

REAL ESTATE

Engel & Vlkers partner for sustainability-minded luxury real estate development

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The Lynx Golf Estates are developed with sustainability as a key component. Image credit: Engo I & Vlkers

By DANNY PARISI

Real estate brokerage Engel & Vlkers is partnering with developers Inter Related and Namba One Star to promote a new golf community in South Florida built with an emphasis on sustainability and environmental consciousness.

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The community will be called the Lynx Golf Estates and will focus on wealthy clients interested in golf and leisure. The community is hoping to stand out with a focus on sustainability including solar power and clean water sourcing.

"Sustainability is a top priority for the Lynx Golf Estates as the homes will be more efficient, reduce waste and have a positive impact on health, safety and community welfare," said Lenny Felberbaum, **Engel & Vlkers** Delray Beach, FL, license partner and real estate broker, who will be handling sales for this project.

Sustainable goals

Sustainability has been a hot button issue in the luxury world recently, with erratic weather and disasters such as the devastating hurricane in Houston keeping the environment at the forefront of consumers' minds.

Engel & Vlkers, along with its two partners, is making sustainability one of the key components of a new luxury golf community in South Florida, focused on leisure, golf and a stewardship of the environment.

To further this goal, the community is being developed with sustainability in mind. This means that solar energy, which is renewable and does not contribute to carbon emissions, is being equipped on every home.



A rendering of one of the homes. Image credit: Engel & Völkers

The developers have pledged to recycle all applicable building materials and install efficient water fixtures that create minimal waste.

Outside of the actual building, the project will support environmental causes in other ways as well. Proceeds from sales will be given to the Lynx Foundation, an organization devoted to conserving and preventing the extinction of the lynx, an endangered big cat.

When development is complete, the development will comprise 13 luxury units, creating a tranquil and exclusive environment.

Engel & Völkers will be working to bring more international clients to the community.

Environmental action

Luxury has been at the forefront of luxury's mind recently, with President Trump's removal of the U.S. from the Paris Climate Agreement being a major catalyst.

Luxury brands are responding by upping their sustainable efforts.

For instance, online retail company Yoox Net-A-Porter Group is ceasing the sale of all merchandise containing animal fur on its multi-brand sites.

The new policy, which impacts Net-A-Porter, Mr Porter, Yoox and The Outnet, will also include partnerships with organizations including The Humane Society of the United States (HSUS), Humane Society International (HSI) and Lega Anti Vivisezione (LAV). Sustainability is becoming more imperative for retailers as consumers seek brands whose values reflect their own ([see story](#)).

Similarly, Italian apparel and accessories label Salvatore Ferragamo has taken great steps to become a sustainable company and reduce its negative effects on the environment.



Lenny Felberbaum is director of sales for the project. Image credit: Engel & Völkers

Ferragamo released its Sustainability Report 2016, which is showing a 10.8 percent decrease in its natural gas

consumption in one year from 2015. Also, Ferragamo's Italy-based employees traveled more than 9,542 kilometers, or 5,929 miles, carpooling ([see story](#)).

While fashion brands are big on sustainability, there has not been as much focus on it from the real estate industry. That is why the Lynx Estates is such a notable addition to the luxury real estate world, being a community built with sustainability as one of its defining features. It is possible more luxury developers may follow suit and the trend of sustainable living will grow.

"Engel & Vlkers offers smart marketing with extensive exposure," Engel & Vlkers' Mr. Felberbaum said. "We dedicate the expertise, time and unmatched marketing resources to get our properties in front of qualified consumers whether they're next door, in North America or abroad."

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