

SOUTH FLORIDA  
**LUXURY**  
GUIDE  
SHOPPING, LIFESTYLE AND ENTERTAINMENT

February 2018



**Levy**   
**Public Relations  
& Events**

# REAL ESTATE *Showcase*

If there were any question of the imprint South Florida was making on the world, just look skywards. The region's ever-shifting skyline is still growing, and each year, the buildings get bigger, better, taller and more luxurious with one incredible amenity after another. This year will be no exception, as interest in South Florida real estate stays strong. For our annual feature, we went directly to the industry titans themselves to hear exactly what the market has in store for 2018 and beyond.

BY JULIA FORD-CARTER



IMAGE COURTESY: BRICKELLTOWER.COM

Brickell skyline with  
Panorama Tower rendering



100 Las Olas pool deck



**100 LAS OLAS** The sky's the limit at Fort Lauderdale's tallest building. The 121 residences and private amenities span floors 16 to 46, with interior finishes by renowned Palm Beach designer Bob Martin of The Decorators Unlimited. Famed Simeone Deary Design Group adds its touch to the tower's common areas and Hyatt Centric hotel downstairs. *100 E. Las Olas Blvd., Fort Lauderdale; 954.800.6263; onehundredlasolas.com*

**DEVELOPER:** The Koltner Group | **ARCHITECT:** SB Architects  
**RESIDENCES:** 2-3 bedrooms; 1,501-2,964 sq. ft.  
**PRICE:** \$800,000 to \$2 million+  
**SCHEDULED COMPLETION:** Fall 2019



## NORTHERN EXPOSURE

*Peggy Fucci, president and CEO of OneWorld Properties, the brokerage of record at 100 Las Olas, speaks to the allure of beachside urban living in Broward County.*



**Who is the 100 Las Olas buyer?** East Fort Lauderdale is fortunate to have two consistent types of buyers. The first is our true second-home buyer coming from the Northeast, the Midwest and, our newest addition, California. But we also have the South Florida western suburbs buyer who is typically an empty nester who wants to be closer to the action and who doesn't need the 7,000-square-foot home any longer.

**What's important to residents in today's market?** Our biggest trend in the market is walkability. People don't want to be driving for long periods of time, and they are valuing time with friends and family. Living in a central location that allows them to walk to shopping, dining and entertainment is a feature that 100 Las Olas offers. Also, having a separate hotel component at

the base allows our residents to enjoy the benefits of a hotel and still keep their private home environment. Imagine having your guests come to visit but staying just downstairs and meeting at the lobby for a drink right before you walk down the street for dinner. It's truly an exceptional lifestyle.

**Why is downtown Fort Lauderdale gaining popularity?** Accessibility. We have the upcoming All Aboard Brightline station right near downtown that will allow such ease of transportation for those residents who work in our neighboring counties. In addition, the Fort Lauderdale International Airport continues to expand its offerings by adding national and international destinations every year. It's so pleasant to be just 15 minutes away from the airport. [onehundredlasolas.com](http://onehundredlasolas.com)



IMAGES COURTESY 100 LAS OLAS