalk Access
- / LOFTY Car Service for Owners
- / LOFTY MasterHost and
24-Hour Front Desk Attendant
- / Welcome Reception
- / Package Room for Deliveries
- / 5-Star Waterfront Restaurant

GROUND LEVEL



BOTTOM OF SLAB: 17"-6"
CEILING HEIGHT: 16'

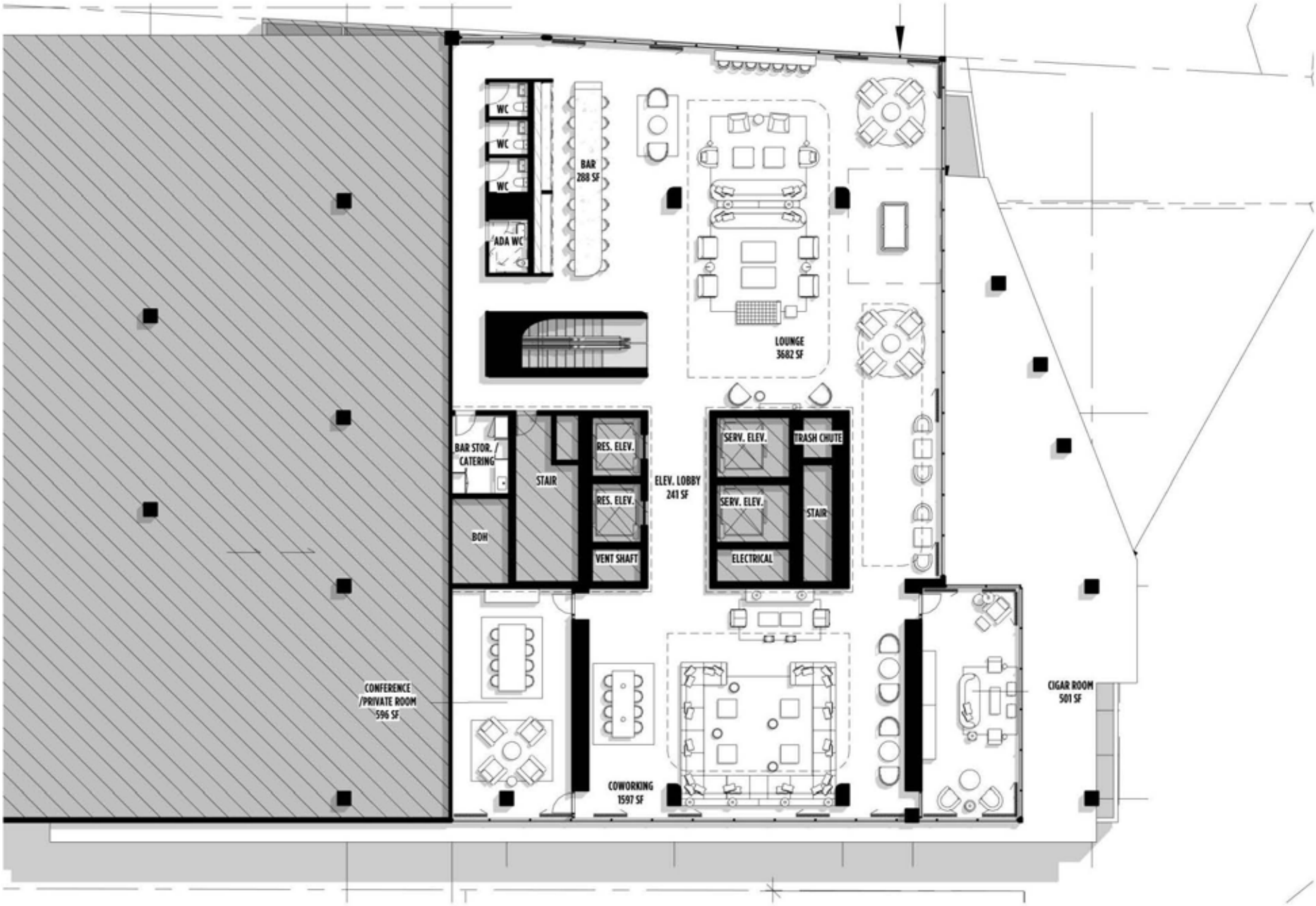




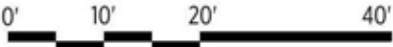
2ND LEVEL AMENITIES

- / By Invitation Only Speakeasy
- / Lounge and Social Club
- / Riverfront Covered Terrace
- / Co-Working Lounge Area
- / Private Meeting Room
- / Super-Fast Wifi
- / Game Areas
- / Indoor/Outdoor Cigar Lounge with River Views

2ND
LEVEL



BOTTOM OF SLAB: 11'-4"
