



LOFTYTM / BRICKELL

OWN. LIVE. SHARE.

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





LOFTY™ / 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.



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





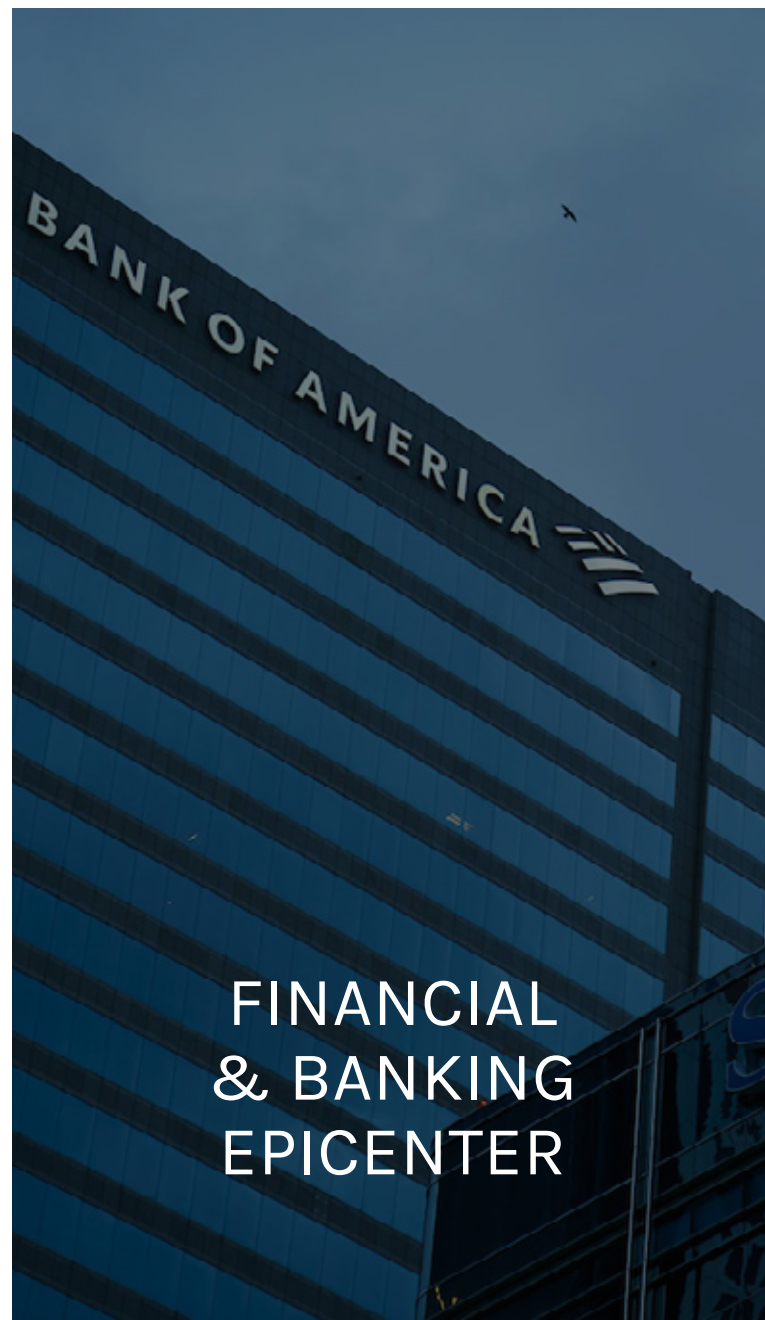
THIS IS THE HEART OF MIAMI.

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.

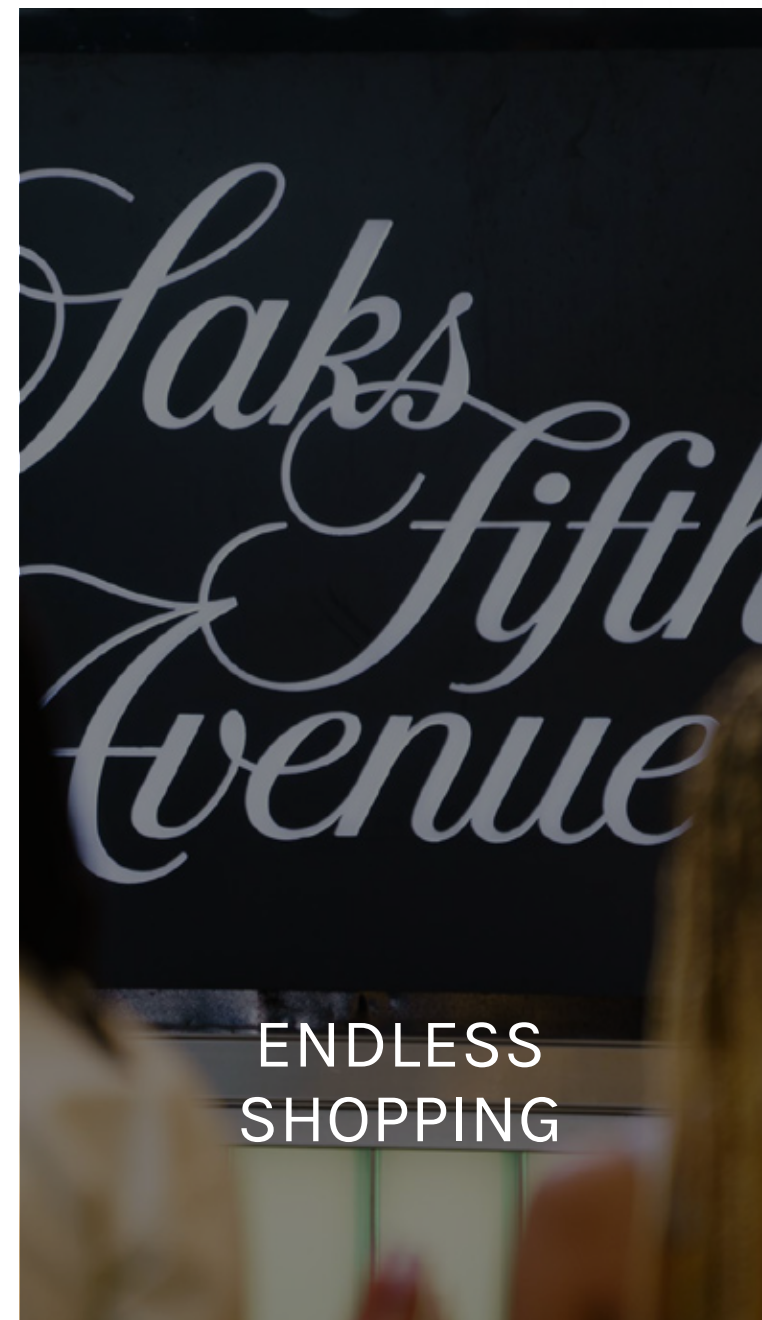
BRICKELL.
THE ULTIMATE
DESTINATION.



WORLD-CLASS
DINING



FINANCIAL
& BANKING
EPICENTER



ENDLESS
SHOPPING



COSMOPOLITAN
WATERFRONT



CIPRIANI



LE PETITE MAISON

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.

