

Q&A

Auberge Resorts enters real estate with permanent residences

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Auberge Beach Residence & Spa

By NANCY BUCKLEY

Auberge Resorts will no longer only serve the short-term vacationer, but will now host permanent residents at its first ever real estate location in Fort Lauderdale.

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Switching from short-term vacation guests to permanent residents will likely force the brand to adapt to certain services that appear in a long-term setting. This endeavor into real estate will present Auberge Resorts an opportunity to connect with consumers on new levels and establish relationships with the residents that may spread across to its hotel locations elsewhere.

"Luxury consumers, and the typical Auberge Resort guests, are well-traveled, successful and have 24-hour on-the-go lifestyles," said Mark Harmon, founder and managing partner at Auberge Resorts Collection. "To them, time and space are the ultimate luxuries.

"Auberge Beach Residences will offer ample space in each of its ocean-facing residences, while creating a sense of tranquility and a place where time seems to stand still," he said.



Mark Harmon

In this Q&A Mr. Harmon will explain the reasons and process behind Auberge Resorts entering into real estate.

Here is the dialogue:

How will the solely residential building be different than an Auberge Resorts property?
What amenities will it have?

Auberge Beach Residences & Spa will embody the sophisticated, yet casual lifestyle that is our signature at all Auberge properties.

We see a natural opportunity for the same resort-inspired lifestyle at our first residential project. We're known for our Michelin-starred cuisine, so real estate buyers can expect an exceptional restaurant on the best beachfront location in Fort Lauderdale.

We're also creating a host of luxurious resort amenities, including a full-service spa, beautiful pools and gardens, public and private lounges. Underscoring all of this will be an incredibly high level of personal service.

Why did Auberge decide to invest in residential real estate?

We saw an exceptional opportunity to work with longtime collaborators The Related Group and Fortune International Group, who have track records of developing the most notable projects in North America, along with Andy and Kathy Mitchell of The Fairwinds Group, who brought their personal connection to the community and a family legacy in Fort Lauderdale. The design team of Nichols, Brosch, Wurst & Wolf Associates Architects and interior designers Meyer Davis is second to none.

We believe that the Auberge lifestyle is the perfect complement to a project of this caliber and will set a new lifestyle standard for the destination of Fort Lauderdale.

What is the appeal of Fort Lauderdale for this first residential building?

Fort Lauderdale is a sophisticated market serving an affluent, well-traveled clientele that knows our brand and our style of luxury. It is a beautiful destination with wonderful past and a bright and promising future with the continued rise of the markets in South Florida as well as the desirability of its coastal location.

Who is the prime consumer for this residential building?

We see our buyers as a mix of couples and empty-nesters seeking both primary residences and luxury second homes. Many of buyers will be from Fort Lauderdale, as

well as the Northeast, East Coast and Midwest, Toronto and South Florida. Fort Lauderdale has the advantage of direct lift from many major U.S. markets and an increasing number of South American markets, so the international appeal is huge.

The Residences' beachfront location, expansive floor plans, large outdoor terraces, amenities and privacy in a building of just 171 residences will also resonate with multi-generational families seeking a destination home that all can enjoy.

What elements are crucial when building a luxury residence?

We first focus on the quality of the product and the experience it will offer. From the layout out of the floor plans, the gathering spaces in the restaurant, to the sense of place the interior design creates, every detail is crucial. With Fortune International and Related Companies behind Auberge Beach Residences & Spa Fort Lauderdale, we have an unparalleled team making the vision of this sophisticated, ocean-front oasis a reality.

What are the key tactics for marketing luxury residences to consumers?

Luxury consumers, and the typical Auberge Resort guests, are well-traveled, successful, and have 24-hour on-the-go lifestyles. To them, time and space are the ultimate luxuries. Auberge Beach Residences will offer ample space in each of its ocean-facing residences, while creating a sense of tranquility and a place where time seems to stand still.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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