



NATIIVO® / FORT LAUDERDALE



NATIIVO® / FORT  
LAUDERDALE







THE  
SMART/ER  
WAY  
TO OWN



# FORT LAUDERDALE'S FIRST RESIDENCE PURPOSEFULLY DESIGNED, BUILT, AND LICENSED FOR SHORT TERM RENTAL

Natiivo has revolutionized resort condominium ownership, with the ease of hotel management. A blend of flexible use in condo residences, the ease of hotel management, and advantages of short-term rental, has made it an ideal purchase for the modern real estate buyer. The brand now has its sights set on Dallas, Denver, and Nashville next.





# OWN LIKE A NATIVE

A brand that embodies its location, encouraging owners and guests to own and stay like a native, to fully inhabit the culture, environment, and re-imagined idea of home away from home, with the flexibility to live life on their terms using innovative services, world-class design, expansive amenities, and the ability to rent their property with the ultimate flexibility permitting short or long-term stays.

## 01

### INNOVATIVE OWNERSHIP

Transforming short-term rentals with meticulous design, expert construction, and full licensing for flexibility and hospitality innovation.

## 02

### EMPOWERING PROPERTY OWNERS

Natiivo empowers property owners by optimizing real estate through embracing short-term rentals.

## 03

### THE ULTIMATE GUEST EXPERIENCE

We believe in crafting meaningful and unforgettable experiences for our guests. We're dedicated to providing the comforts of home while ensuring top-tier hotel service, security, and reliability.





# SHORT TERM / LONG TERM / YOUR TERMS /

THE FIRST RESIDENCE TOWER DESIGNED  
AND BUILT FOR SHORT TERM RENTALS IN FORT LAUDERDALE

Natiivo Management Services allows the flexibility to list your rental on any platform so residents can live a life of convenience on their terms. There has never been a better destination for Natiivo than Fort Lauderdale, a city that embodies the Natiivo lifestyle as a rental-developed residence steeped in authenticity of place. With this homeshare advantage, residents tap into a smarter way to own, allowing flexibility to travel, explore, and monetize their residence along the way.





# NATIVO SHORT TERM RENTAL ADVANTAGE

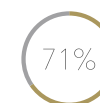
## IPROPERTYMANAGEMENT.COM

- \$57.7 billion: projected vacation rental revenue for 2019
- 297.2 million: total vacation rental users worldwide
- Vacation rentals are expected to topple the hotel industry by year 2020. Millennials are predicted to spend \$1.4 trillion on travel each year by 2020.
- They are more likely to choose short-term rentals over hotels for their stays



## 1 IN 4 AMERICANS

Report engaging with short-term rental platforms (23%), up 277% from 6%, over a ten year period



## 71% OF TRAVELERS WITH CHILDREN

Said access to cooking their own meals was a major reason they chose a vacation rental



## GLOBAL SHORT-TERM RENTAL SALES

By 2022 are projected to reach \$132.5 billion and 10 million listings, nearly triple what they were in 2012



# THE NATIVO MANAGED OPTION

FREEDOM IS YOURS – ANYTIME. ANYWHERE.

Natiivo Fort Lauderdale offers a one-of-a-kind ownership experience with the luxuries, services, and amenities of a hotel – with the added flexibility to list on any short term rental platform as desired to monetize your residence.



MASTERHOST



HOUSEKEEPING



VIP AMENITIES



FOOD AND BEVERAGE



NATIIVO APP







CONNECTED  
TO ALL

NATIIVO OFFERS FLEXIBILITY TO LIVE AND HOST WITH EASE,  
USING ANY RENTAL PLATFORM.

