HAUTE LIVING · HL REAL ESTATE GROUP

THE SHORT-TERM RENTAL INVESTOR REPORT

The Air BnB Collection

Seven of Miami's finest Airbnb-approved residences

MIAMI BEACH · WYNWOOD · DOWNTOWN · BRICKELL · CORAL GABLES · 2026

PREPARED BY HL REAL ESTATE GROUP, A DIVISION OF HAUTE LIVING · CONFIDENTIAL

THE REPORT

Contents

A LETTER

From HL Real Estate Group

There is a difference between a broker who can show you a building, and a media company that has spent twenty years defining the market that building sits in.

Haute Living has covered Miami's ultra-luxury real estate since 2005. We know these developers personally, we have followed the short-term-rental category since its first approvals, and we maintain a standing database of qualified buyers built from years of branded-residence campaigns across South Florida.

This report exists because the Airbnb-approved category is genuinely different from the rest of the Miami market, and it deserves to be evaluated on its own terms — not with a glossy brochure, but with each building's facts, its neighborhood's case, the rental policy in plain language, and an honest model of what the asset can do.

Inside you'll find seven buildings we'd put our own capital behind, compared side by side and then examined one at a time. It is the document we would want before committing to any of them.

Seth Semilof

CO-FOUNDER, HAUTE LIVING · HL REAL ESTATE GROUP

THE OPPORTUNITY

Why short-term-rental new construction

For two decades, the standard Miami condominium document barred rentals shorter than six or twelve months — locking owners out of the nightly market, the most lucrative and flexible way to hold a coastal asset. A small number of new buildings were conceived to remove that clause entirely. This collection is built entirely from them.

$290+ AVG. MIAMI STR DAILY RATE*	$426 AVG. MIAMI BEACH DAILY RATE*
#1 U.S. CITY FOR STR LISTINGS PER CAPITA*	12M+ ANNUAL VISITORS TO GREATER MIAMI*

Demand is structural rather than seasonal: a global visitor base, a constrained coastline, and a city that has become a permanent destination for finance, sport, and culture. When that demand meets a building legally built to host it, the owner captures rate the long-term market cannot.

*Market context drawn from published Miami short-term-rental data; illustrative of the market, not a forecast for any specific residence.

THE HL EDGE

Why buy through us

Most buyers reach a building through a brokerage. Our clients reach it through the media company that has covered Miami's luxury market for twenty years.

- **Authority.** Haute Living has been the editorial voice of South Florida luxury since 2005, with direct relationships to the developers behind this collection.
- **A ready buyer database.** Years of branded-residence campaigns mean we already know the qualified buyers and guests for these residences.
- **Earlier access.** Developer relationships translate into first access to the best layouts and pricing tiers.
- **A whole-collection view.** We compare all seven buildings objectively — we are not here to sell you only one.

THE COLLECTION

Seven addresses, one thesis

01 · 72 PARK	North Beach, Miami Beach
02 · PALMA	North Beach, Miami Beach
03 · THE RIDER	Wynwood
04 · 14 ROC	Downtown / Signature District
05 · LOFTY BRICKELL	Brickell, Miami River
06 · CASSIA	Merrick Park, Coral Gables
07 · ORA BY CASA TUA	Brickell

COMPARISON

The buildings

PROJECT	NEIGHBORHOOD	DEVELOPER	UNITS	BEDS	FROM	DELIVERY	MIN. STAY
72 Park	North Beach	Lefferts	206	Studio–3	$700K	Delivered	None
Palma	North Beach	Lefferts	126	1–2	$600K	2027	None
The Rider	Wynwood	Rilea Group	146	Studio–3	$600K	2026–27	None
14 ROC	Downtown	GFO Investments	283	Studio–2	$500K	2027–28	None
LOFTY Brickell	Brickell	Newgard	362	Studio–2+PH	$999K	2027	None
Cassia	Coral Gables	Alta Developers	174	1–3	$773K	2027	3 days
ORA by Casa Tua	Brickell	Fortune Int'l	540	Studio–4	$994K	2028	3 days

Every building permits short-term / Airbnb-style rental and is delivered fully furnished. Figures are indicative and subject to change; confirm current availability and pricing with HL Real Estate Group.

COMPARISON

The numbers

Base-case illustration for a representative unit in each building. See the next page for the assumptions behind these figures.