DROP CEILING HEIGHT: 9'-0"
POP UP CEILING HEIGHT: 11'-0"





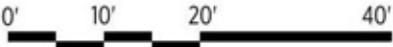
9TH LEVEL AMENITIES

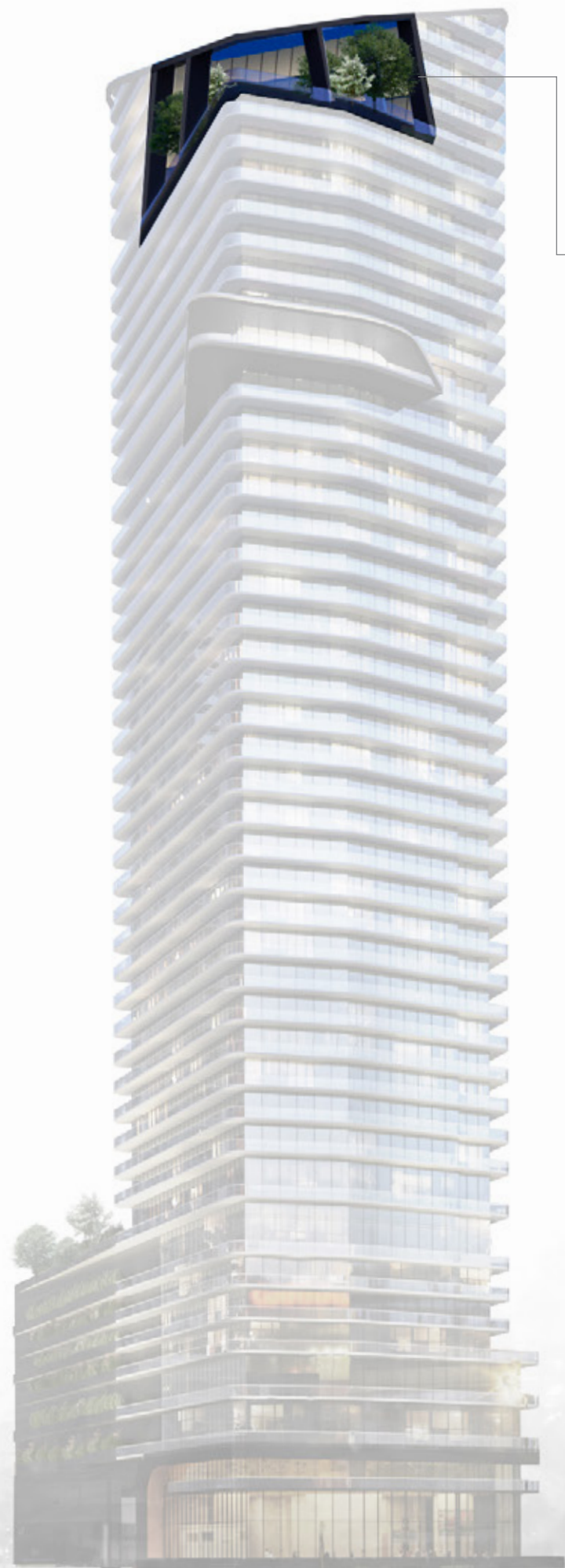
- / Elevated and Lushly Landscaped Resort Pool
- / Super-Fast Wifi
- / Poolside Loungechairs and Daybeds
- / Pool Attendants
- / Hammocks Garden
- / Outdoor Shower
- / 3,000 sq.ft. Fitness Center
with Expansive River and City Views
- / Private Yoga Studio
- / Men & Women's Locker Rooms
- / Private Treatment Rooms
- / Super-Fast Wifi
- / Sauna, Steam Rooms,
Cold Plunge Pool and Shower
- / Juice Bar
- / Indoor Living Room + Lounge

