

OCEAN STYLE

Conrad® Fort Lauderdale Beach Residences To Launch

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FORT LAUDERDALE, FL (September 1, 2014) – World-renowned luxury hospitality brand brings high-touch service to fort lauderdale’s premier oceanfront address. Orchestra Hotels + Resorts, developers of the award-winning Hilton Fort Lauderdale Beach Resort, launches Conrad® Fort Lauderdale Beach Residences, a condominium and hotel

project, located in the enviable oceanfront address of 551 North Fort Lauderdale Beach Boulevard. Leading real estate brokerage company Douglas Elliman, has been selected as the exclusive sales and marketing team for the premier oceanfront property. The 24-story development is currently undergoing more than \$30 million in renovations and upgrades to deliver a world-class architectural design. The project is slated to be completed in 2015.

“Conrad Fort Lauderdale Beach Residences will provide a unique offering in the Fort Lauderdale real estate and hospitality market bringing modern and contemporary architecture with resort-style amenities designed to create a luxurious getaway for every discerning buyer,” said Mr. Jose Luis Zapata, Developer, who also developed the award winning Hilton Fort Lauderdale Beach Resort in 2007. “As one of the premier luxury condominiums and hotels to hit the market in the Fort Lauderdale area, our plan is to deliver quality homes that will resonate with the world-traveler who is looking for a turnkey lifestyle with high-touch service at a relative value.”

The Conrad Fort Lauderdale Beach Residences will offer 290-condominium hotel residences combining resort-style amenities with a luxury residential living experience. Homes will range from studio-, one-, two-, three-bedrooms and penthouses designed by Edge of Architecture and Steven G Interiors. There will be fully furnished and appointed deluxe condominium hotel studios-, one-, and two-bedroom suites with flat screen televisions, spacious private balconies, private owner's storage closet and marble entry foyers as well as exquisitely finished kitchens with top-of-the line appliances including Sub Zero refrigerators and Wolfe Cooktops. Spa-like bathrooms will boast marble vanity tops, separate shower and baths.

The Beach Residences will also offer an exclusive Signature Collection of limited oceanfront residences comprised of two- and three-bedroom homes ranging from 934 to 1,446 square feet with prices from \$825,000 to \$1,145,000. In addition to the all resort residence exclusive, each home will feature top-quality choice of year-round living or participation in Conrad Residential Rental Program*, a special selection of furnishings package from Interiors by Steven G or designer-ready residence finishes, one dedicated high-speed elevator, private owners lounge with wet bar for entertaining and washer/dryer hookup for hotel laundry service.

Originally designed by world-renowned architect Michael Graves, the property is being re-imagined with remarkable new design features by architectural firm Garcia Stromberg in collaboration with interior design firm Edge of Architecture. Upgrades include a porte-cochere entrance with 24-hour valet service, a striking new lobby and a dramatic glass-encased area "Jewel Box" which will be available for events and also connect the property's East and West towers, two stories above ground level.

Residents will be offered an array of exceptional amenities and superior services, including a state-of-the-art fitness center, full service Conrad branded spa, heated swimming pool with pool deck, whirlpool, lounge chairs and poolside restaurant and bar, beach service, oceanfront upscale dining, a gourmet market, WiFi throughout the resort and on the beach, meeting rooms and event facilities. Twice daily housekeeping services and laundry service, the E-Concierge App, and special Hilton Honors points and Diamond Hilton Honors membership status will also be available to residents.

"We are pleased to be working with Conrad Fort Lauderdale Beach Residences and welcome the development to Douglas Elliman's exclusive portfolio of luxury waterfront projects," said Horacio LeDon, President of Douglas Elliman Development Marketing in Florida. "The Fort Lauderdale market has been anxiously waiting for a luxury property of this caliber and this project will certainly fill in that void."

Prices for residences start at \$500,000 and range to multi-million dollar penthouses. An on-site sales office will be opened Monday through Friday from 10:00 a.m. to 5:30 p.m. and Sundays by appointment only.



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