

Introducing  
**THE HOTEL RESIDENCE  
COLLECTION**



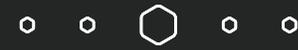
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# Own the SMART Way

Welcome to the new way of owning

We offer Real Estate on your terms. Use while you're here, rent while you're away. Smart Brickell units are approved to rent through Airbnb and other platforms. Smart Brickell has a vision that separates it from the rest. A smart integration of flexible usage, modern design and technology. A place for SMART owners designed to express the future of living.



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Smart Brickell Tower 2

# BUILDING OVERVIEW

50

Hotel Residences

0

Restrictions

## DEVELOPMENT TEAM

Habitat Group

## UNIT SIZES

Hotel Residence Units

419 to 540 SF

## INTERIOR DESIGN

Adriana Hoyos

## ARCHITECT

HAC Architects

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Introducing

# THE HOTEL RESIDENCE COLLECTION

- Fully finished and furnished residences thoughtfully inspired by internationally renowned design firm, Adriana Hoyos
- Floor to ceiling glass windows with custom window treatment
- All residences feature balconies
- Finished flooring on all residential interiors and balconies
- Kitchennettes and bathrooms feature custom Italian cabinetry and counter tops
- Innovative household appliances including: mini refrigerator, sink and microwave
- Fully built-out, generous closets



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# IT'S SMART TO HAVE OPTIONS

## LEASEBACK PROGRAM

A 2 year Fixed Annual Leaseback Option is available that ensures 2 years rent at a fixed rate.

## HOTEL PROGRAM

Our program differs from a traditional condo-hotel program in that owners will pay basic fees as opposed to receiving a percentage of their net rental revenue.

Benefits: increase occupancy, Rate optimization per season, verification of occupancy

## OWNER DIRECT MANAGEMENT

Owner will run his or her operation; this is not part of the Hotel program.

# Brickell Hospitality Market DEMAND

Miami Airbnb Market is among the biggest worldwide. Brickell short-term rental demand is booming, fueled by year round major events, which represents a tremendous opportunity for owners. Here is a look at hotel rates for the week of March 18 to 20.

## MORE THAN 15 MILLION VISITORS GO TO BRICKELL EVERY YEAR

Dozens of high-profile technology firms and financial institutions from New York and internationally have announced plans to open offices in Miami's downtown and Brickell neighborhoods. This will drive now, more than ever, corporate and business-related travel and high-end, multi-night stay properties in Miami's urban core will be in high demand.



| Expedia                                   |       |
|---|-------|
| HOTEL RATES                               |       |
| east<br>MIAMI                             | \$577 |
| FOUR SEASONS                              | \$923 |
| JW MARRIOTT<br>MARQUIS<br>MIAMI           | \$469 |
| NOVOTEL<br>HOTELS & RESORTS               | \$295 |
| SLS<br>BRICKELL<br>HOTEL & RESIDENCES     | \$776 |
| SLS<br>LUX BRICKELL<br>HOTEL & RESIDENCES | \$792 |



# Resort-style **AMENITIES**

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## **GROUND FLOOR**

Organic Café

## **8<sup>th</sup> FLOOR**

Pool Deck

Fitness Center

Spa

## **22<sup>nd</sup> FLOOR**

Bar and Lounge

## **23<sup>rd</sup> FLOOR**

Rooftop Terrace

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Adriana Hoyos Interior Concept  
**MAIN ENTRANCE**



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Adriana Hoyos Interior Concept  
**LOBBY & FRONT DESK**



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Adriana Hoyos Interior Concept  
**UNIT INTERIORS**



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Adriana Hoyos Interior Concept  
**AMENITIES DECK BAR**



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Adriana Hoyos Interior Concept  
**POOL DECK**



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Adriana Hoyos Interior Concept  
**ROOFTOP BAR & LOUNGE**