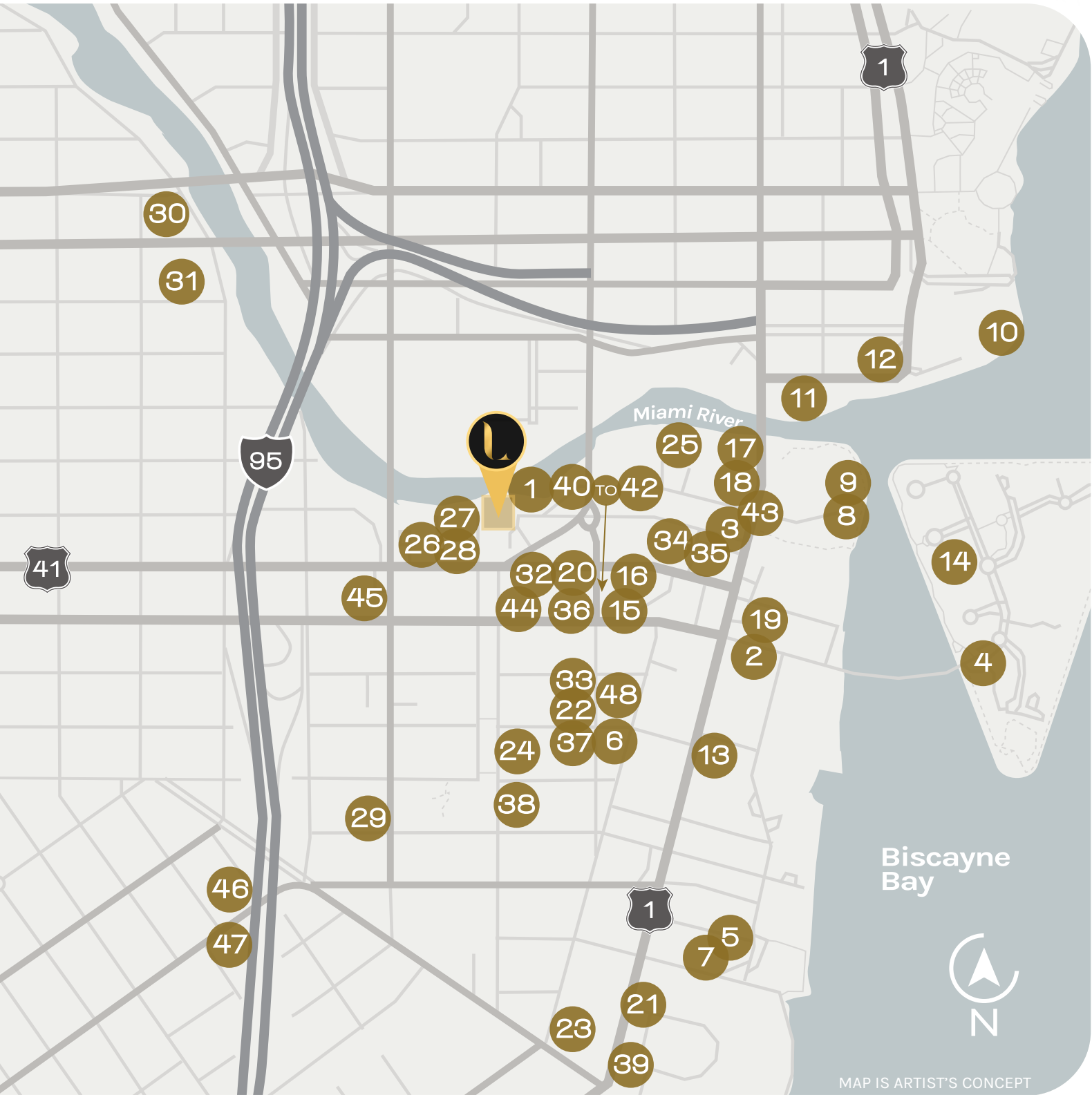


KOMODO



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. TACOLOGY
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

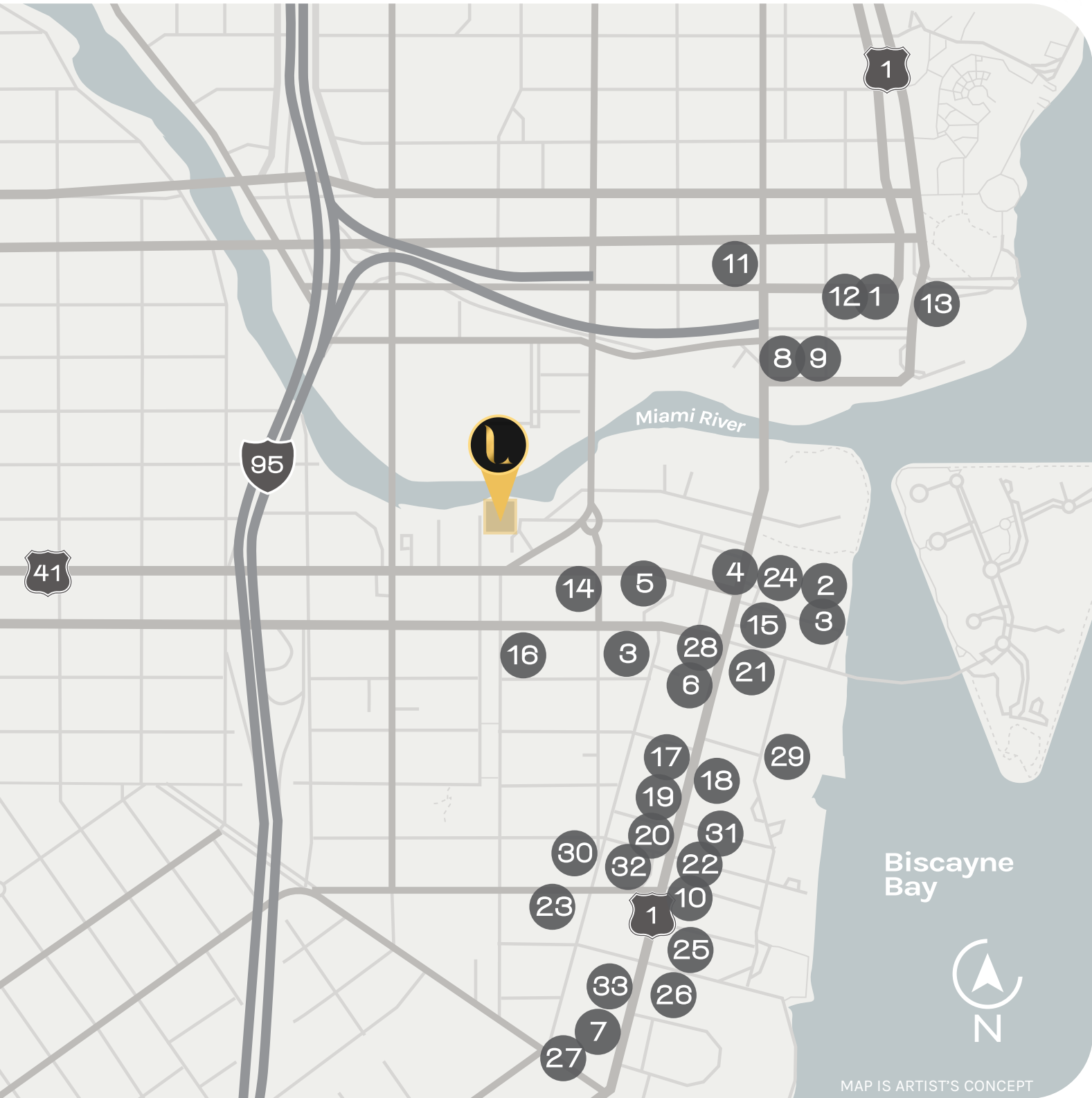
+ MANY, MANY MORE

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
- 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. DINOCLLOUD
- 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

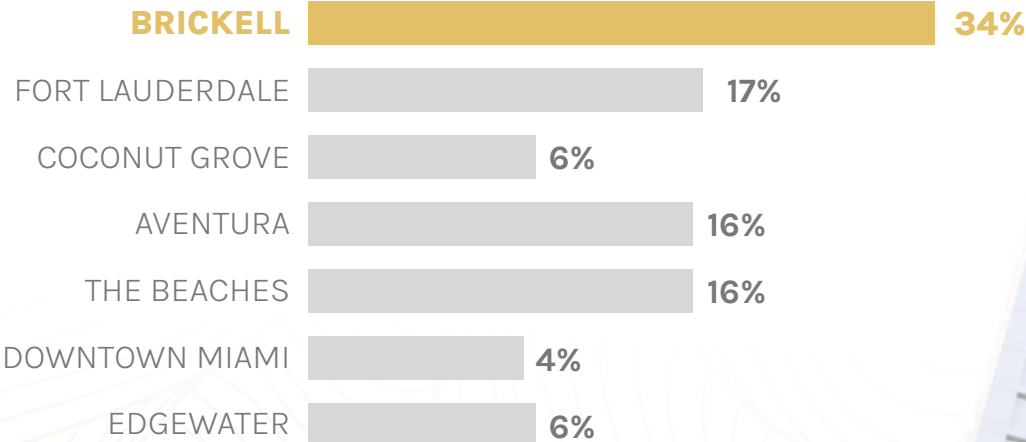
Mary Brickell Village is an intimate village vibe and home to more than 30 retail shops and nearly 20 bars and restaurants