YOUR PROPERTY ON ALL OR MOST OF THESE MAJOR LISTING SITES:

- Airbnb
- VRBO.com
- TripAdvisor
- Expedia
- Orbitz
- Hotels.com
- Travelocity
- Booking.com
- Kayak
- Priceline
- FlipKey
- Tripping
- Trivago
- Venere
- Hotwire
- Owner Direct Vacation Rentals
- Beachhouse.com
- Resort Reservations
- AllTheRooms
- Vacation Rental Supermarket
- Vaystays
- PerfectPlaces.com
- VRGuest
- Vacayhero
- Abritel.fr
- HomeAway.at
- HomeAway.com.au
- AlugueTemporada.com.br
- HomeAway.ca
- HomeAway.ca.fr
- FeWo-direkt.de
- HomeAway.dk
- HomeAway.es
- HomeAway.fi
- HomeAway.it
- HomeAway.com.mx
- HomeAway.nl
- HomeAway.no
- HomeAway.pt
- HomeAway.se
- HomeAway.co.uk
- HomeAway.com
- Homelidays.com
- Homelidays.it
- VacationRentals.com
- Rental Source
- RentByOwner
- Travelprorentals
- Agoda
- CoastRentals.com
- forGetaway.com

SHORT-TERM RENTALS  
HAVE CHANGED  
THE WAY PEOPLE  
EXPERIENCE THE WORLD



# THE NATIVO APP

## FEATURES /

Manage your rental calendar and earnings, schedule a home cleaning, submit service requests and more.

- Chat / Messenger / MasterHost
- Homesharing earnings portal
- Homesharing demand calendar
- Resident & building door controls
- On-demand services
- Real-time homesharing rate guide
- Calendar of events & activities
- Rewards & perks
- Service & Maintenance requests
- Amenity reservations
- Access control
- And more!





# A NEW MOMENTUM. A NEW ERA. A NEW FORT LAUDERDALE.

Fort Lauderdale is known for its expansive beaches, vibrant sunrise, and iconic status as the Venice of the Americas. Perfectly situated between Miami and Palm Beach, Fort Lauderdale has become a luxury destination while maintaining its reputation as a laid-back beach town famed for its boating and nautical life.

With its culturally charged downtown environment, Fort Lauderdale embraces an equally rich urban lifestyle with its unique cross of creative energy, beach life, elevated culinary scene, and retail experience. An urban landscape of arts districts, museums, cultural venues, nightlife, and major transportation hubs.





# THE CENTER OF EVERYTHING

7 MINS TO FT LAUDERDALE BEACH  
10 MINS TO FLL AIRPORT

3 MIN WALK TO BRIGHTLINE WITH ACCESS TO OTHER STATIONS:

- Miami
- Boca Raton
- Orlando
- Aventura
- West Palm Beach
- Others





# THE FORT LAUDERDALE ADVANTAGE

## ANNUAL ECONOMIC IMPACT - \$30 BILLION

Supporting 185,000 regional jobs

## RESIDENTIAL EXPANSION ON THE RISE

Close to 20,000 residential units built and approved in Downtown FTL.