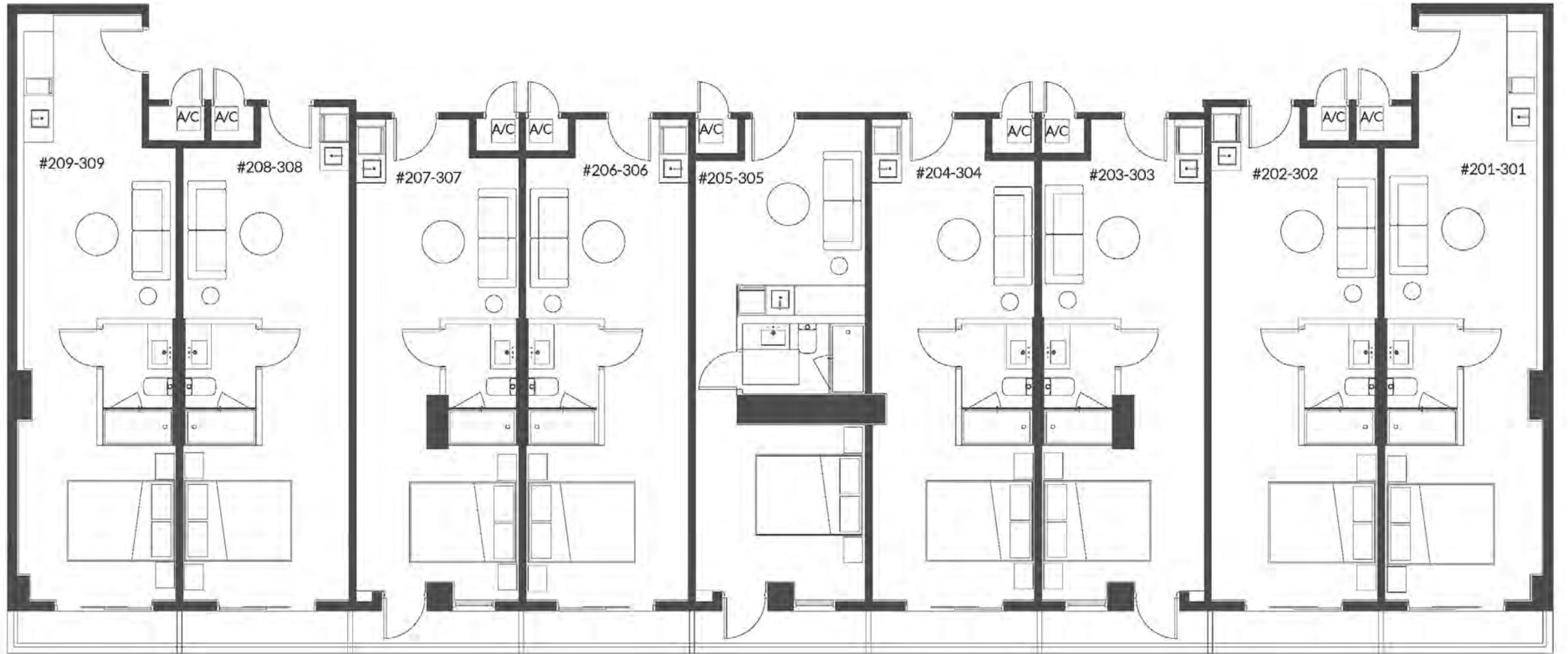
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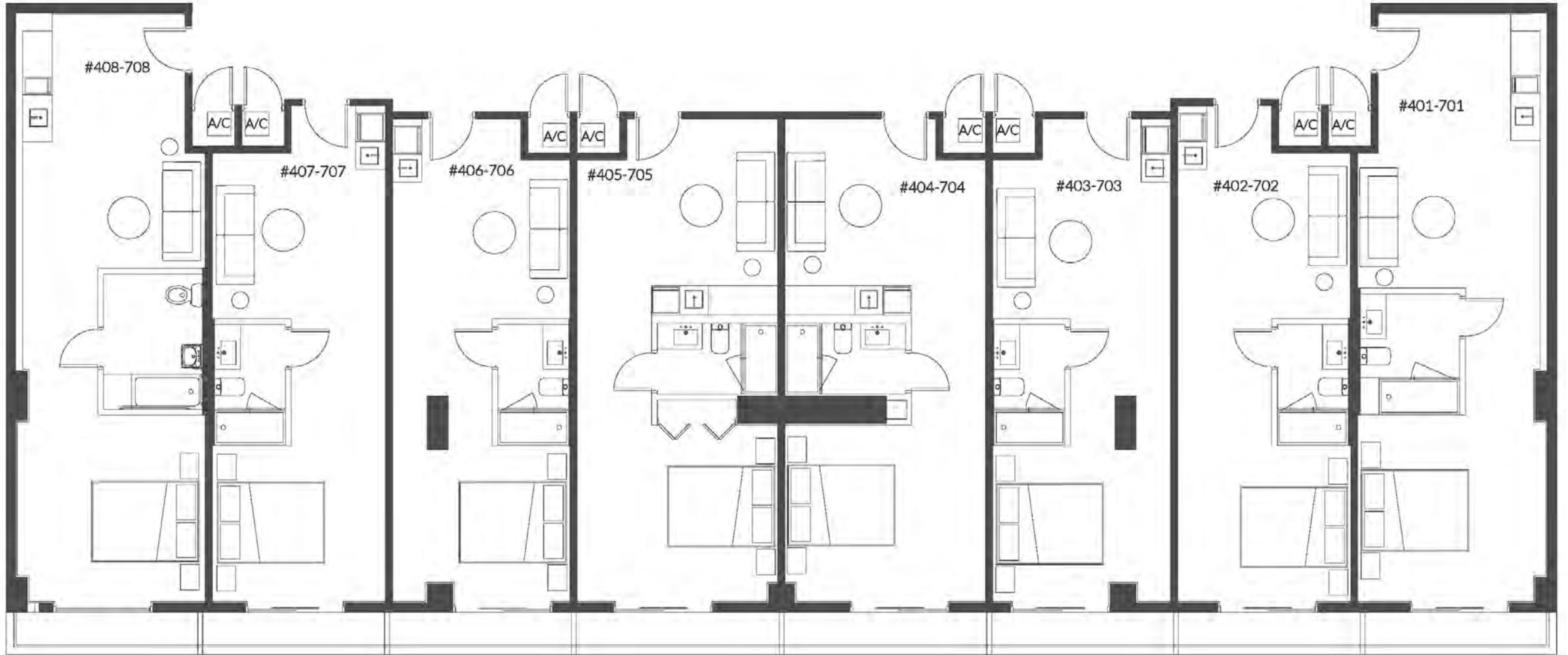
Adriana Hoyos Interior Concept  
**ROOFTOP BAR & LOUNGE**