PROJECT	REP. UNIT	ILLUS. PRICE	BASE GROSS REV.	GROSS YIELD	NET YIELD*
72 Park	1-bed	$895,000	$100,800	11.3%	4.4%
Palma	1-bed	$725,000	$92,000	12.7%	5.1%
The Rider	1-bed	$700,000	$79,400	11.3%	4.5%
14 ROC	Studio	$540,000	$69,000	12.8%	5.1%
LOFTY Brickell	1-bed	$1,100,000	$92,000	8.4%	3.3%
Cassia	1-bed	$785,000	$65,700	8.4%	3.3%
ORA by Casa Tua	1-bed	$1,450,000	$108,000	7.4%	2.9%

*Net yield is unlevered net operating income over price, illustrative only. All figures are scenarios for discussion, not forecasts or guarantees of income or returns; actual results vary by unit, season, and pricing strategy. Not investment advice.

METHODOLOGY

How the projections work

Each chapter models a representative unit across three demand scenarios so you can see the range, not a single optimistic number.

- **Gross revenue** = average daily rate (ADR) x 365 x occupancy, using published Miami market ranges by neighborhood.
- **Operating expenses** include management, HOA, property taxes, insurance, utilities, platform fees, and a furnishing reserve.
- **Net operating income (NOI)** = gross revenue minus operating expenses, before financing.
- **Yields** are shown on the illustrative purchase price; cash-on-cash with financing is not modeled.
- **Cleaning fees** are typically billed to guests and excluded.

These are scenarios for discussion only and depend on the specific residence, season, and pricing strategy. They are not forecasts or guarantees. HL Real Estate Group is not a financial advisor; confirm all figures with your own advisors and each building's actuals before relying on them.

72 Park

NORTH BEACH · MIAMI BEACH

Miami Beach's first luxury short-term-rental tower — already delivered and operating.

FROM $700,000S | 206 RESIDENCES | DELIVERED 2025

580 72ND STREET, MIAMI BEACH

01 · 72 PARK

At a glance

A LEED-Gold oceanfront tower in North Beach and the first luxury Miami Beach building approved for short-term rental. Residences are delivered fully furnished with no rental restrictions, supported by on-site hospitality management and nearly an acre of resort amenities — effectively a hotel you can own by the unit.

DEVELOPER	Lefferts
ARCHITECTURE	Built Form
INTERIORS	Urban Robot Associates
SCALE	22 stories · 206 residences
RESIDENCES	Studio – 3 Bed · 466–1,177 sf
STATUS	Completed 2025 — operating
PRICED FROM	$700,000s

01 · 72 PARK

The residences

INTERIORS & FINISHES

- Fully furnished by Urban Robot Associates
- Bosch, SMEG & Fisher & Paykel appliances
- Floor-to-ceiling impact glass
- Keyless SALTO smart entry
- High-speed Wi-Fi & HDTV wiring
- Private ocean / bay / skyline balconies

01 · 72 PARK

Amenities & lifestyle


THE POOL DECK


ROOFTOP LOUNGE


ROBERTA'S


FITNESS CENTER

- 150-foot pool over the ocean
- 64,000+ sf indoor/outdoor amenities
- Full-service beach club & shuttle
- Spa, sauna & ocean-view fitness
- Roberta's — Brooklyn pizzeria by Carlo Mirarchi
- 24/7 concierge & on-site management

01 · 72 PARK

Rental policy & performance

No minimum rental period. List on Airbnb, VRBO, Booking.com, or the on-site program — and use it yourself between bookings.

MINIMUM STAY No minimum

ILLUSTRATIVE ANNUAL GROSS REVENUE — REPRESENTATIVE 1-BEDROOM

CONSERVATIVE	BASE CASE	UPSIDE
$74,100	$100,800	$131,400
$350 ADR · 58% occ.	$425 ADR · 65% occ.	$500 ADR · 72% occ.

ADR and occupancy reflect published market ranges for this neighborhood and vary by unit, view, season, and pricing strategy. Gross revenue is before operating expenses. Illustrative scenarios, not a forecast or guarantee.

01 · 72 PARK

Pro forma & pricing

BASE CASE — REPRESENTATIVE 1-BEDROOM

Illustrative purchase price	$895,000
Gross annual rental revenue	$100,800
Estimated operating expenses	(≈ $61,400)
Net operating income	**≈ $39,400**

GROSS YIELD

11.3%

on price

NET YIELD

4.4%

unlevered, on price

ENTRY

$700,000s

indicative

INDICATIVE PRICING BY RESIDENCE

RESIDENCE	INTERIOR (SF)	FROM
Studio	466–520	$700,000s
One bedroom	620–750	$850,000s
Two bedroom	900–1,050	$1.4M+
Three bedroom	1,100–1,177	$2.2M+

Developer: Lefferts · Architecture: Built Form · Interiors: Urban Robot Associates. Illustrative figures only; not investment advice or a guarantee. Confirm pricing, taxes, HOA and rental terms with HL Real Estate Group and the developer.

