

REAL ESTATE

Four Seasons offers glimpse of residential experience

April 22, 2021



Four Seasons residence at Grosvenor Square in London. Image credit: Four Seasons Hotels

By NORA HOWE

Hospitality group Four Seasons Hotels and Resorts is inviting affluent home buyers to experience its ownership opportunities through the eyes of one of its own residents.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Despite the negative effects of COVID-19 on the global real estate market, the branded residence sector continues to gain traction with buyers. In an effort to promote its residential offerings, Four Seasons has released three short films highlighting the branded residence experience through the perspectives of resident Nazie Eftekhari and general manager John O'Sullivan.

"When residents buy a home with Four Seasons, they enjoy the freedom and personalization of homeownership blended with seamless service, enjoying the same attention to detail and quality that they do when staying with the brand worldwide," said Bart Carnahan, president of global business development and portfolio management at **Four Seasons Hotels and Resorts**. "We provide peace of mind through worry-free homeownership, delivered by a dedicated team residents know and trust, in the world's most outstanding homes."

Branded residences

Through its residences, Four Seasons aims to combine the comfort of home with the luxury service that is fundamental to the hospitality brand.

The short videos feature Ms. Eftekhari, who describes her own personal experience living at Four Seasons. She explains that being a homeowner within the Four Seasons community allows her the freedom that comes with ownership without the worry of having to take care of everything.

Mr. Sullivan emphasizes how Four Seasons private residences offer residents a fully seamless experience. From fulfilling grocery requests to coordinating restaurant reservations, the teams at Four Seasons residences are dedicated to creating an effortless living experience for its residents.

"You get to enjoy your family, you get to enjoy your friends, you get to simply enjoy your time," Ms. Eftekhari says in the film. "But at the same time, as a business woman, one of the most important things for me is that this is a long-

term investment."

Four Seasons through the eyes of a resident

Mr. Sullivan and assistant director of residences Kassandra Rodriguez further emphasize their roles in providing a seamless experience, and how the Four Seasons staff forges bonds with the residents.

"All the staff know [the residents] they know their names, they know their children's names," Ms. Sullivan says. "They've seen them growing up."

Four Seasons inaugurated its first private residence in 1985, and its first standalone residence, located in London's historic district of Mayfair, in 2019 ([see story](#)).

Having identified a strong demand for hotel-branded private residences worldwide, Four Seasons announced in January 2020 expectations to double its residential portfolio by 2025. It said more than 90 percent of all development projects would have a residential component.

This year, the group will debut three standalone properties in San Francisco, Los Angeles and Marrakech ([see story](#)).

"In most cases, Four Seasons Private Residences are integrated with a neighboring Four Seasons hotel or resort providing residents access to all of the services and amenities of the property, including the spa, restaurants and bars," Mr. Carnahan said. "Residents also have access to their own exclusive services and facilities, in order to maintain their privacy when desired."

"For our standalone Private Residences, we offer one-of-a-kind services and amenities that one might expect of a hotel or resort, but exclusive to our residents," he said. "For example, at Twenty Grosvenor Square, our inaugural standalone Private Residence in London, there is an onsite wine cellar, movie theatre, state-of-the-art fitness centre and spa available only to our residents."

This week, Dubai-based Luxhabitat Sotheby's International Realty announced that it has sold out all of its Four Seasons Private Residences since launching three months ago.



Four Seasons Residences in Dubai. Image courtesy of Sotheby's International Realty

Situated along the Dubai Canal, the hotel-branded development is home to 28 units, including two-, three- and four-bedroom apartments, with the two-beds starting at \$3 million.

Residential opportunities

While the hospitality sector has a prominent role in branded private residences, brands within the automotive industry have been exploring residential real estate opportunities as well.

British automaker Bentley Motors is building its first branded residences in South Florida, becoming the latest luxury marque to expand into real estate. Reflecting Bentley's commitment to sustainability, the project will be built in accordance with the Florida Green Building Council (FLGC) certification and use sustainable materials throughout the property.

Located on the coastline of Sunny Isles Beach, Bentley Residences will have more than 200 luxury apartments, each featuring an in-unit multi-car garage and car elevator ([see story](#)).

British automaker Aston Martin completed the foundational work for its luxury high-rise, Aston Martin Residences, in June 2019 and is scheduled to be completed by next year.

Located at 300 Biscayne Boulevard Way at the mouth of the Miami River, Aston Martin Residences is already one of the most in-demand addresses in South Florida. In August 2019, G&G Business Developments, the firm behind the Residences in Miami, revealed that half of the luxury homes had already been sold ([see story](#)).

However, hospitality brands still hold an advantage over automakers in the branded residences sector.

"We have recognized the strategic and competitive advantages of combining hotel and resort projects with our Private Residences, creating a community within each property," Mr. Carnahan said. "Our residents are a key part of that community, leveraging the services and amenities of the neighboring hotel or resort and making it an extension of their home and lifestyle."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.