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

CONDO MARKET OVERVIEW

SALES DATA GREATER MIAMI AREA



1 OUT OF EVERY 3 SALES ARE IN BRICKELL FOR CONDOS

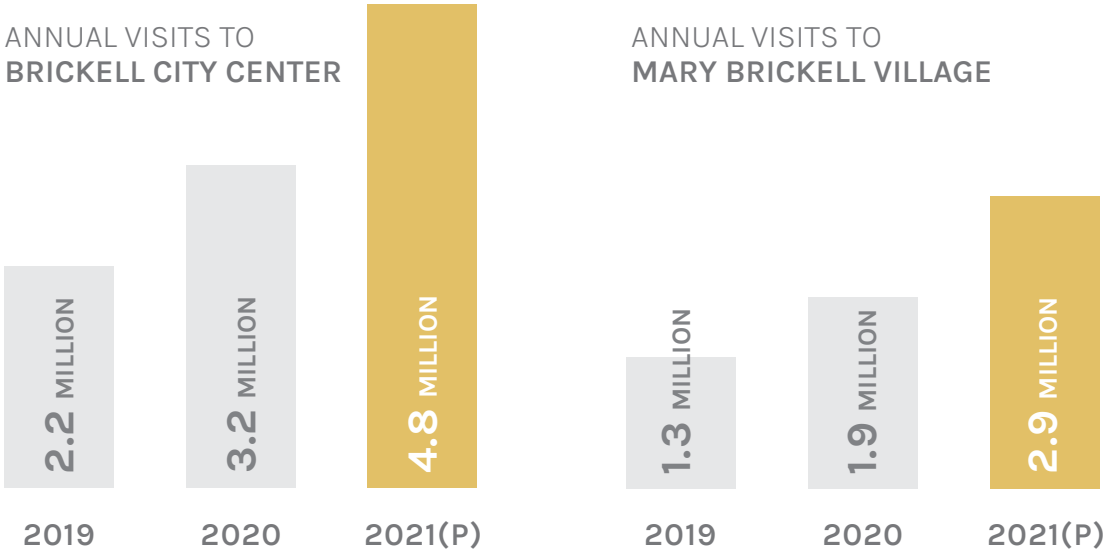


The population increase in the Greater Downtown Miami area, including Brickell, since 2010



The City of Miami population living in the Greater Downtown area

RETAIL MARKET OVERVIEW



STRONG CONSUMER DEMOGRAPHIC

BRICKELL & DOWNTOWN



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)

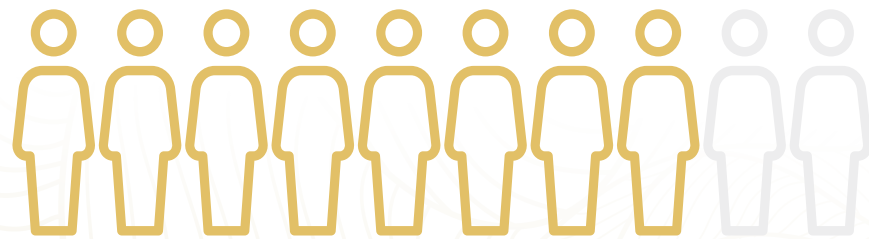
<p>KEITH RABOIS FOUNDERS FUND</p>	<p>JON ORINGER SHUTTERSTOCK</p>	<p>SHERVIN PISHEVAR HYPERLOOP ONE</p>	
<p>ALEX TAUB UPSTREAM</p>	<p>ALEXANDRA WILKIS WILSON GLAMSQUAD AND FITZ</p>	<p>DAVID BLUMBERG BLUMBERG CAPITAL</p>	

HOTEL MARKET OVERVIEW

MIAMI, FLORIDA

OCCUPANCY RATE OVER

80%
IN 2020

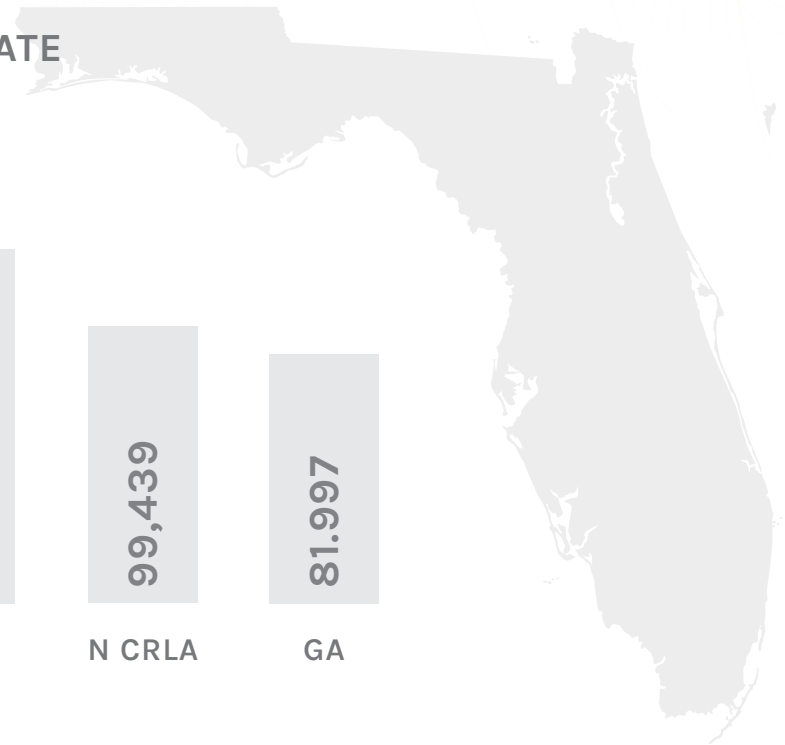
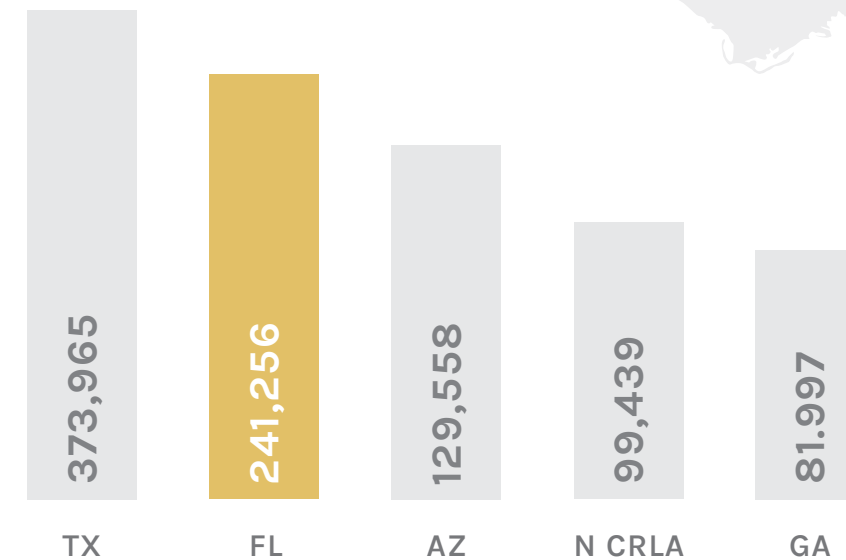