Palma

NORTH BEACH · MIAMI BEACH

A boutique Mediterranean counterpoint, steps from the ocean and minutes from Bal Harbour.

FROM $600,000S

126 RESIDENCES

DELIVERY 2027

600 71ST STREET, MIAMI BEACH

02 · PALMA

At a glance

A 14-story, Mediterranean-styled boutique tower with only 126 residences, steps from the sand in North Beach. Interiors by Studio Ramirez are delivered fully furnished, with no rental restrictions and a deliberately limited footprint that keeps the building intimate.

DEVELOPER	Lefferts
ARCHITECTURE	Built Form
INTERIORS	Studio Ramirez
SCALE	14 stories · 126 residences
RESIDENCES	1 – 2 Bed · 405–1,086 sf
STATUS	Under construction — 2027
PRICED FROM	$600,000s

02 · PALMA

The residences

LIVING ROOM

PRIMARY BATH

INTERIORS & FINISHES

- Furnished interiors by Studio Ramirez
- Bosch kitchen appliance package
- 9–10 ft ceilings
- Stacked washer & dryer included
- Panoramic ocean & bay views (select)
- Smart-building technology

Amenities & lifestyle

- Landscaped pool deck with cabanas
- Pool-deck bar
- State-of-the-art fitness center
- Social lounge & entertainment spaces
- Valet & concierge services
- ~7,000 sf ground-floor retail

02 · PALMA

Rental policy & performance

No rental restrictions, fully furnished — one of Miami Beach's most flexible boutique ownership opportunities for Airbnb-style income.

MINIMUM STAY No minimum

ILLUSTRATIVE ANNUAL GROSS REVENUE — REPRESENTATIVE 1-BEDROOM

CONSERVATIVE	BASE CASE	UPSIDE
$67,400	$92,000	$120,100
$330 ADR · 56% occ.	$400 ADR · 63% occ.	$470 ADR · 70% occ.

ADR and occupancy reflect published market ranges for this neighborhood and vary by unit, view, season, and pricing strategy. Gross revenue is before operating expenses. Illustrative scenarios, not a forecast or guarantee.

02 · PALMA

Pro forma & pricing

BASE CASE — REPRESENTATIVE 1-BEDROOM

Illustrative purchase price	$725,000
Gross annual rental revenue	$92,000
Estimated operating expenses	(≈ $55,200)
Net operating income	**≈ $36,800**

GROSS YIELD	NET YIELD	ENTRY
12.7%	5.1%	$600,000s
on price	unlevered, on price	indicative

INDICATIVE PRICING BY RESIDENCE

RESIDENCE	INTERIOR (SF)	FROM
One bedroom	405–620	$600,000s
One bed + den	650–760	$800,000s
Two bedroom	820–1,086	$1.1M+

Developer: Lefferts · Architecture: Built Form · Interiors: Studio Ramirez. Illustrative figures only; not investment advice or a guarantee. Confirm pricing, taxes, HOA and rental terms with HL Real Estate Group and the developer.

The Rider

WYNWOOD · MIAMI

A retro rock-and-roll tower in Miami's most-visited neighborhood, one block from Brightline.

FROM $600,000S

146 RESIDENCES

DELIVERY 2026–27

94 NE 29TH STREET, WYNWOOD

03 · THE RIDER

At a glance

GROUND FLOOR · WYNWOOD

A 1970s-inspired, rock-and-roll-themed boutique tower in the heart of Wynwood, one block from the future Brightline station. 146 turnkey residences with no rental restrictions and an in-house rental program — purpose-built to capture nightly rate in Miami's most-Instagrammed district.

DEVELOPER	Rilea Group
ARCHITECTURE	Deforma Studio
INTERIORS	RADYCA
SCALE	12 stories · 146 residences
RESIDENCES	Studio – 3 Bed · 511–1,612 sf
STATUS	Under construction — 2026–27
PRICED FROM	$600,000s