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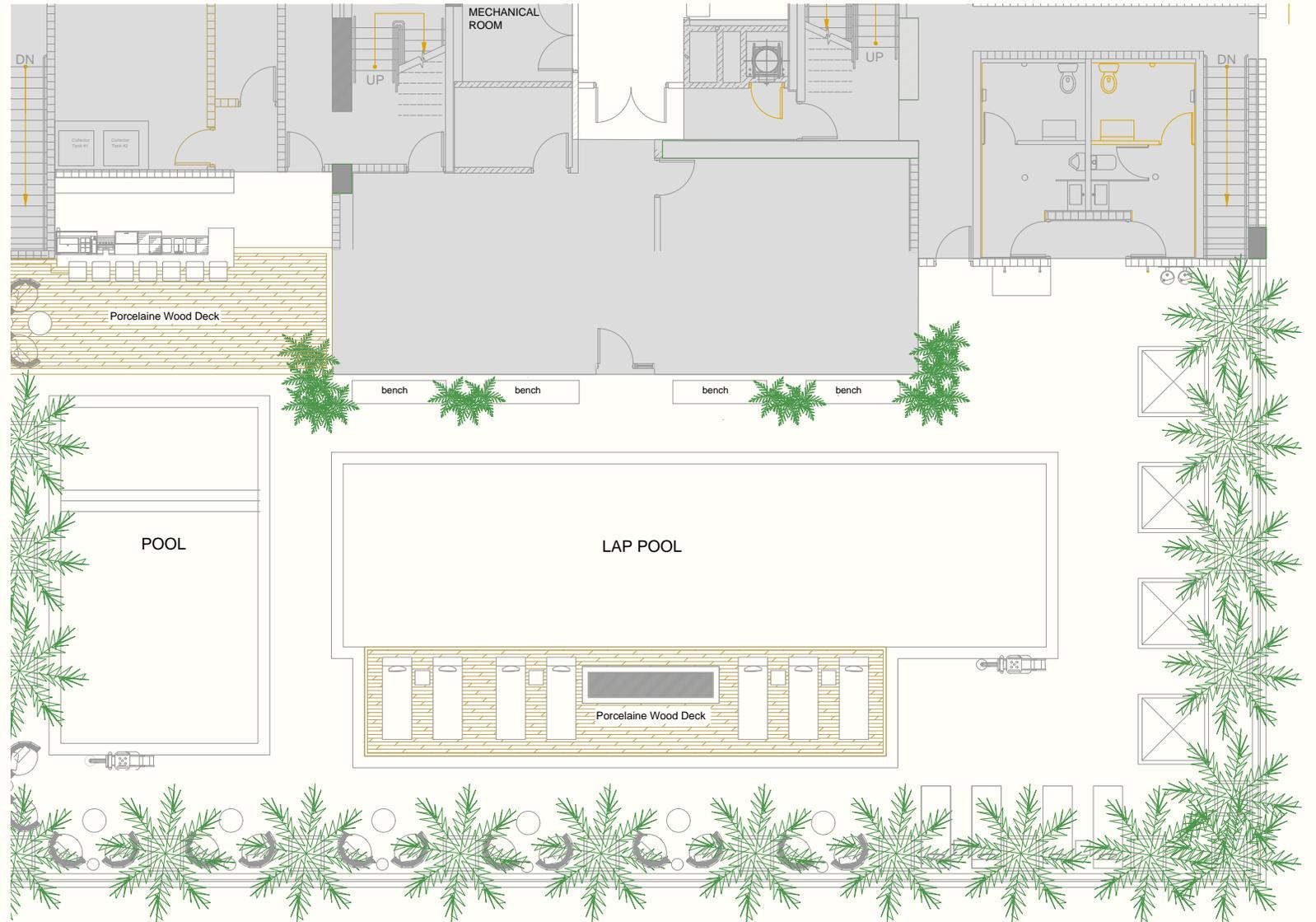