POPULATION GROWTH

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

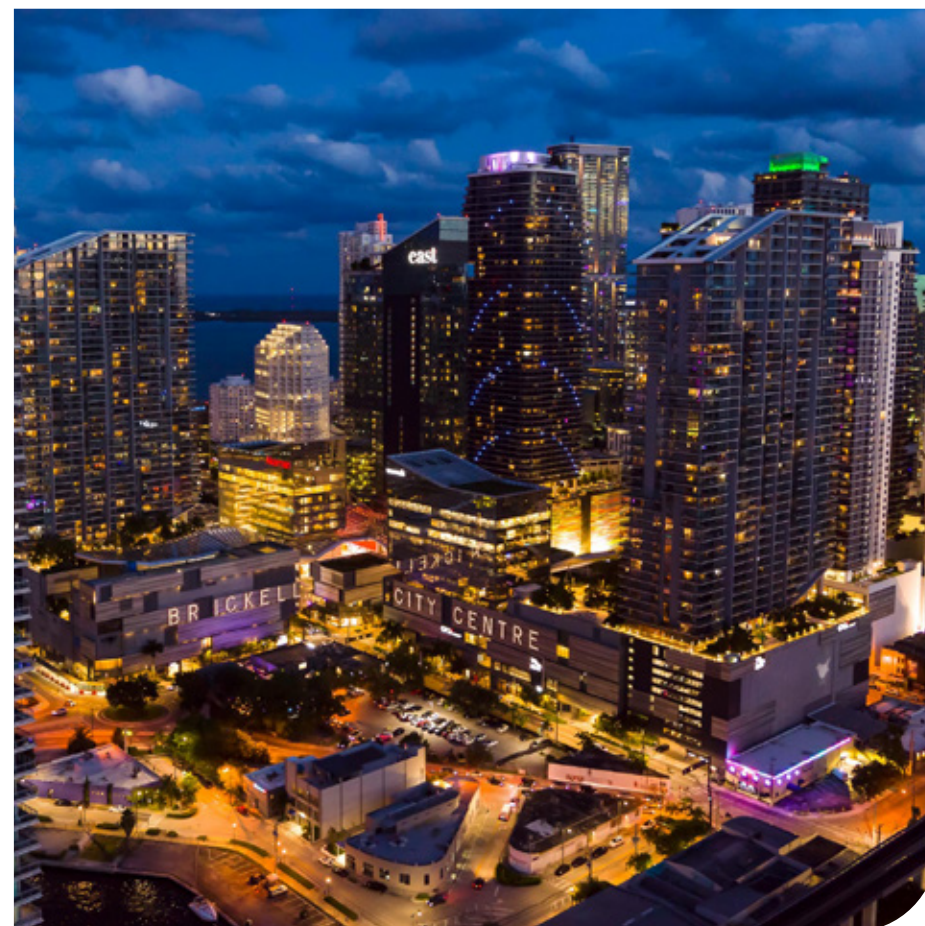


NEW RESIDENTS BY STATE



MARKET OVERVIEW

<p>#1 PORT Miami's World Cruise Port Ranking</p>	<p>#2 ADR In the Nation in June 2020</p>	<p>#3 AIRPORT (MIA) In the US for International Passengers</p>
<p>#1 STARTUP LOCATION Best Place for Startup Activity in the U.S.</p>	<p>#8 MOST POPULOUS Most Populous Metro Area in the U.S.</p>	



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.

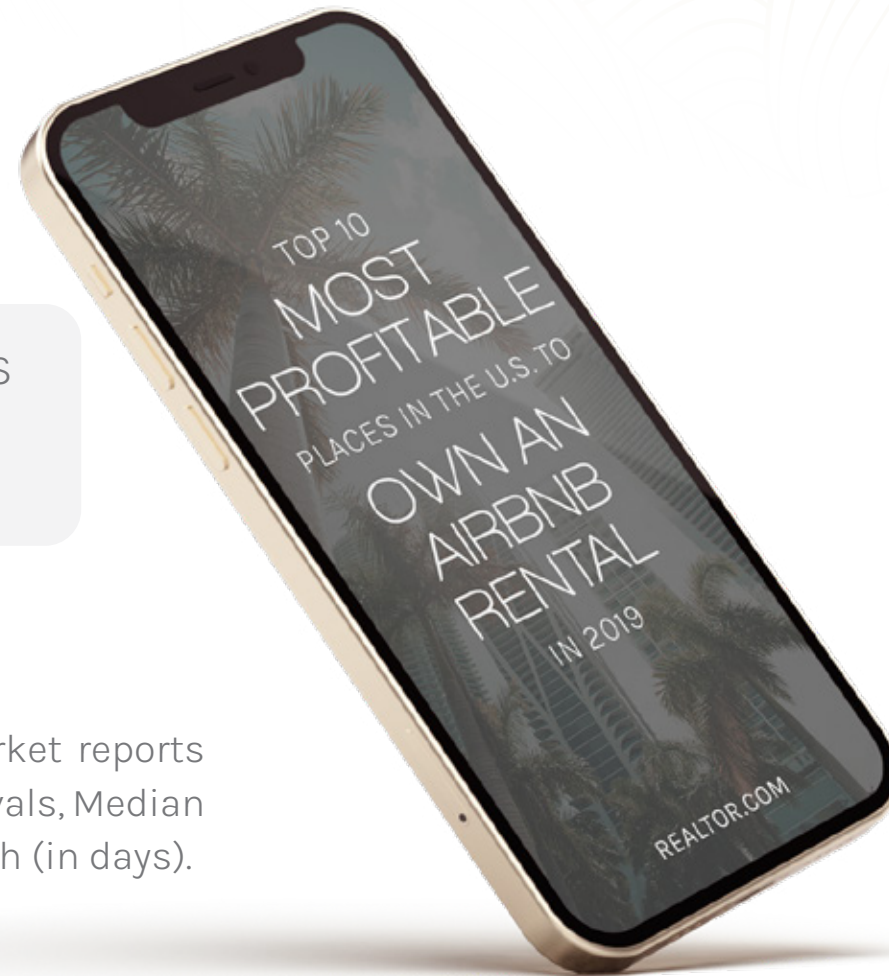
BRICKELL CITY CENTER

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

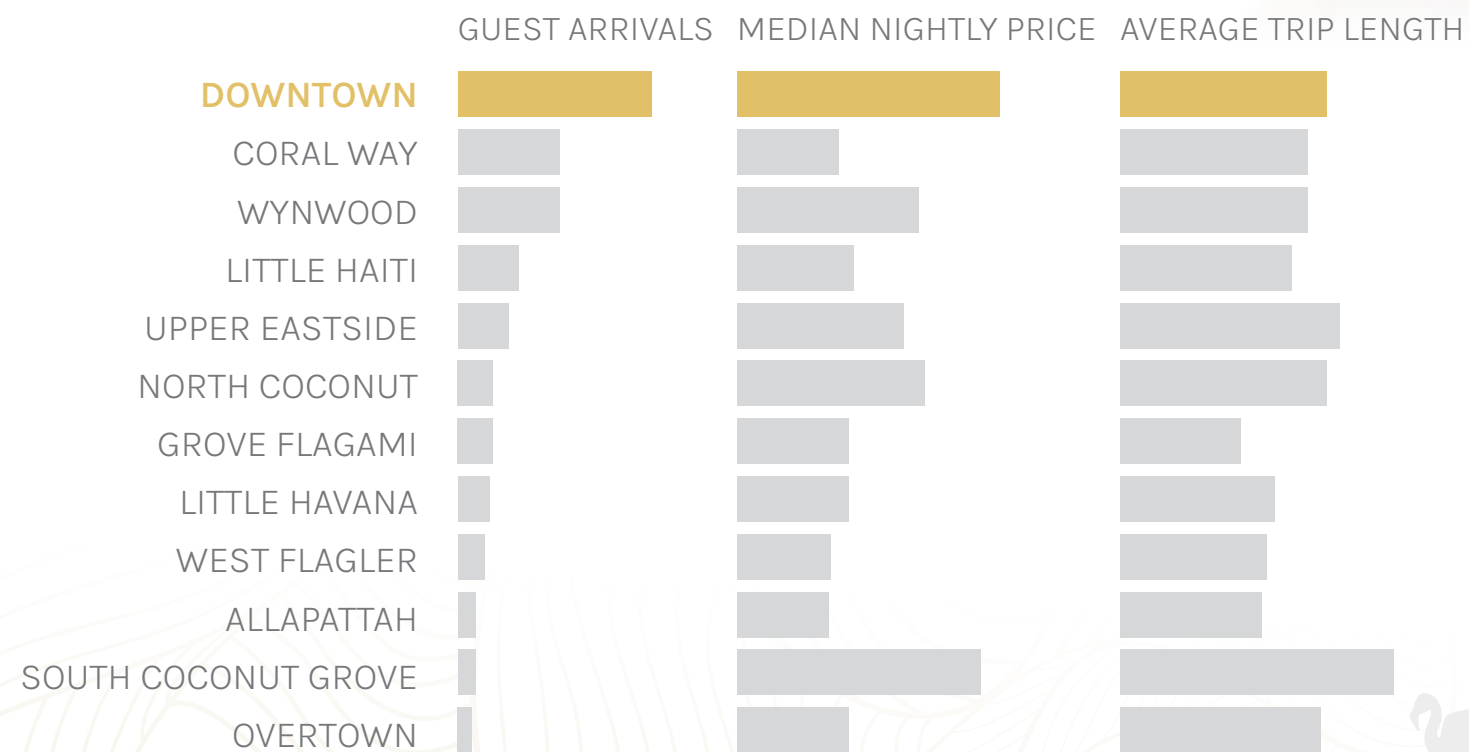


AIRBNB'S REVENUE, PROFITS SOAR AS "WORK FROM ANYWHERE" DEEPENS

- 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

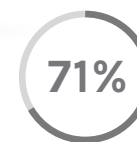
Vacation rentals are expected to topple the hotel industry by year 2020