03 · THE RIDER

The residences


KITCHEN

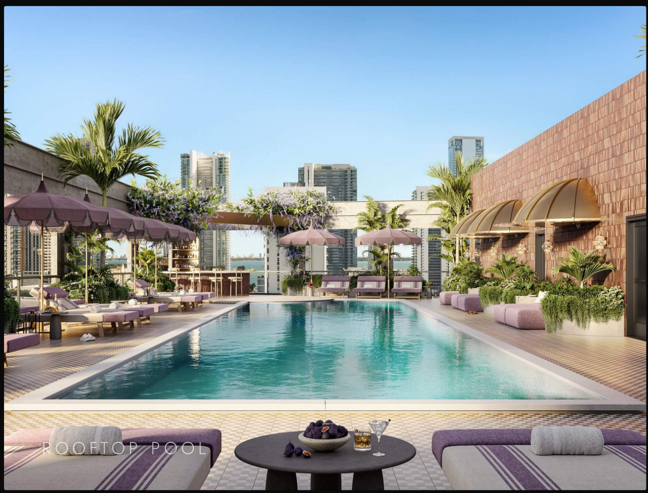

BEDROOM

INTERIORS & FINISHES

- Bertazzoni appliances
- Italkraft cabinetry
- Smart-home systems
- Floor-to-ceiling windows
- Fully furnished turnkey residences
- Open, photogenic layouts

03 · THE RIDER

Amenities & lifestyle


ROOFTOP POOL


ROOFTOP LOUNGE

- Rooftop resort pool & deck
- Speakeasy bar & rooftop restaurant
- 'The Vinyl' hi-fi listening room
- 'The Reset' cold plunge, sauna & IV
- House Harley / Vespa / e-bike fleet
- Dog park, 24/7 concierge & gym

03 · THE RIDER

Rental policy & performance

No rental restrictions — rent short- or long-term on any platform, or use the building's in-house rental management.

MINIMUM STAY **No minimum**

ILLUSTRATIVE ANNUAL GROSS REVENUE — REPRESENTATIVE 1-BEDROOM

CONSERVATIVE	BASE CASE	UPSIDE
$61,100	$79,400	$102,600
$270 ADR · 62% occ.	$320 ADR · 68% occ.	$380 ADR · 74% occ.

ADR and occupancy reflect published market ranges for this neighborhood and vary by unit, view, season, and pricing strategy. Gross revenue is before operating expenses. Illustrative scenarios, not a forecast or guarantee.

03 · THE RIDER

Pro forma & pricing

BASE CASE — REPRESENTATIVE 1-BEDROOM

Illustrative purchase price	$700,000
Gross annual rental revenue	$79,400
Estimated operating expenses	(≈ $47,600)
Net operating income	**≈ $31,800**

GROSS YIELD	NET YIELD	ENTRY
11.3%	4.5%	$600,000s
on price	unlevered, on price	indicative

INDICATIVE PRICING BY RESIDENCE

RESIDENCE	INTERIOR (SF)	FROM
Studio	511–620	$600,000s
One bedroom	700–880	$800,000s
Two bedroom	894–1,150	$1.1M+
Three bedroom	1,236–1,612	$1.8M

Developer: Rilea Group · Architecture: Deforma Studio · Interiors: RADYCA. Illustrative figures only; not investment advice or a guarantee. Confirm pricing, taxes, HOA and rental terms with HL Real Estate Group and the developer.

14 ROC

SIGNATURE DISTRICT · DOWNTOWN

The collection's most accessible entry — a sculptural tower in the emerging Signature District.

FROM $500,000S

283 RESIDENCES

DELIVERY 2027–28

125 NE 14TH STREET, DOWNTOWN MIAMI

04 · 14 ROC

At a glance

A 32-story sculptural tower rising from a rock-like base in Downtown's emerging Signature District — steps from the Arsht Center and Pérez Art Museum and the future Underdeck park. Interiors by March & White Design, studios starting under $520K: the collection's most accessible entry point.

DEVELOPER	GFO Investments
ARCHITECTURE	RSP Architects
INTERIORS	March & White Design
SCALE	32 stories · 283 residences
RESIDENCES	Studio – 2 Bed · 410–964 sf
STATUS	Under construction — 2027–28
PRICED FROM	$500,000s