## \$1 BILLION EXPANSION

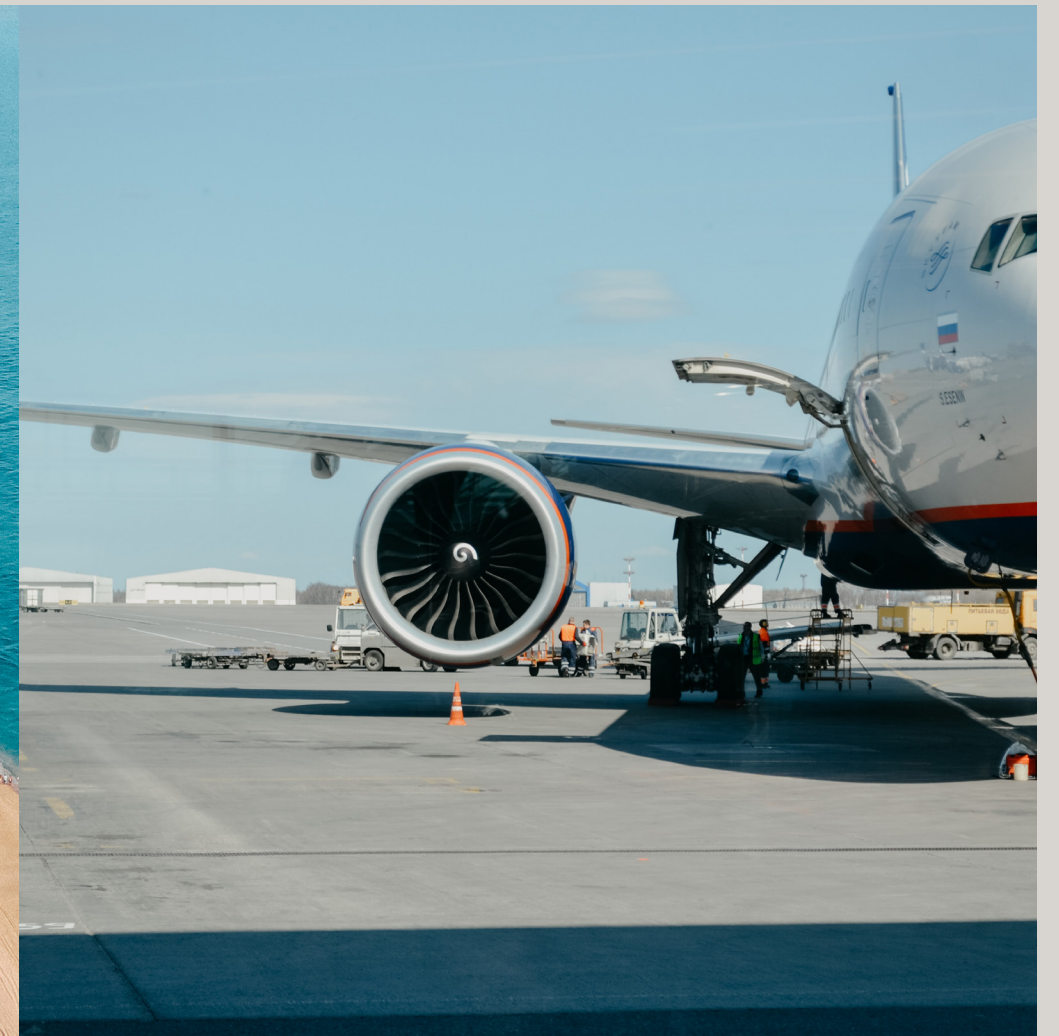
The Greater Fort Lauderdale Convention Center is underway and anticipated to completed in 2024.

## FORT LAUDERDALE INTERNATIONAL AIRPORT (FLL)

Served nearly 32 million passengers in 2022

## THE NEW CENTER OF THE VISITOR EXPERIENCE

About 2,000 Hotel Rooms built or approved, driving a 80% increase in tourist visits





# THE FORT LAUDERDALE ADVANTAGE

## LAS OLAS BOULEVARD | 3.4M VISITORS / YEAR

Las Olas Boulevard has evolved into a vibrant destination for residents, downtown workers, and tourists and is home to chic boutiques, galleries and eateries.

## THE BROWARD CENTER FOR THE PERFORMING ARTS | 700,000 VISITORS / YEAR

Ranking among the top ten most-visited theaters in the world, the Center presents more than 700 performances each year.

## FORT LAUDERDALE INTERNATIONAL BOAT SHOW +\$1.8 BILLION IN ECONOMIC IMPACT

Annually hosting around \$4 billion worth of yachts and nautical merchandise across all niches, the Fort Lauderdale International Boat Show has grown to become the largest in-water boat show in the world. Known to attract 100,000+ visitors each year.

## AMERANT BANK ARENA | 1.2+M CUST. / YEAR

The most notable sports and entertainment venue in Florida and among the best in the world. Host to more than 125 events annually including Florida Panthers hockey.