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

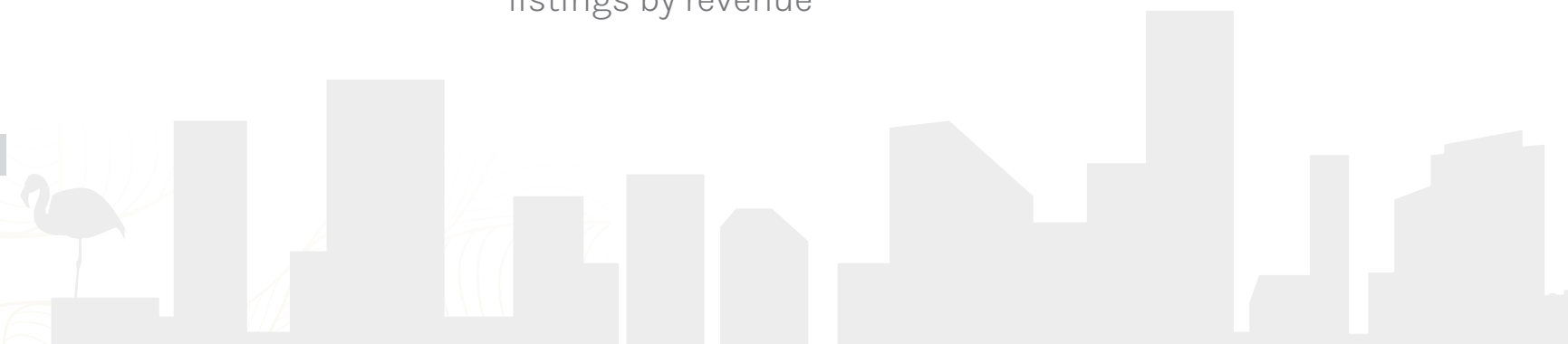


GLOBAL SHORT-TERM RENTAL SALES

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



AT LOFTY
FREEDOM
IS YOURS.
ANYTIME,
ANYWHERE.