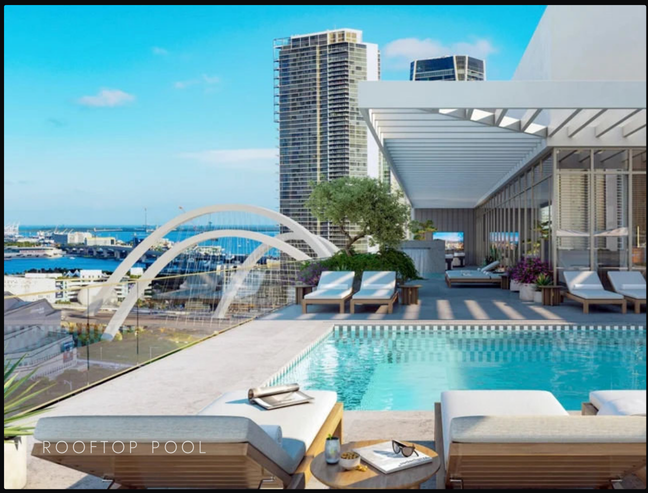
04 · 14 ROC

The residences

INTERIORS & FINISHES

- Furnished interiors by March & White
- Monogram premium appliances
- Floor-to-ceiling sliding glass
- Impact-resistant laminated glass
- Smart-building wiring & high-speed internet
- Private balconies

Amenities & lifestyle



- 25,000 sf amenities across three levels
- Rooftop pool with Biscayne Bay views
- Bar & grilling areas
- Co-working lounge
- Steps to Metromover & Brightline
- Next to the future 33-acre Underdeck park

04 · 14 ROC

Rental policy & performance

Approved for short-term rental and delivered turnkey — flexible nightly hosting in the heart of Downtown.

MINIMUM STAY No minimum

ILLUSTRATIVE ANNUAL GROSS REVENUE — REPRESENTATIVE STUDIO

CONSERVATIVE	BASE CASE	UPSIDE
$53,700	$69,000	$88,800
$230 ADR · 64% occ.	$270 ADR · 70% occ.	$320 ADR · 76% occ.

ADR and occupancy reflect published market ranges for this neighborhood and vary by unit, view, season, and pricing strategy. Gross revenue is before operating expenses. Illustrative scenarios, not a forecast or guarantee.

04 · 14 ROC

Pro forma & pricing

BASE CASE — REPRESENTATIVE STUDIO

Illustrative purchase price	$540,000
Gross annual rental revenue	$69,000
Estimated operating expenses	(≈ $41,400)
Net operating income	**≈ $27,600**

GROSS YIELD	NET YIELD	ENTRY
12.8%	5.1%	$500,000s
on price	unlevered, on price	indicative

INDICATIVE PRICING BY RESIDENCE

RESIDENCE	INTERIOR (SF)	FROM
Studio	410–520	$500,000s
One bedroom	620–820	$650,000s
Two bedroom	860–964	$850,000s

Developer: GFO Investments · Architecture: RSP Architects · Interiors: March & White Design. Illustrative figures only; not investment advice or a guarantee. Confirm pricing, taxes, HOA and rental terms with HL Real Estate Group and the developer.

LOFTY Brickell

BRICKELL · MIAMI RIVER

Brickell's only waterfront short-term-rental condominium — the collection's flagship.

FROM $999,000

362 RESIDENCES

DELIVERY 2027

99 SW 7TH STREET, BRICKELL

05 · LOFTY BRICKELL

At a glance

A 44-story Arquitectonica tower on the Miami River with its own marina, a riverfront restaurant, and a rooftop experience — Brickell's only waterfront short-term-rental condominium. A no-minimum transient policy and 50+ supported platforms make it the portfolio's flagship address.

DEVELOPER	Newgard Development Group
ARCHITECTURE	Arquitectonica
INTERIORS	INC.
SCALE	44 stories · 362 residences
RESIDENCES	Studio – 2 Bed + PH · 485–1,801 sf
STATUS	Under construction — 2027
PRICED FROM	$999,000

05 · LOFTY BRICKELL

The residences

INTERIORS & FINISHES

- Furnished interiors by INC.
- Imported European cabinetry
- Stone countertops & backsplashes
- Smart-building technology & LOFTY app
- Floor-to-ceiling glass with river views
- Energy-efficient climate control

Amenities & lifestyle

POOL DECK LOUNGE

- Curated riverfront restaurant & terrace
- Resort pool with cabanas
- 24/7 bar & grill on the pool deck
- LOFTY rooftop experience
- Private Peloton studios & yoga
- 24h concierge, valet & on-site hospitality

05 · LOFTY BRICKELL

Rental policy & performance

No minimum stay — a transient rental policy across 50+ global platforms including Airbnb, VRBO & Booking.com.

MINIMUM STAY No minimum

ILLUSTRATIVE ANNUAL GROSS REVENUE — REPRESENTATIVE 1-BEDROOM

CONSERVATIVE	BASE CASE	UPSIDE
$69,000	$92,000	$119,300
$300 ADR · 63% occ.	$360 ADR · 70% occ.	$430 ADR · 76% occ.

