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Concierge Service Brings Miami's High-End Homebuyers Straight to the Beach

Condo developers offer "beach concierges" that are the next best thing to waterfront living

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A view of South Pointe Park in Miami's South of Fifth neighborhood.

If you don't have the luxury of living on the beach, these Miami property developers are willing to give you a lift.

In the South of Fifth enclave of South Beach, the boutique condo Louver House will offer a "beach concierge" service to provide residents with full-coverage umbrellas, sun beds, towels, and a variety of dining options. Since the property, still under development, is about a 10-minute walk from the sand, a chauffeur will shuttle residents to the beach and back.

“We ... added signature touches like on-call transportation and a branded paddle board to offer residents the true Miami experience year round,” said Camilo Miguel Jr., CEO and founder of Mast Capital, the developer of Louver House.

As the number of oceanfront lots dwindled in Miami Beach and the cost of land increased, condo developers turned to non-waterfront properties for their projects. Now, they’re looking for ways to entice potential buyers, particularly those who’d prefer to live on the water.

But while living on the beach is convenient, it’s also pricey. Waterfront properties command a premium in Miami, selling for about 60% more on average than non-waterfront homes, according to Jonathan Miller, president and CEO of property appraisal and consulting firm Miller Samuel.

The 12 residences at Louver House, which will be completed in early 2017, measure from 2,088 to 2,432 square feet, and range in price from \$2.5 million to \$3.9 million. In comparison, oceanfront properties of the same size can cost upwards of \$4.5 million, according to figures provided by Louver House.

The beach concierge program proved to be popular with Louver House buyers, and so Mast Capital is now offering a similar program at another non-oceanfront condo project, 3900 Alton, which is underway in Mid-Beach.

Designed by Spanish architect Ricardo Bofill, the 78-unit building will offer a “Tesla house car” to chauffeur residents to and from the beach club at Nobu Hotel Miami Beach. Here, buyers will also enjoy VIP access.

Mast Capital isn’t the only developer banking on the allure of beachside conveniences.

In downtown Miami, the Related Group’s SLS Hotel & Residences Brickell will shuttle residents to and from the beach, and at its Icon Bay project in Edgewater, residents will have a membership to SLS South Beach, according to Carlos Rosso, President of the Related Group’s condominium division. This membership includes access to lounges and cabanas, beach and pool towel services, as well as seaside snacks.

Also in Brickell, Related’s 1100 Millecento condominium offers its residents access to the Grand Bay Club in Key Biscayne.

“We’re always trying to come up with ways to give the beach to buyers,” Mr. Rosso said.