9TH
LEVEL



BOTTOM OF SLAB: 13'-4"
DROP CEILING HEIGHT: 11'-0"
POP UP CEILING HEIGHT: 13'-0"
NICHE CEILING HEIGHT: 8'-0"



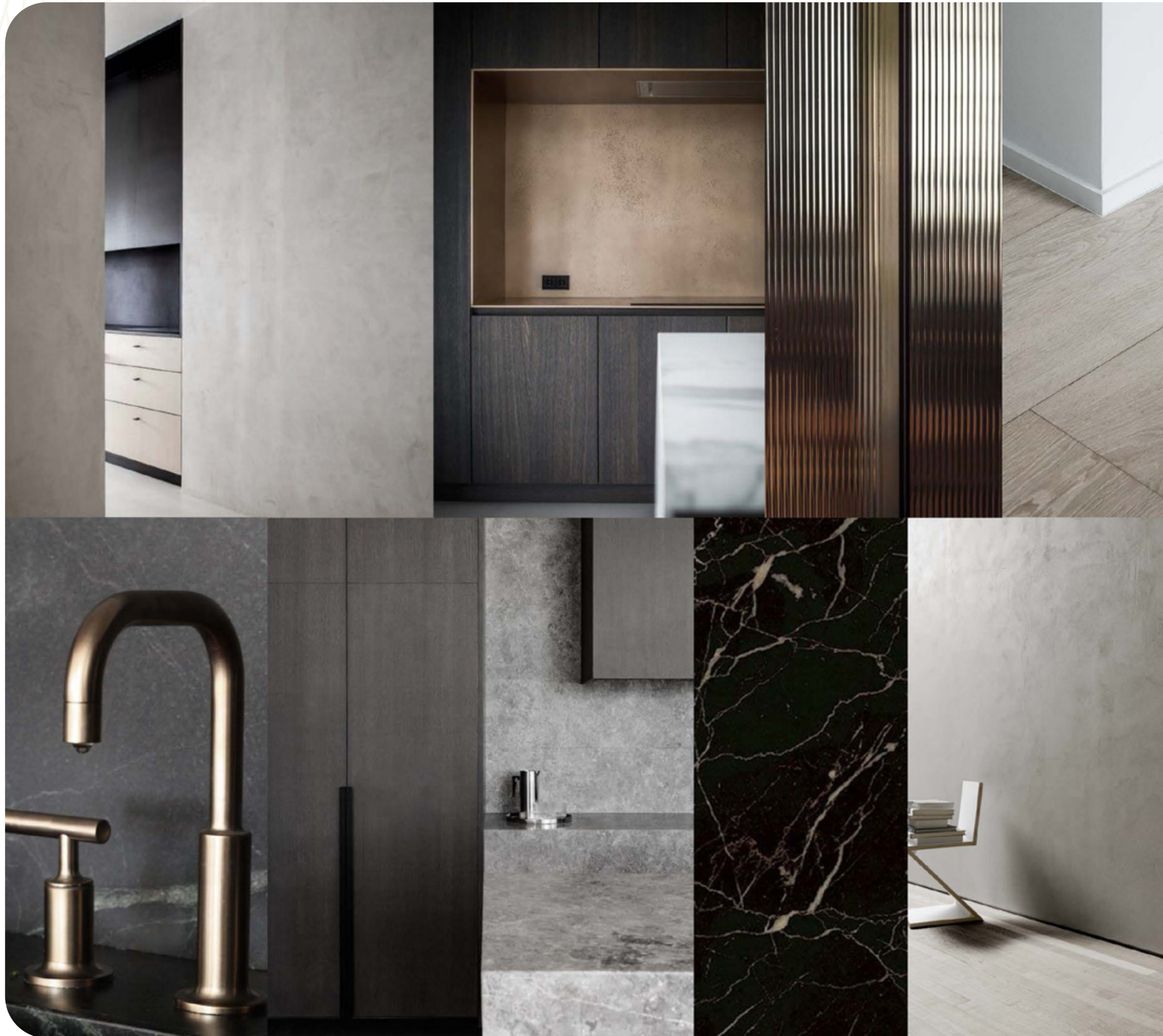


ROOFTOP AMENITIES

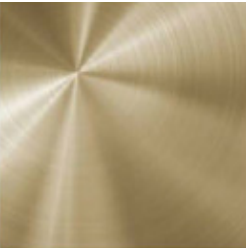
- / 360 Degree Breathtaking River and City Views
- / Infinity edge pool overlooking skyline
- / Wraparound balcony with Lounge Sitting Areas
- / Super-Fast Wifi
- / Indoor Owners Lounge and Bar Area

MOOD:

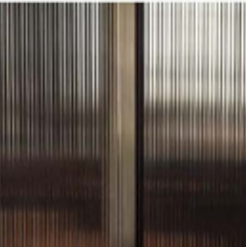
UNIT & KITCHEN



KITCHEN PALETTE



BRASS CABINET
DOOR FRAME



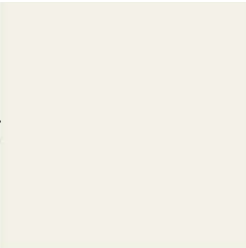
RIBBED GLASS
CABINET



BLACK VENEER
CABINET



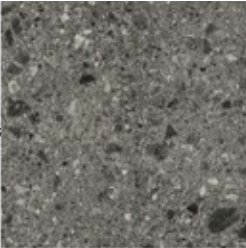
WOOD FLOORING



PAINTED CEILING



BLACK METAL
HARDWARE

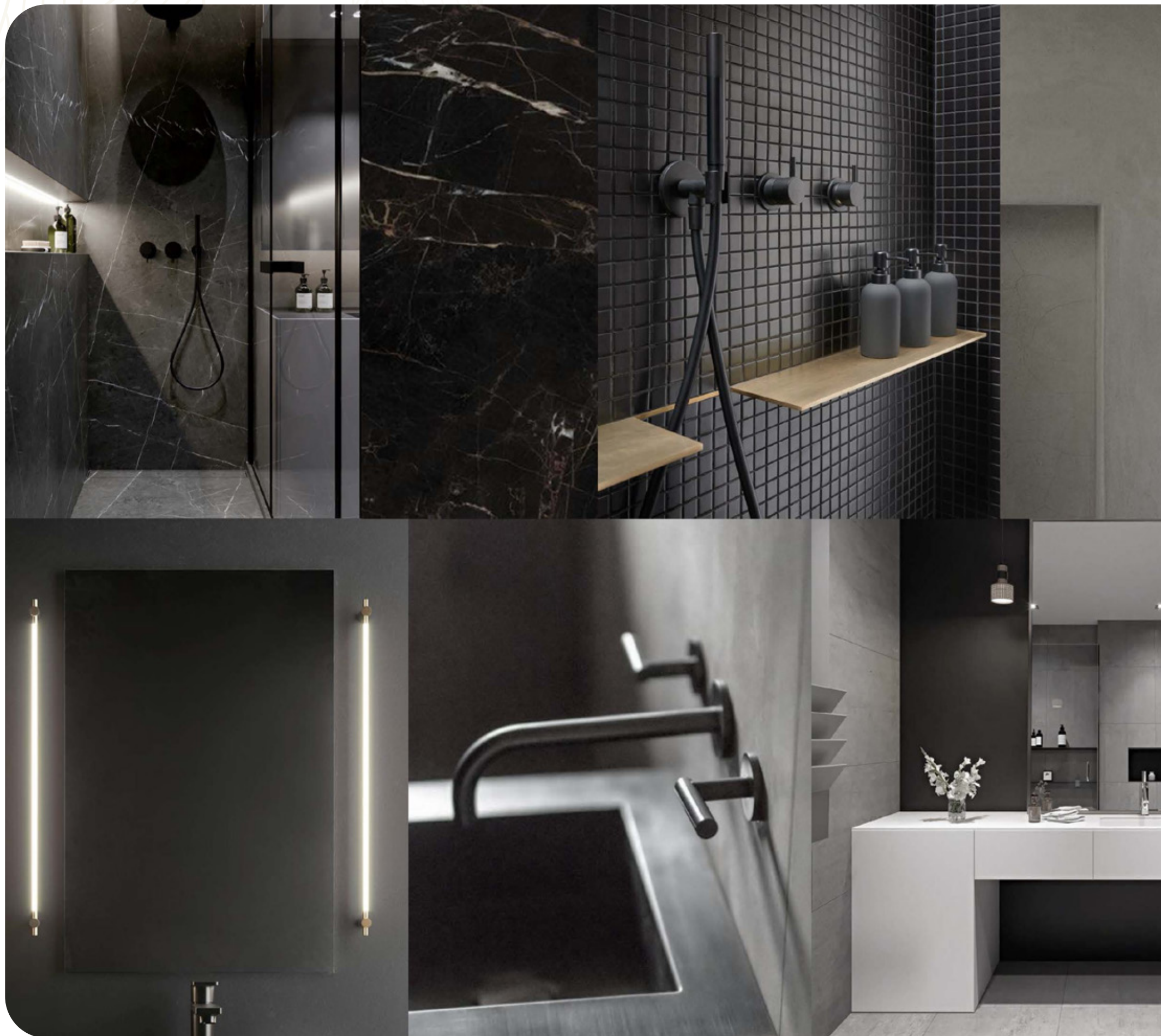


STONE
COUNTERTOP/
BACKSPLASH

ARTIST'S CONCEPTUAL RENDERING



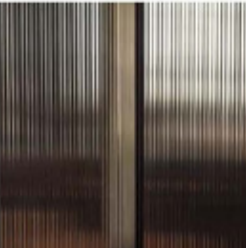
MOOD:
BATHROOM



BATHROOM PALETTE



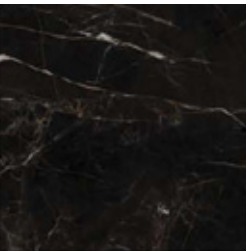