ADR and occupancy reflect published market ranges for this neighborhood and vary by unit, view, season, and pricing strategy. Gross revenue is before operating expenses. Illustrative scenarios, not a forecast or guarantee.

05 · LOFTY BRICKELL

Pro forma & pricing

BASE CASE — REPRESENTATIVE 1-BEDROOM

Illustrative purchase price	$1,100,000
Gross annual rental revenue	$92,000
Estimated operating expenses	(≈ $55,200)
Net operating income	**≈ $36,800**

GROSS YIELD	NET YIELD	ENTRY
8.4%	3.3%	$999,000
on price	unlevered, on price	indicative

INDICATIVE PRICING BY RESIDENCE

RESIDENCE	INTERIOR (SF)	FROM
Studio	485–600	$999,000
One bedroom	650–930	$1.2M+
Two bedroom	1,000–1,801	$1.8M+
Penthouse	—	$3.5M

Developer: Newgard Development Group · Architecture: Arquitectonica · Interiors: INC.. Illustrative figures only; not investment advice or a guarantee. Confirm pricing, taxes, HOA and rental terms with HL Real Estate Group and the developer.

Cassia

MERRICK PARK · CORAL GABLES

A boutique tower in a city where towers are otherwise prohibited — and ~50% already sold.

1-BED FROM $773,000

174 RESIDENCES

DELIVERY 2027

4011 SALZEDO STREET, CORAL GABLES

06 · CASSIA

At a glance

A boutique 12-story tower in Coral Gables' fashionable Merrick Park District — one of the few short-term-rental-approved addresses in a city where high-rise construction is otherwise prohibited. Fully furnished by Restoration Hardware, with larger one-to-three-bedroom layouts and a rooftop garden of Cassia trees.

DEVELOPER	Alta Developers
ARCHITECTURE	Behar Font & Partners
INTERIORS	RH (Restoration Hardware)
SCALE	12 stories · 174 residences
RESIDENCES	1 – 3 Bed · 662–1,461 sf
STATUS	Under construction · ~50% sold — 2027
PRICED FROM	1-bed from $773,000

06 · CASSIA

The residences

INTERIORS & FINISHES

- Furnished by RH (Restoration Hardware)
- European-style kitchens
- Oversized bathrooms with rain showers
- Smart-home systems
- Spacious terraces & owner's closets
- Top-of-the-line appliances

06 · CASSIA

Amenities & lifestyle

- Rooftop garden with Cassia trees
- Resort-style pool & outdoor grilling
- Indoor pool
- State-of-the-art wellness center
- Sauna & steam room
- ~15,000 sf ground-floor retail

06 · CASSIA

Rental policy & performance

Short-term rentals allowed with a three-day minimum — a rare flexible-ownership opportunity in low-rise Coral Gables.

MINIMUM STAY 3 days

ILLUSTRATIVE ANNUAL GROSS REVENUE — REPRESENTATIVE 1-BEDROOM

CONSERVATIVE	BASE CASE	UPSIDE
$49,300	$65,700	$86,700
$250 ADR · 54% occ.	$300 ADR · 60% occ.	$360 ADR · 66% occ.

ADR and occupancy reflect published market ranges for this neighborhood and vary by unit, view, season, and pricing strategy. Gross revenue is before operating expenses. Illustrative scenarios, not a forecast or guarantee.

06 · CASSIA

Pro forma & pricing

BASE CASE — REPRESENTATIVE 1-BEDROOM

Illustrative purchase price	$785,000
Gross annual rental revenue	$65,700
Estimated operating expenses	(≈ $39,400)
Net operating income	**≈ $26,300**

GROSS YIELD

8.4%

on price

NET YIELD

3.3%

unlevered, on price

ENTRY

1-bed from $773,000

indicative

INDICATIVE PRICING BY RESIDENCE

RESIDENCE	INTERIOR (SF)	FROM
One bedroom	662–865	$773,000
Two bedroom	1,002–1,160	$909,000
Three bedroom	1,200–1,461	$1.5M

Developer: Alta Developers · Architecture: Behar Font & Partners · Interiors: RH (Restoration Hardware). Illustrative figures only; not investment advice or a guarantee. Confirm pricing, taxes, HOA and rental terms with HL Real Estate Group and the developer.

ORA by Casa Tua

BRICKELL · MIAMI

Casa Tua's first branded residences — a 77-story Brickell tower run like a hotel, with built-in short-term-rental flexibility.