## PORT EVERGLADES | +3.89M PASSENGERS / YEAR

Port Everglades is the fourth busiest cruise port in the world.

## THE VENICE OF AMERICA

Greater Fort Lauderdale is home to more than 300 miles of inland waterways. 383 boats on the average weekend day and 194 boats on the average weekday.

## FORT LAUDERDALE BEACH #1 ATTRACTION IN FORT LAUDERDALE

Downtown Fort Lauderdale is a little more than one mile from world class beaches stretching seven miles along with Atlantic Ocean. The beach is an important amenity of Fort Lauderdale that not many other downtowns have to offer.

## SEMINOLE HARD ROCK LIVE AND CASINO

The 7,000-seat indoor arena at Seminole Hard Rock Hotel & Casino Hollywood regularly hosts top musical guests and major sporting events





# TOURISM / FORT LAUDERDALE

## DISTRICTS /

### FATVILLAGE

A 5.6 acre mixed-use creative village with to live, work, and play. Anchored by Hanes T3 (Transit, Timber, and Technology). FAT Village will evolve as a premier destination for techies and creative professionals.

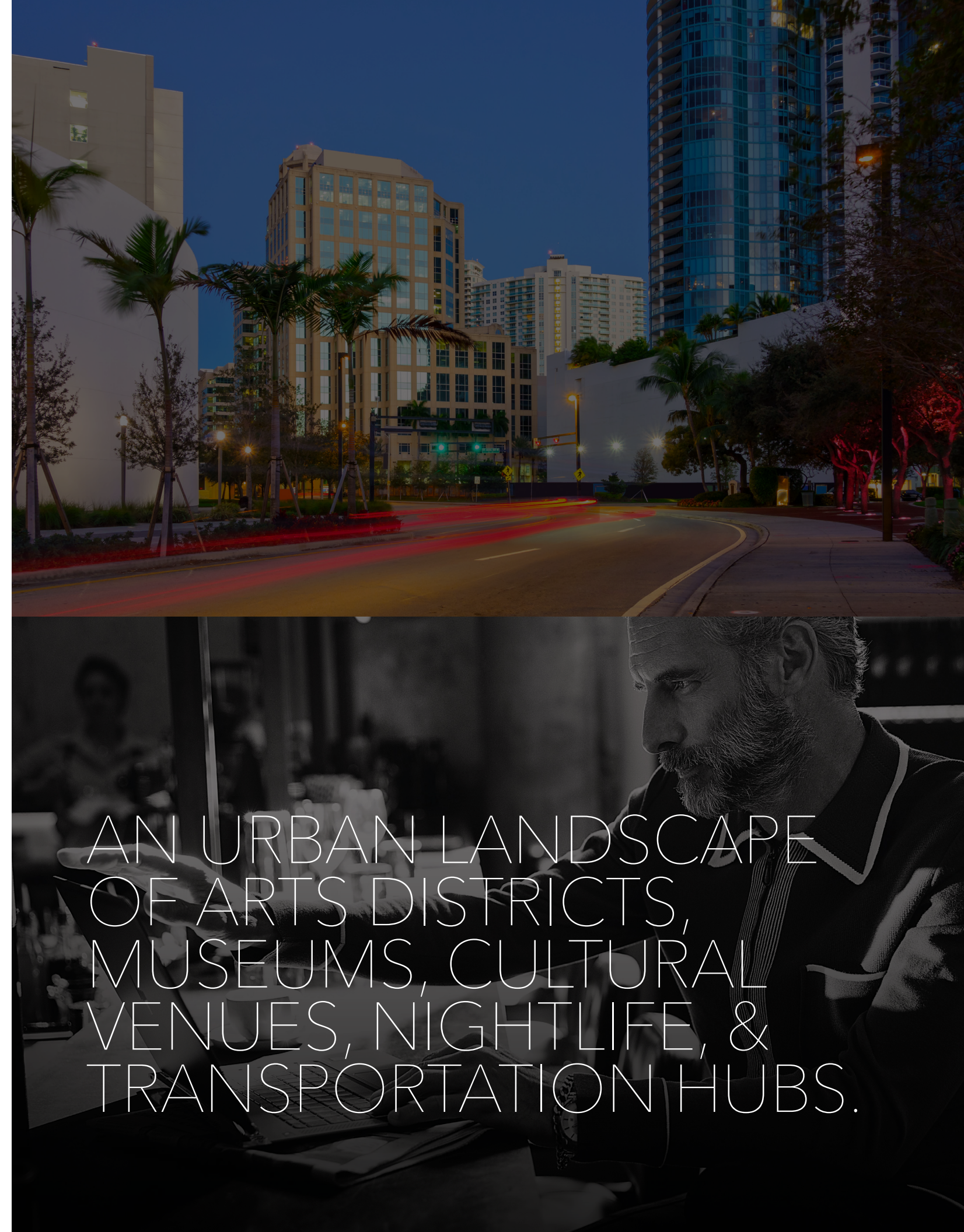
### FLAGLER VILLAGE

Known as South Florida's fastest-growing neighborhoods, Flagler Village will serve as the epitome of live-work-play neighborhood, having benefited from the majority of new residential development over the past decade.

## ARTS AND CULTURE /

### BROWARD CENTER FOR THE PERFORMING ARTS

One of the top ten most visited theaters in the world with more than 700,000 patrons