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










A WORRY-FREE
MANAGEMENT
OPTION

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 DESIGN INSPIRATION





INTERIOR DESIGNER

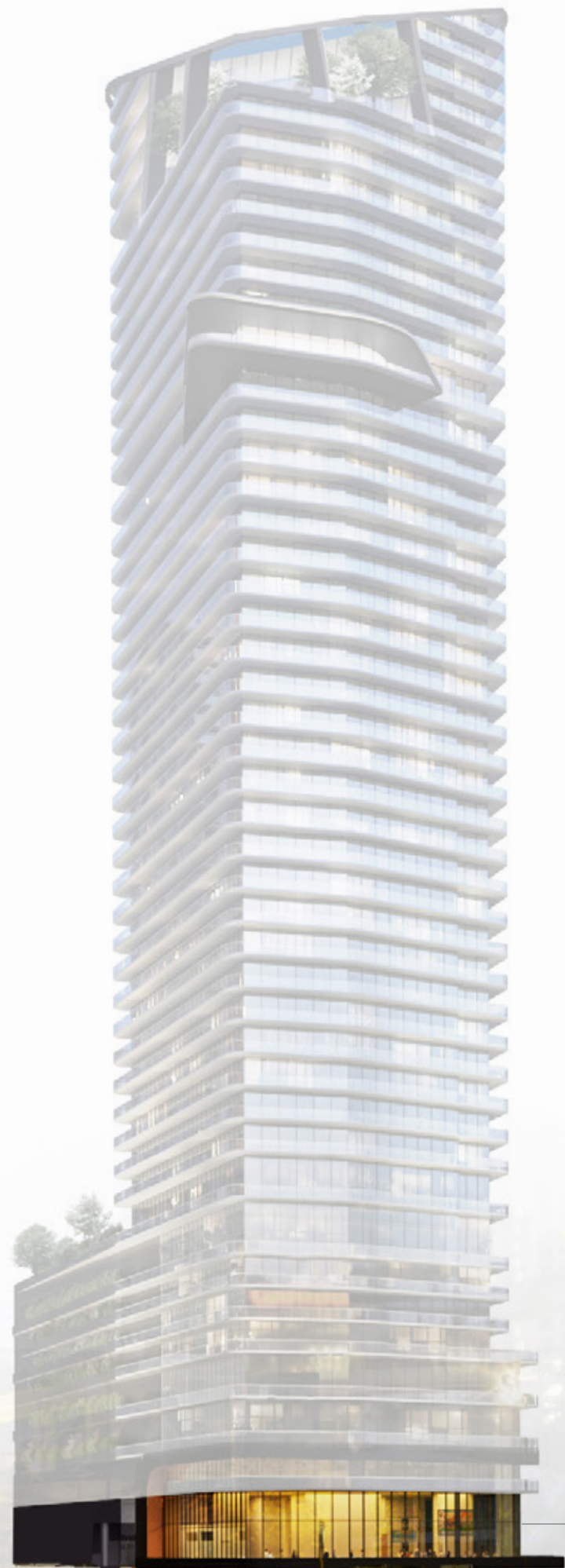


ARCHITECTURE & DESIGN

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





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



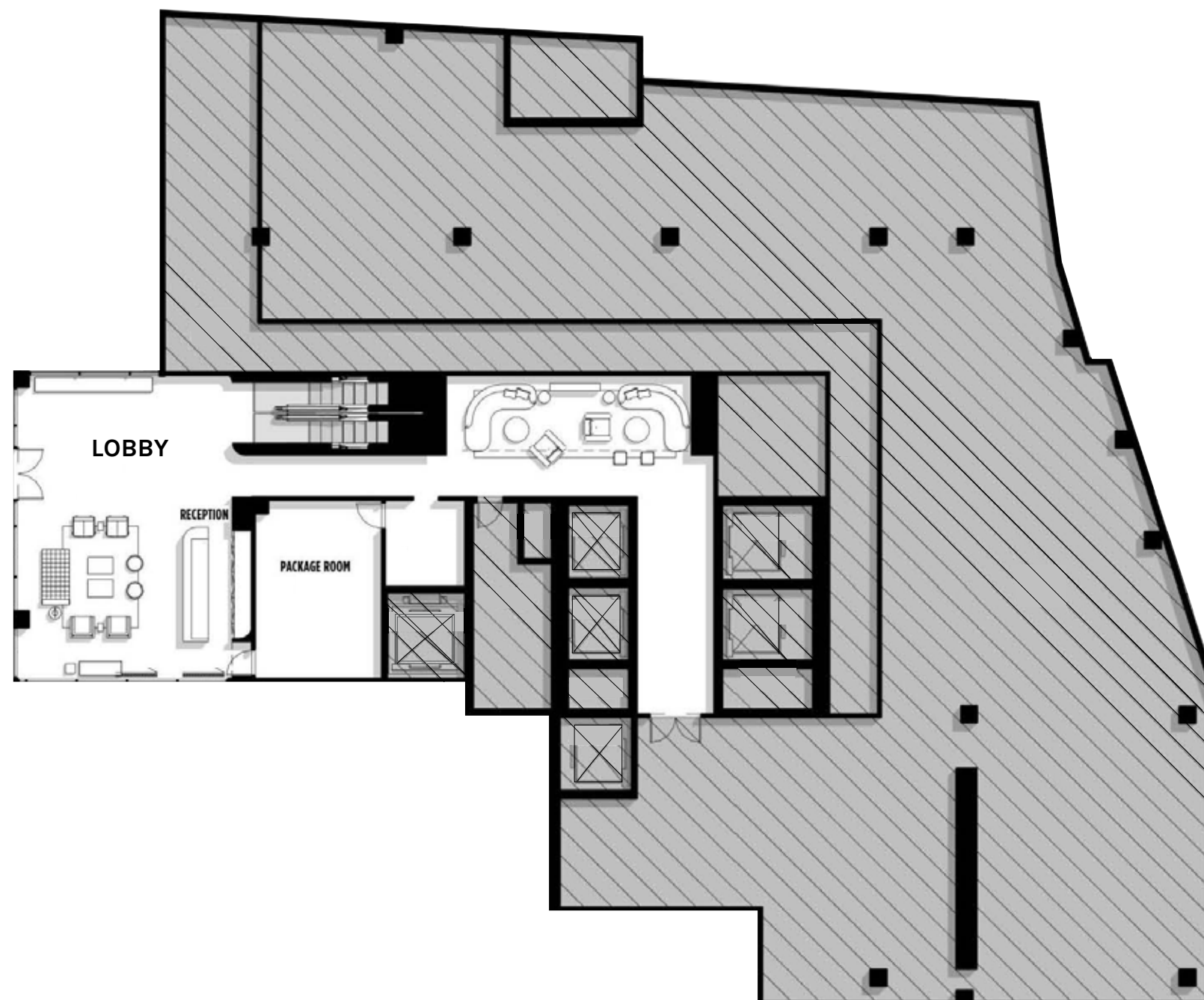
PACKAGE ROOM FOR DELIVERIES



5-STAR WATERFRONT RESTAURANT



GROUND LEVEL



DEVELOPED BY
Newgard

ARCHITECTURAL DEVELOPMENT BY
ARQUITECTONICA

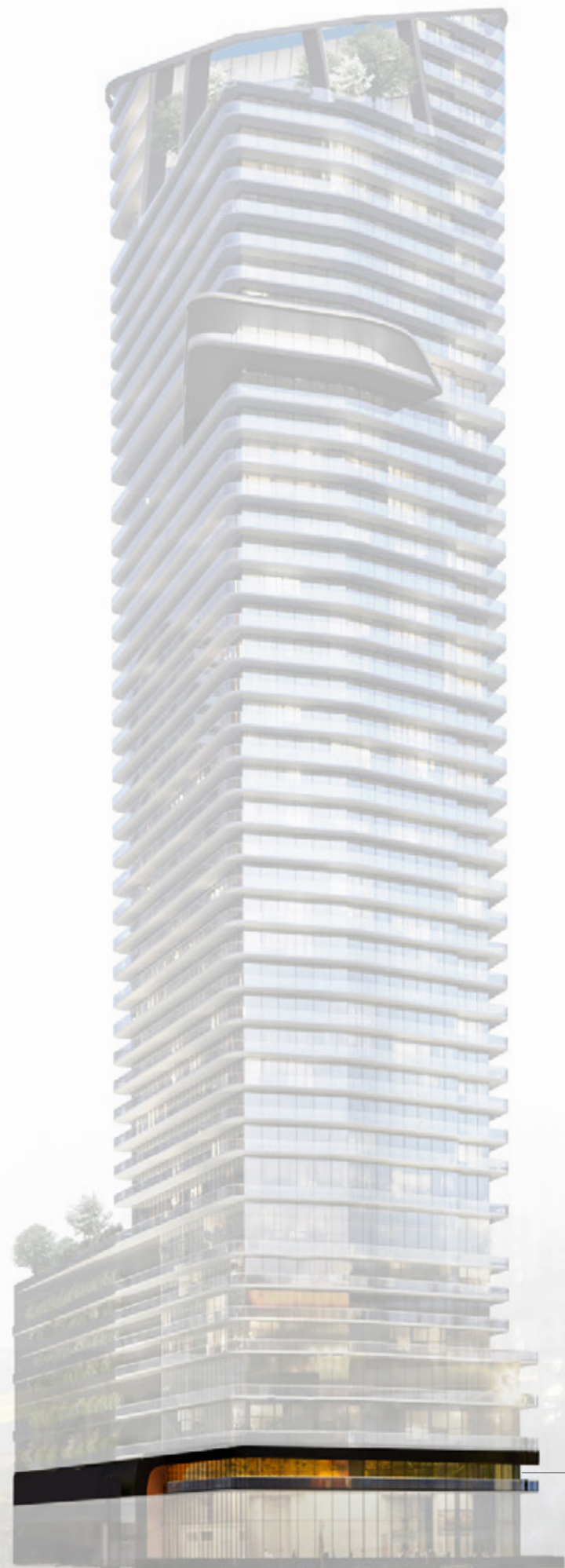
INTERIOR DESIGN BY

ARCHITECTURE & DESIGN

SALES & MARKETING BY
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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. STATED SQUARE FOOTAGES ARE MEASURED TO THE EXTERIOR BOUNDARIES OF THE EXTERIOR WALLS AND THE CENTERLINE OF INTERIOR DEMISING WALLS AND IN FACT VARY FROM THE SQUARE FOOTAGE AND DIMENSIONS THAT WOULD BE DETERMINED BY USING THE DESCRIPTION AND DEFINITION OF THE "UNIT" SET FORTH IN THE DECLARATION (WHICH GENERALLY ONLY INCLUDES THE INTERIOR AIRSPACE BETWEEN THE PERIMETER WALLS AND EXCLUDES ALL INTERIOR STRUCTURAL COMPONENTS AND OTHER COMMON ELEMENTS). THIS METHOD IS GENERALLY USED IN SALES MATERIALS AND IS PROVIDED TO ALLOW A PROSPECTIVE BUYER TO COMPARE THE UNITS WITH UNITS IN OTHER CONDOMINIUM PROJECTS THAT UTILIZE THE SAME METHOD. FOR YOUR REFERENCE, THE AREA OF THE UNIT, DETERMINED IN ACCORDANCE WITH THESE DEFINED UNIT BOUNDARIES, IS SET FORTH ABOVE AND IS LABELED AS "INTERIOR". MEASUREMENTS OF ROOMS SET FORTH ON THIS FLOOR PLAN ARE GENERALLY TAKEN AT THE FARTHEST POINTS OF EACH GIVEN ROOM (AS IF THE ROOM WERE A PERFECT RECTANGLE), WITHOUT REGARD FOR ANY CUTOUTS OR VARIATIONS. ACCORDINGLY, THE AREA OF THE ACTUAL ROOM WILL TYPICALLY BE SMALLER THAN THE PRODUCT OBTAINED BY MULTIPLYING THE STATED LENGTH AND WIDTH. ALL DIMENSIONS ARE ESTIMATES WHICH WILL VARY WITH ACTUAL CONSTRUCTION, AND ALL FLOOR PLANS, SPECIFICATIONS, LOCATION AND SIZES OF WINDOWS AND DOORS, AND OTHER DEVELOPMENT PLANS ARE SUBJECT TO CHANGE AND WILL NOT NECESSARILY ACCURATELY REFLECT THE FINAL PLANS AND SPECIFICATIONS FOR THE DEVELOPMENT. ALL DEPICTIONS OF APPLIANCES, COUNTERS, SOFFITS, FLOOR COVERINGS AND OTHER MATTERS OF DETAIL, INCLUDING, WITHOUT LIMITATION, ITEMS OF FINISH AND DECORATION, ARE CONCEPTUAL ONLY AND ARE NOT NECESSARILY INCLUDED IN EACH UNIT.



