

Miami 'Healthy Lifestyle' Condos See Strong Sales

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Miami Beach, Fla.—A south Florida condo property reports that positioning itself as a “healthy lifestyle community” has had the desired sales effect. Canyon Ranch Living Miami Beach has managed to sell more than 100 units since this time last year, both to U.S. and foreign buyers.

One-, two- and three-bedroom residences have sold for prices ranging from \$425,000 to \$2.6 million, according to Michael Sadvov, real estate sales director at the property, to buyers from the northeastern United States, south Florida, the Americas and Europe. Remaining availability in the new North Tower stands at about 100 units, with prices starting at \$435,000 for one bedroom, \$635,000 for two bedrooms and \$1.33 million for three bedrooms.

All together, the Canyon Ranch Living Miami Beach includes 580 residences and a 70,000-square-foot wellness spa, which residents have access to at owners' rates. Other amenities include 40 daily fitness classes and lectures, and the only Aquavana Thermal Suite on the East Coast (sporting “healing waters,” thermal cabins and soaking tubs). The property's residences are spread across three blue-glass towers—north, south and center—with a spa and 150 all-suite hotel on the lower floors of the center tower, the original Carillon Hotel. Residences, designed by Arquitectonica, feature floor-to-ceiling windows overlooking Miami Beach's shoreline.

“Canyon Ranch appeals to the health-conscious consumer who wants to combine personal wellness with a second home,” Michael Internoscia, vice president of sales at the property's marketing agent, Pordes Residential Sales & Marketing, tells *MHN*. “Canyon Ranch embodies a lifestyle purchase.”

As for international buyers, Internoscia says they are following the most recent trends in South Florida: Argentinians, Venezuelans and Brazilians. “They don't have a comparable type of residence in their countries that integrates exercise, meditation, healthy foods and a luxury spa experience,” he says.

“We are also seeing buyers from Canada as more people in that country become aware of the lifestyle of luxury wellness,” Internoscia adds. “They regularly travel to South Florida and considering purchases in part because the Canadian currency has appreciated against the U.S. dollar.”