8<sup>th</sup> Floor

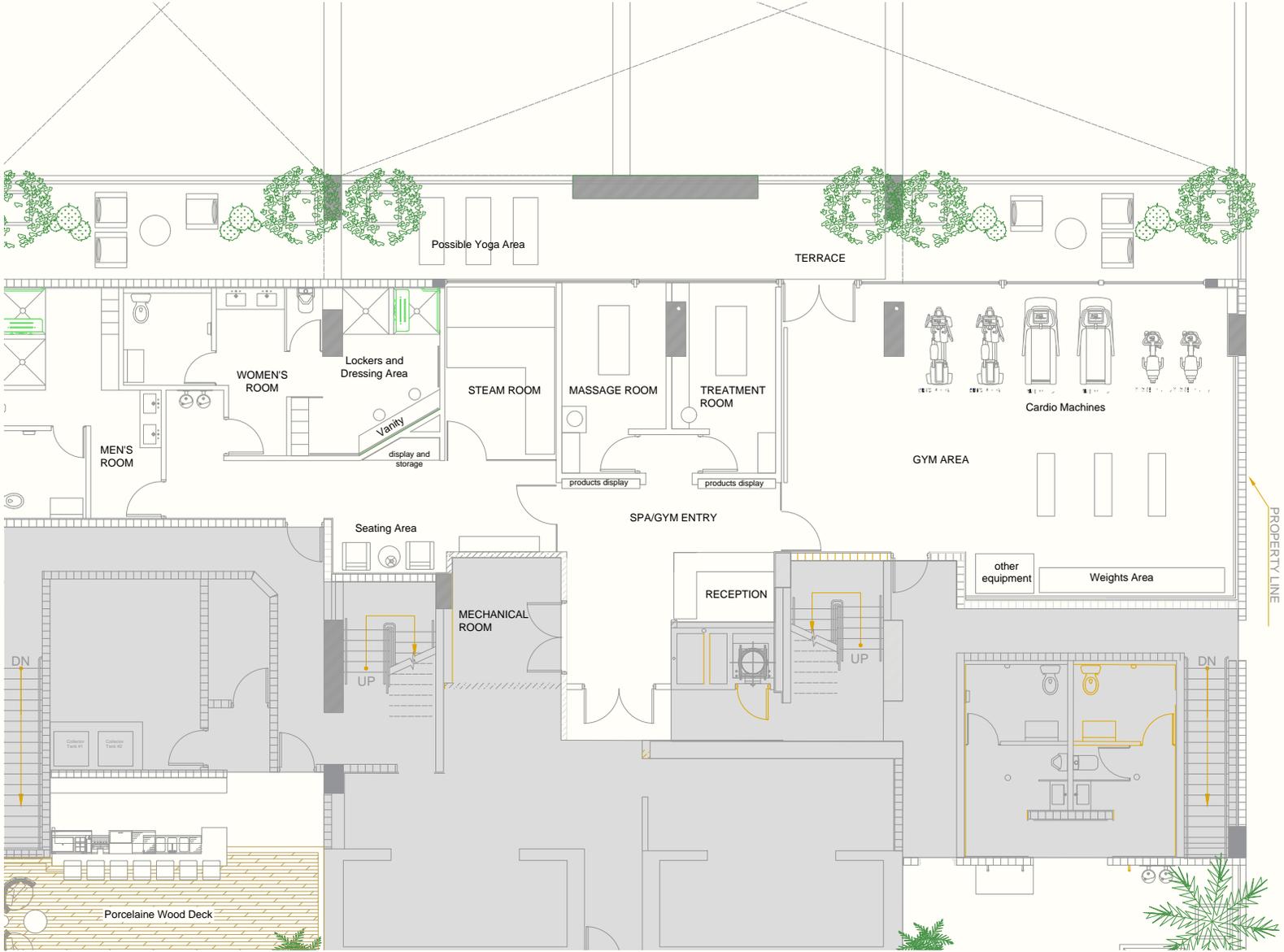
# AMENITIES POOL DECK

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8<sup>th</sup> Floor