2ND LEVEL AMENITIES



BY INVITATION ONLY SPEAKEASY



PRIVATE MEETING ROOM



LOUNGE AND SOCIAL CLUB



SUPER-FAST WIFI



RIVERFRONT COVERED
TERRACE



GAME AREAS

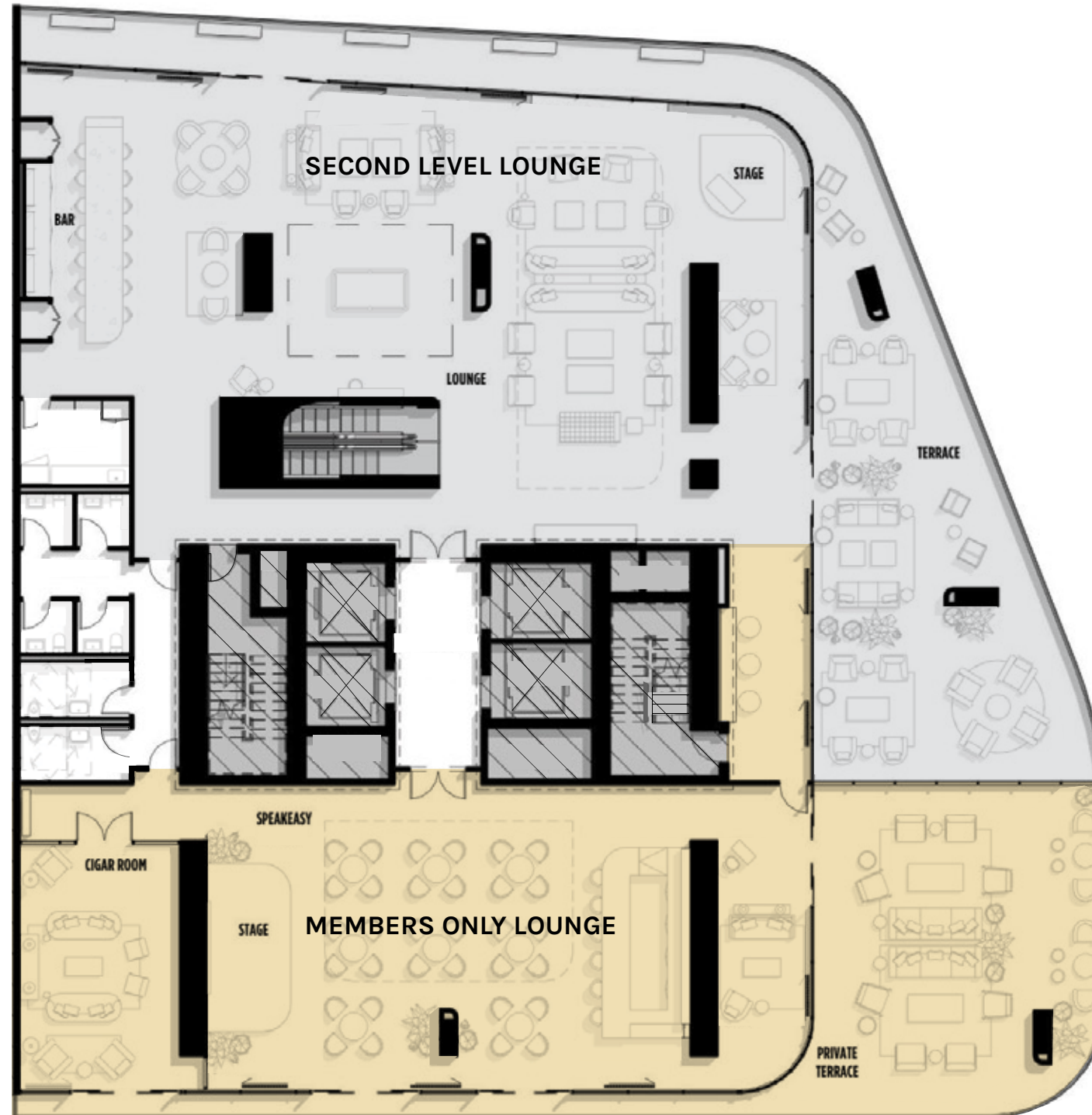


CO-WORKING LOUNGE AREA



INDOOR/OUTDOOR CIGAR
LOUNGE WITH RIVER VIEWS

2ND LEVEL



DEVELOPED BY
Newgard

ARCHITECTURAL DEVELOPMENT BY
ARQUITECTONICA

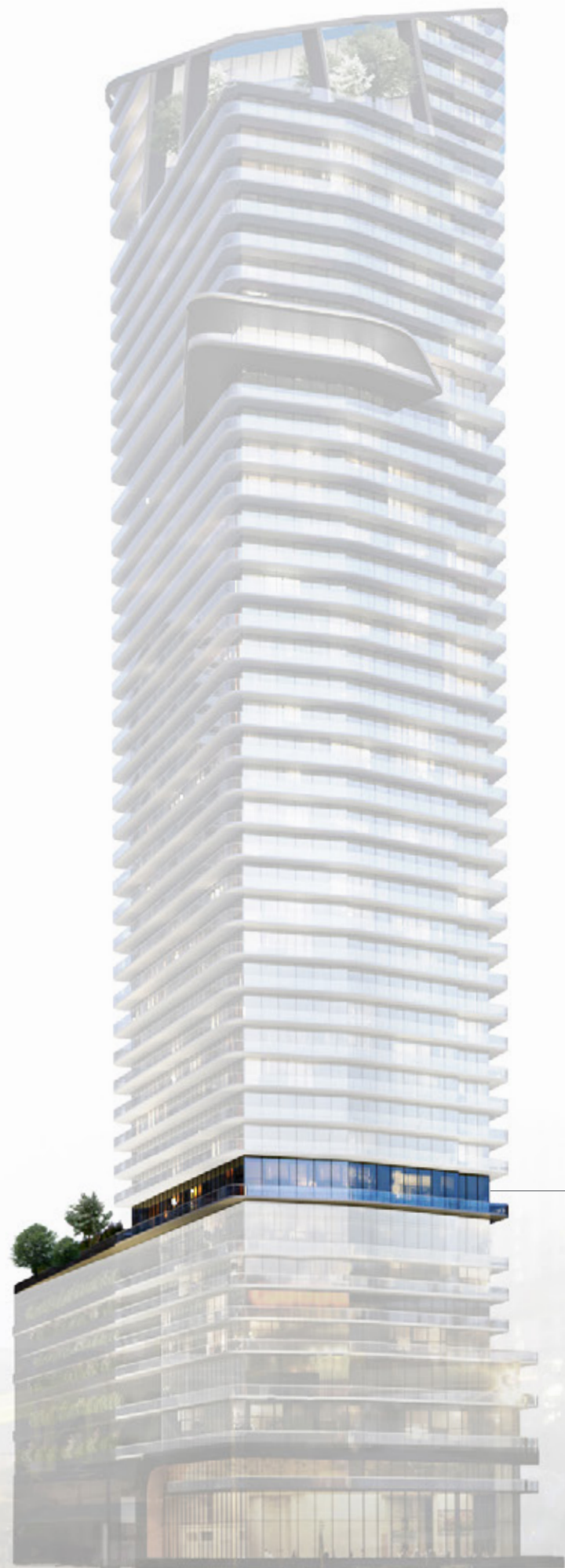
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9TH LEVEL AMENITIES



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



SAUNA, STEAM ROOMS, COLD
PLUNGE POOL AND SHOWER



JUICE BAR



INDOOR LIVING ROOM
AND LOUNGE

9TH LEVEL



DEVELOPED BY
Newgard

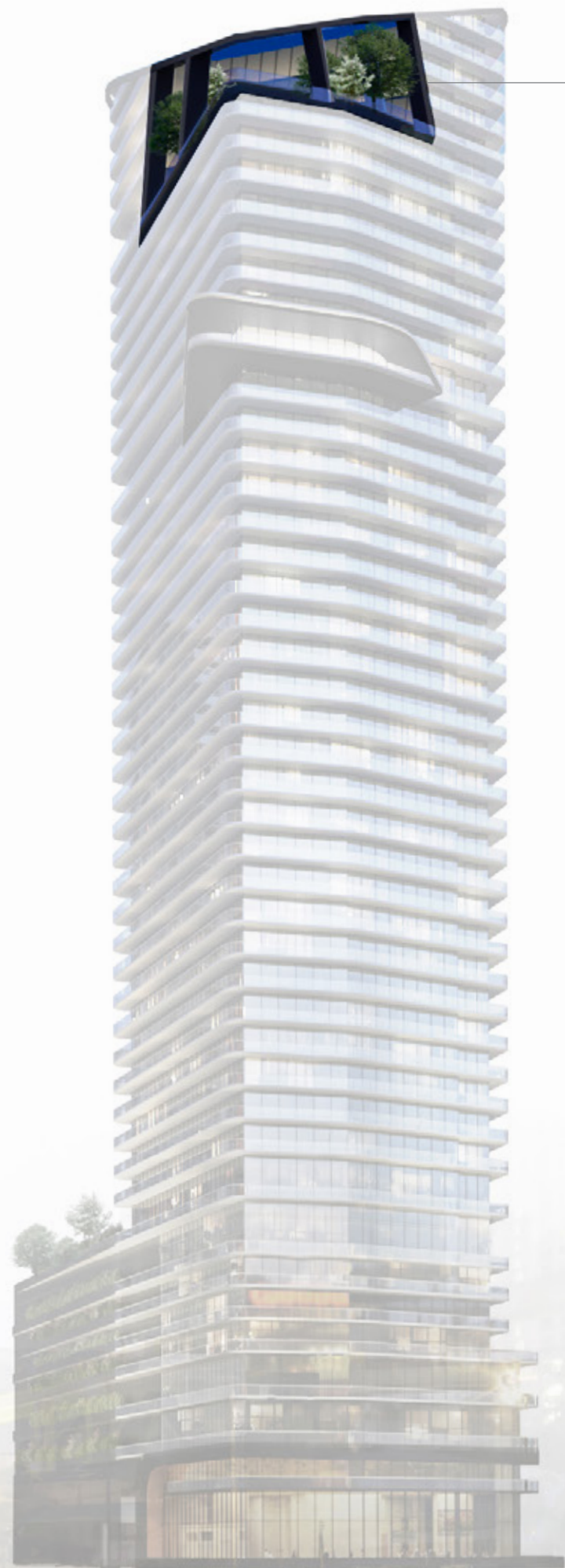
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ROOFTOP AMENITIES