STUDIOS FROM $994K | 540 RESIDENCES | DELIVERY 2028

1210 BRICKELL AVENUE, BRICKELL

07 · ORA BY CASA TUA

At a glance

The first residential tower from Casa Tua — the members-club and dining brand that has shaped Miami hospitality since 2001. Rising nearly 1,000 feet over Brickell, ORA pairs turnkey m2atelier interiors with a building operated like a hotel: two separate lobbies, a dedicated on-site operator, and a digital concierge. An explicit short-term-rental policy (three-day minimum), four Casa Tua food concepts, a rooftop pool, and a 40-foot sky park make the amenities themselves the asset.

DEVELOPER	Fortune International Group
ARCHITECTURE	Arquitectonica
INTERIORS	m2atelier (Milan)
SCALE	77 stories · ~1,000 ft
RESIDENCES	Studio – 4 Bed + Den · 507–2,237 sf
STATUS	Under construction — 2028
PRICED FROM	Studios from $993,900

07 · ORA BY CASA TUA

The residences

KITCHEN · BAY VIEWS

BEDROOM

INTERIORS & FINISHES

- Turnkey interiors by m2atelier (Milan)
- Molteni&C kitchens with Gaggenau appliances
- Italian-designed baths with imported fixtures
- 10-ft ceilings & floor-to-ceiling glass
- Expansive terraces with glass railings
- Smart-home tech; washer/dryer in every home

07 · ORA BY CASA TUA

Amenities & lifestyle

ROOFTOP POOL & FIRE PIT

- Four Casa Tua dining concepts — Terra, Uva, Fuoco, Vento
- Vento two-story rooftop sky lounge & pool
- Resort-style pool with cabanas & sun shelf
- Bosco — a 40-ft sky park soaring 500 feet
- Fitness, wellness center, spa & social lounge
- Casa Tua members' lounge & 24/7 concierge

07 · ORA BY CASA TUA

Rental policy & performance

Short-term (three-day minimum), seasonal, and long-term rental flexibility — with a dedicated on-site operator and a separate flexible-stay check-in lobby.

MINIMUM STAY 3 days

ILLUSTRATIVE ANNUAL GROSS REVENUE — REPRESENTATIVE 1-BEDROOM

CONSERVATIVE	BASE CASE	UPSIDE
$81,500	$108,000	$141,900
$385 ADR · 58% occ.	$455 ADR · 65% occ.	$540 ADR · 72% occ.

ADR and occupancy reflect published market ranges for this neighborhood and vary by unit, view, season, and pricing strategy. Gross revenue is before operating expenses. Illustrative scenarios, not a forecast or guarantee.

07 · ORA BY CASA TUA

Pro forma & pricing

BASE CASE — REPRESENTATIVE 1-BEDROOM

Illustrative purchase price	$1,450,000
Gross annual rental revenue	$108,000
Estimated operating expenses	(≈ $66,000)
Net operating income	**≈ $42,000**

GROSS YIELD

7.4%

on price

NET YIELD

2.9%

unlevered, on price

ENTRY

Studios from $993,900

indicative

INDICATIVE PRICING BY RESIDENCE

RESIDENCE	INTERIOR (SF)	FROM
Studio	507–510	$993,900
One bedroom	670–817	$1,411,900
Two bedroom	1,011–1,109	$1,932,900
Two–three bed + den	1,450–1,825	$3,040,900
Four bedroom (+ den)	1,974–2,237	$3,710,900

Developer: Fortune International Group · Architecture: Arquitectonica · Interiors: m2atelier (Milan). Illustrative figures only; not investment advice or a guarantee. Confirm pricing, taxes, HOA and rental terms with HL Real Estate Group and the developer.

REGULATION

Regulation & licensing

Short-term-rental rights in South Florida are set jurisdiction by jurisdiction. Every address in this collection sits where the use is permitted — and the rules themselves create the scarcity that protects rate.

CITY OF MIAMI · BRICKELL · WYNWOOD · DOWNTOWN

The most accommodating regime in the collection: transient use is permitted in approved structures with a Business Tax Receipt and Certificate of Use, and daily rentals are allowed.

IN THE COLLECTION LOFTY Brickell · ORA by Casa Tua · The Rider · 14 ROC

MIAMI BEACH · NORTH BEACH

Among the most actively enforced regimes in Florida: transient rental is licensed and limited to specific zones and buildings — which is why purpose-built, approved product commands a premium.

IN THE COLLECTION 72 Park · Palma

CORAL GABLES · MERRICK PARK

Historically the most restrictive in Miami-Dade. Approved inventory is rare, giving an approved building a structural moat.