BLACK METAL TRIMS



RIBBED GLASS SHOWER DOOR



BRASS SCONCE



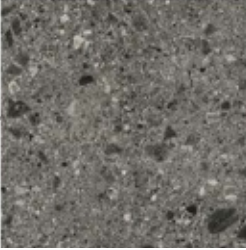
STONE TILE



PAINTED CEILING



ROMAN CLAY



STONE VANITY

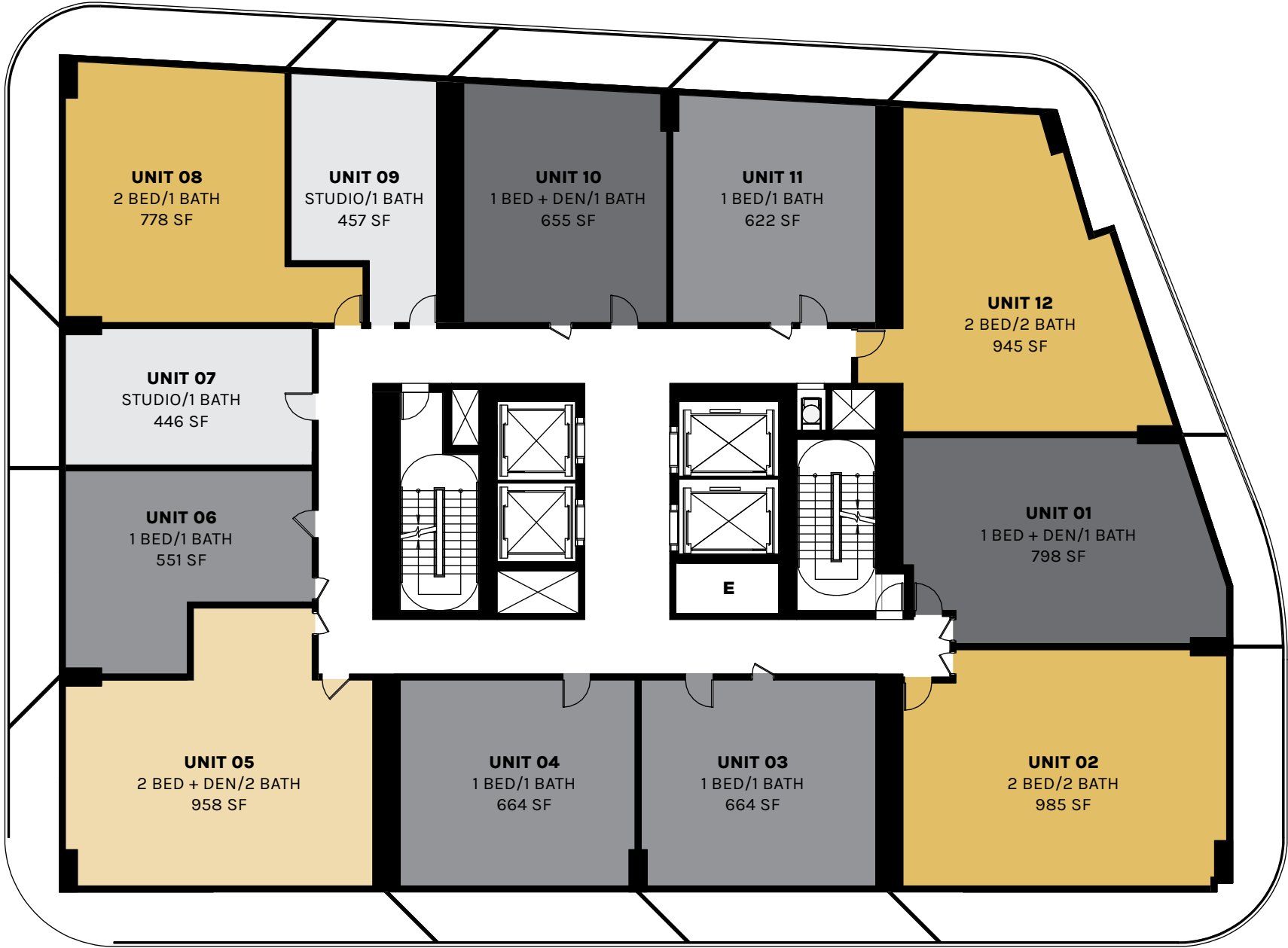
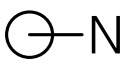


WOOD VENEER CABINET/SHELF

ARTIST'S CONCEPTUAL RENDERING



TYPICAL
FLOOR
PLATE



DEVELOPER

Newgard

Founded by Harvey Hernandez, Newgard's highly skilled associates bring more than 50 years of combined experience in development, design, marketing and construction. 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. Property designs reflect a commitment to relevant architectural detailing and the attitudes of residents and business users. Newgard's dedication to quality extends to its professional construction team, ensuring superior attention to detail, exceptional finishes, and timely completion. 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



LOFTYTM / BRICKELL

OWN. LIVE. SHARE.

loftybrickell.com

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