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## INVEST TO IMPRESS

*Condo developers and sales teams create million-dollar models*



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LUXE**

Jeff  
Zbar

The stakes – and prices – are rising for sales centers at South Florida's luxury condominium developments.

At Jade Signature, the sales center, slated to open this summer, is running the developer \$3 million. Same for the 10,000-square-foot sales center that opened last month at Marina Palms Yacht Club and Residences, where a fully furnished, Interiors by Steven G-decorated two-bedroom model showcases the finishes and views available.

For their investment, Marina Palms developers presented floor-to-ceiling glass that reveals the \$400 million development's full-service, 112-slip marina. Prospective buyers visiting the center can relax in various living rooms, seating areas and a lounge, café and bar area.

Visitors can walk the outdoor terrace or stroll along the future marina and get a feel for the promenade. With competition so keen, staid models and sales centers no longer suffice, said Michael

For developers and sales teams, no price seems too high for a sales center intended to impress prospects and transform them into buyers.

With dozens of new projects coming online in the approaching years, centers and models have to impress domestic and international buyers accustomed to amenity-rich pitches. The sales center at the Porsche Design condo in Sunny Isles Beach was also reportedly forecast to run \$3 million.

The on-site sales center for 1 Hotel & Residences South Beach, also being sold and marketed by Fortune International, was designed by Brazilian architect Debora Aguiar. When it opens next month, it will feature more than 3,000 square feet of space showcasing the luxury, eco-conscious branded residences.

Visitors will discover living plant walls and an entry vestibule with iPads and screens showcasing the brand message, renderings and property information.

Beyond the custom-sculptured concierge desk, the sales team's kitchen will mirror a typical condo kitchen by Ikea. White quartz kitchen counters and a Yakarta Blanco porcelain backsplash will sit atop white, deep-grained wood veneer lower cabinets with seamless white glass upper cabinets. Units at the beachfront complex, also being marketed by Fortune International, can cost \$6 million.

Internoscia, Marina Palms' director of sales and broker of record.

"This market is so vibrant and healthy and differentiated," he said, "it's important in today's marketplace to show what you say you're going to deliver."

Prospects walking through the two-bedroom, 2,156-square-foot model can visit the kitchen and living areas, walk into the bathroom and shower, feel the finishes, and see product from Snaihero, Wolf, Miele, Sub-Zero and Caesar-Stone.

There's a wall of backlit onyx in the foyer, and a floating wall of painted glass.

The proof of the \$3 million concept has come thus far in the 147 signed unit reservations – with 10 percent deposits, said Steven Gurwitz, founder of Pompano Beach-based Interiors by Steven G.

"With so many buyers being offshore buyers, they're rich and very savvy. They want to see, touch and feel the finished product," he said. "It's great to show pretty pictures and samples on a board. You don't get the ether that you need if buyers can't really see it."

#### **'FULLY IMMersed' IN THE EXPERIENCE**

Across the Intracoastal in Sunny Isles Beach, the sales center at Jade Signature will include a model unit "accompanied by the most incredible technology to ensure that clients are fully immersed in the luxury Jade Signature experience," said Edgardo Defortuna, founder of sales and marketing firm Fortune International. Defortuna collaborated on the project with Herzog & de Meuron, PYR, led by Pierre Yves Rochon, and landscape architect Raymond Jungles.

The stakes are rising for developers trying to lure affluent buyers accustomed to visiting showcase models and sales centers, said Mark Pordes, CEO with Pordes Residential Sales & Marketing. The company this month opens a three-bedroom model in Las Vegas and a new sales center on Brickell Avenue – complete with casino theming and events – for Las Vegas' Veer Towers. Pordes led a partnership that purchased the entire 427-unit inventory of unsold condo residences on the Las Vegas strip.

"This is the center and model units they've come to expect," he said.

**JEFF ZBAR** covers ultra-luxury residential real estate. Contact him at [jeffzbar@gmail.com](mailto:jeffzbar@gmail.com) or (954) 346-4393.