# AMENITIES FITNESS CENTER & SPA



22<sup>nd</sup> Floor

# BAR & LOUNGE

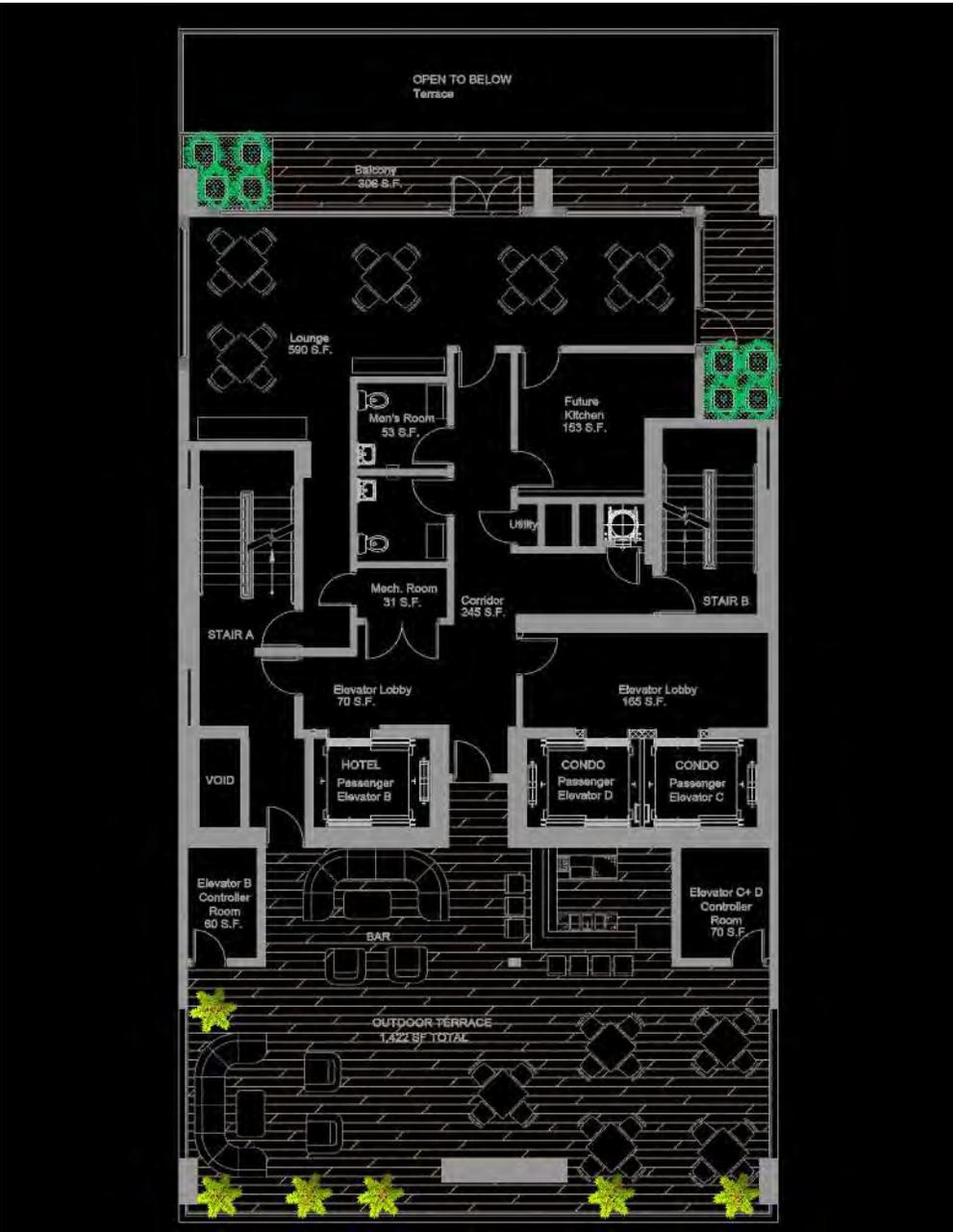
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23<sup>rd</sup> Floor