IN THE COLLECTION Cassia

Vacation rentals are also licensed at the state level through Florida's DBPR. Condominium operating costs reflect the post-2021 SIRS reserve and insurance environment and are modeled conservatively. Confirm each declaration's transient-occupancy language and municipal licensing before purchase. HL Real Estate Group is not a law firm — engage Florida counsel.

ANALYSIS

Location scoring

Each neighborhood scored 1–10 across the four variables that drive short-term-rental performance, equally weighted into a composite. Higher is stronger.

NEIGHBORHOOD	STR DEMAND	APPREC.	WALK	REGUL.	COMPOSITE
Brickell LOFTY, ORA	9	9	9	8	**8.8**
Wynwood The Rider	8	8	8	7	**7.8**
Downtown 14 ROC	8	8	7	7	**7.5**
Miami Beach · North Beach 72 Park, Palma	8	8	7	6	**7.3**
Coral Gables Cassia	7	8	7	7	**7.3**

Brickell leads on layered, year-round demand — finance, events, and leisure — and holds two of the collection's flagships.

Coral Gables scores lower on raw demand, but its restrictive regime is the point: Cassia's approval is the moat.

North Beach trades nightlife for a wealthier, longer-staying, higher-review guest.

Equal-weighted composite of the four variables; directional only, not a forecast.

FIND YOUR FIT

Which profile fits you

Different investors optimize for different things. Here is how the seven map to five common objectives — and where a diversified position would sit.

The income maximizer

Highest cash yield, the shortest path to bookings, and no minimum-stay friction.

BEST MATCHED **14 ROC & The Rider studios; 72 Park, already earning**

The income-now buyer

Earn from day one, with zero construction risk.

BEST MATCHED **72 Park (delivered, furnished, no minimum)**

The brand & appreciation buyer

Measures in decades; brand equity and a landmark address over near-term yield.

BEST MATCHED **ORA by Casa Tua**

The preservation-minded buyer

Asset quality, low turnover, and a curated guest profile.

BEST MATCHED **Cassia & Palma (boutique; Cassia's three-day minimum, Coral Gables scarcity)**

The waterfront flagship buyer

A trophy address with depth of demand behind it.

BEST MATCHED **LOFTY Brickell (Miami River, financial core)**

The diversifier's position — one Brickell daily-rental asset, one delivered beachfront unit, one boutique three-day-minimum residence — captures distinct demand streams while hedging season and regulation.

WORKING TOGETHER

Process & timeline

STEP	WHAT WE DO
1 · Consultation	Understand your goals, budget & use case
2 · Curated options	Live availability across the approved collection
3 · The numbers	Unit-specific pricing & performance modeling
4 · Offer & contract	We negotiate and coordinate the paperwork
5 · Closing	Guided through due diligence to the keys
6 · Go live	Rental-program onboarding & first bookings

> *One relationship, from the first conversation to the first guest review.*

FAQ

Questions, answered

Can I really rent by the night?

Yes — every building in this collection permits short-term / Airbnb-style rental. Minimum-stay rules vary slightly by building and are noted in each chapter.

Are the units furnished?

Yes. All are delivered fully furnished and finished, ready to list.

Do I have to manage it myself?

No. Most buildings offer an on-site or in-house program that handles listing, guests, and turnover for passive ownership.

Which building is the best investment?

It depends on your budget and goals — 14 ROC for the lowest entry, LOFTY for waterfront Brickell, 72 Park for a delivered, operating asset. We'll model your specific case.

Are the income figures guaranteed?

No. All projections are illustrative scenarios that depend on the unit, season, and pricing strategy. Confirm actuals with your advisors.

IMPORTANT

Disclaimers

This report is prepared by HL Real Estate Group, a division of Haute Living, for informational purposes only. It is not an offer to sell or a solicitation to buy real estate, nor is it tax, legal, or investment advice, and HL Real Estate Group is not a financial advisor.

Pricing, dimensions, availability, amenities, developer and design-team details, and rental policies are developer- and market-sourced, believed reliable, and subject to change without notice. Short-term-rental approval reflects each building's current legal status and is not guaranteed to continue; municipal regulations and condominium governance may change.

All performance figures — average daily rate, occupancy, gross revenue, operating expenses, net operating income, and yields — are illustrative scenarios for discussion, not forecasts or guarantees of income, occupancy, or investment returns. Actual results vary materially by residence, season, financing, and management. Buyers must conduct independent due diligence and rely only on the developer's prospectus and the documents required by Section 718.503, Florida Statutes.

Renderings are artist's conceptions. Property names and developers are referenced for identification only. Equal Housing Opportunity.

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