360 DEGREE BREATHTAKING
RIVER AND CITY VIEWS



SUPER-FAST WIFI



INFINITY EDGE POOL
OVERLOOKING SKYLINE



INDOOR OWNERS
LOUNGE AND BAR AREA

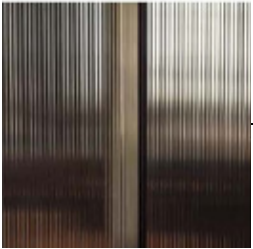


WRAPAROUND BALCONY
WITH LOUNGE SITTING AREAS

KITCHEN PALETTE



BRASS CABINET
DOOR FRAME



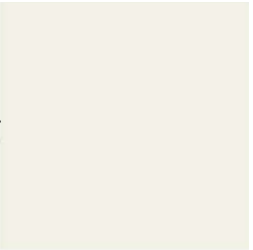
RIBBED GLASS
CABINET



BLACK VENEER
CABINET



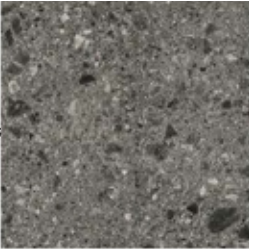
WOOD FLOORING



PAINTED CEILING



BLACK METAL
HARDWARE



STONE
COUNTERTOP/
BACKSPLASH

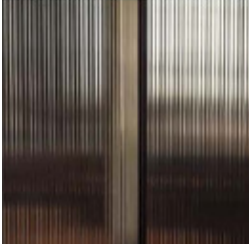
ARTIST'S CONCEPTUAL RENDERING



BATHROOM PALETTE



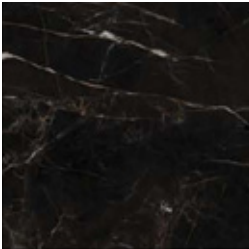
BLACK METAL TRIMS



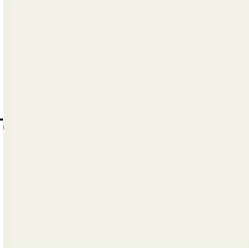
RIBBED GLASS SHOWER DOOR



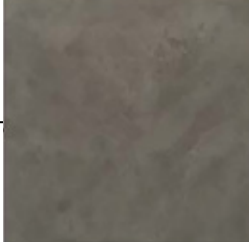
BRASS SCONCE



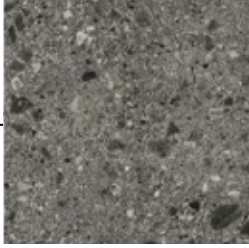
STONE TILE



PAINTED CEILING



ROMAN CLAY



STONE VANITY

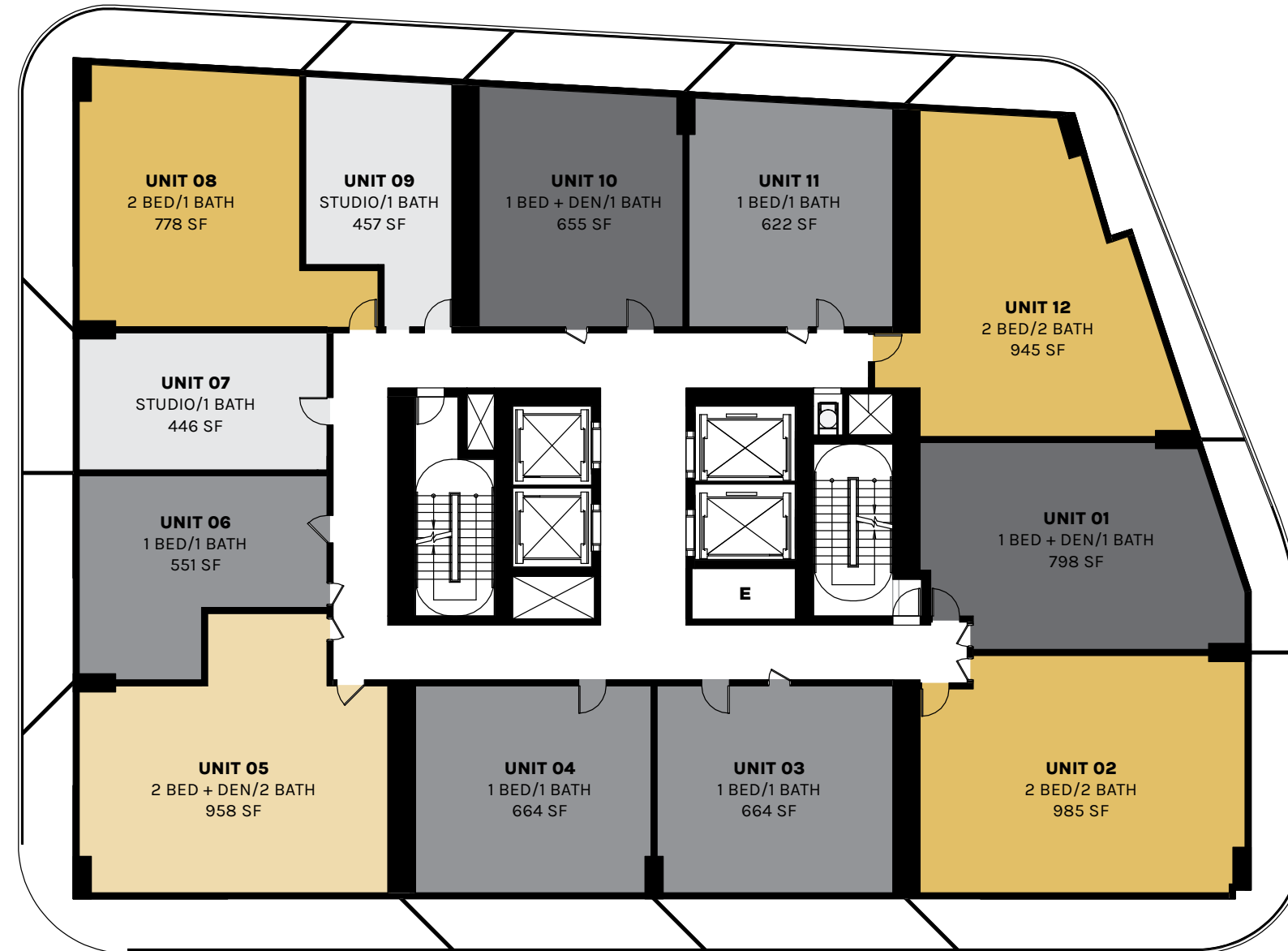


WOOD VENEER CABINET/SHELF

ARTIST'S CONCEPTUAL RENDERING



TYPICAL FLOOR PLATE



DEVELOPED BY
Newgard

ARCHITECTURAL DEVELOPMENT BY
ARQUITECTONICA

INTERIOR DESIGN BY

SALES & MARKETING BY
CERVERA[®]
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LEVEL 10-34

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DEVELOPER

Newgard

Leaders in the Residential Real Estate industry across the United States, Newgard brings over 50 years of dynamic experience in all elements of development, 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



NATIIVO MIAMI



NATIIVO AUSTIN



GALE RESIDENCES



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



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[®]
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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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