# ROOFTOP TERRACE

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23<sup>rd</sup> Floor

# ROOFTOP TERRACE

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23<sup>rd</sup> Floor

# ROOFTOP TERRACE VIEWS



North East

East

South East

23<sup>rd</sup> Floor

# ROOFTOP TERRACE VIEWS



South

South West

# WHY BRICKELL

With its booming population, surge of new condominiums and hotels and some of the hottest new bars and restaurants, the Brickell neighborhood has become one of the fastest-growing destinations in the country. A magnet for both business and tourism, this highly accessible and thriving district offers a true “live, work, play” lifestyle.

“BRICKELL IS MIAMI'S FASTEST GROWING NEIGHBORHOOD”

#1

Largest concentration of  
international visitors

#2

Most multi-national corporations  
outside of New York City's  
financial district

45%

of Greater Downtown Miami's  
population resides in Brickell

15 MIL

Visitors go to Brickell every year

Gateway to  
Latin America

Home to 1400 multi-national corporations

Ranked 9<sup>th</sup>

Worldwide for economic activity



# LIVE THE BRICKELL LIFESTYLE

## FINANCIAL CAPITAL OF THE SOUTH



Brickell is home to the largest concentration of international banks in the United States. Labeled the Wall Street of the South, Brickell is the second largest financial hub outside of New York City.

## INTERNATIONAL SHOPPING



Brickell's \$1.05 Billion anchor, Brickell City Centre, is home to internationally renowned shopping brands including Saks Fifth Avenue, Zara, Victoria's Secret, Intermix, All Saints Ten Baker and more.

## CONNECTIVITY



The Brightline high-speed rail service currently connects passengers from Miami, Fort Lauderdale and West Palm Beach and in 2022 will connect to Orlando and Tampa. Get everywhere you need to go in Miami with Brickell's easy access to public transportation including the Metromover and Miami Trolley.

## DINING



From top-rated Italian, Asian and Latin cuisines, to some of the best sushi in the city, Brickell offers an extensive list of trendy and tasty restaurants including Casa Tua Cucina, NAOE and Quinto La Huella.

Development Team

# HABITAT GROUP

Habitat Group is a full-service real estate development company that offers innovative real estate investment options. We have successfully built over 150 units and managed over 400 units in the Brickell area.

We are a passionate team devoted to the development of real estate in Miami. Habitat Group has been developing and operating residential, hotel and commercial units in the Brickell neighborhood for over 15 years.

## COMPLETED PROJECTS:

Habitat Residence 1

Habitat Residence 2

The Historic Miami River Hotel

The Jefferson Hotel

East River Living



Interior Design

# ADRIANA HOYOS

Adriana Hoyos is characterized by a unique style – timeless, warm and sophisticated – reflected in her interior and furniture design. During her career, that started more than 27 years ago, she has worked on hundreds of interior design projects and eleven furniture collections.

Adriana has been recognized as a leader in furniture and interiorism. She has created a broad portfolio of residential, commercial and hotel projects for prominent individuals and corporations in the United States, Mexico, the Caribbean, South America, the United Kingdom and France.

## COMPLETED PROJECTS:

Vanderbilt Mansion - Fisher Island, FL

Paamari Restaurant - Quito, Ecuador

Executive VIP Lounge - Quito, Ecuador

Porsche Tower Penthouse

Paramount Penthouse



# THE HOTEL RESIDENCE COLLECTION

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