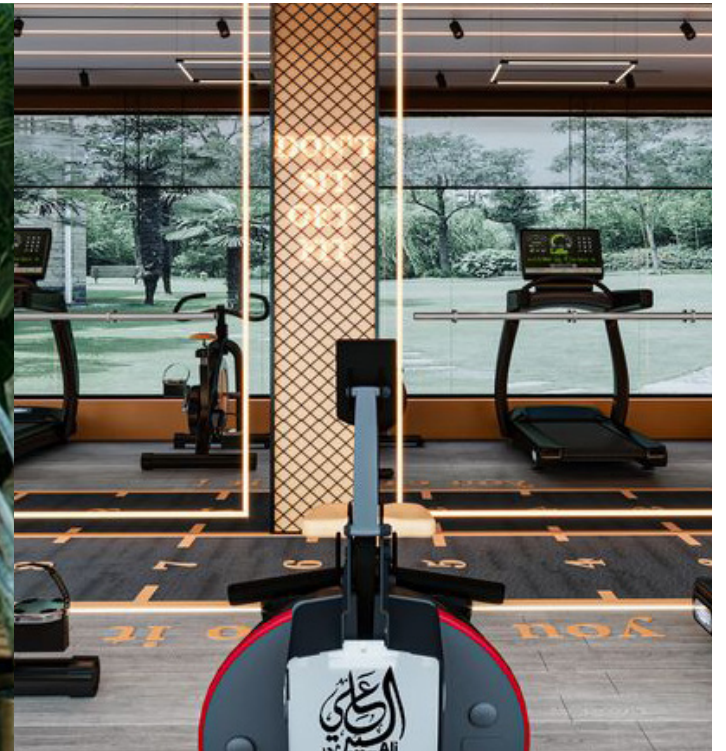


# RESIDENCE / INSPIRED INTERIORS BY IDDI





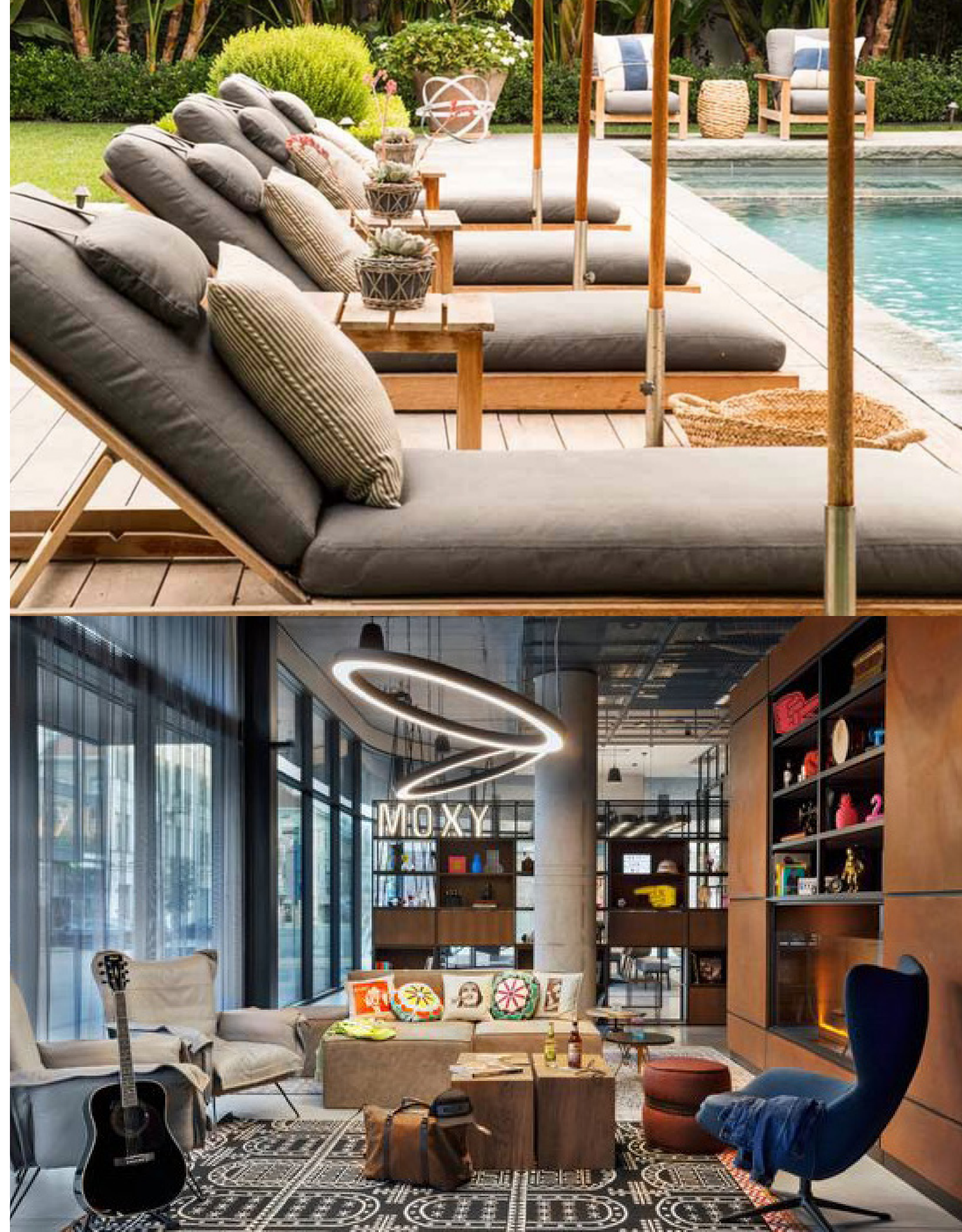
# RESIDENCE / INSPIRED INTERIORS BY IDDI





# NATIVO SOCIAL / OWN SMART, PLAY HARD

Natiivo Social is an exclusive club for Natiivo owners and guests with over 45,000 SF of unparalleled indoor and outdoor amenities. A highly curated mix of lifestyle features and spaces are detailed to provide moments of pure relaxation, community, co-working, creative ideation, endless nights, and inspired days. Discover the world of Natiivo Social.





# NATIVO SOCIAL /

## 01/THE SPLASH

A stunning pool deck with lush tropical foliage.

## 02/THE WORK

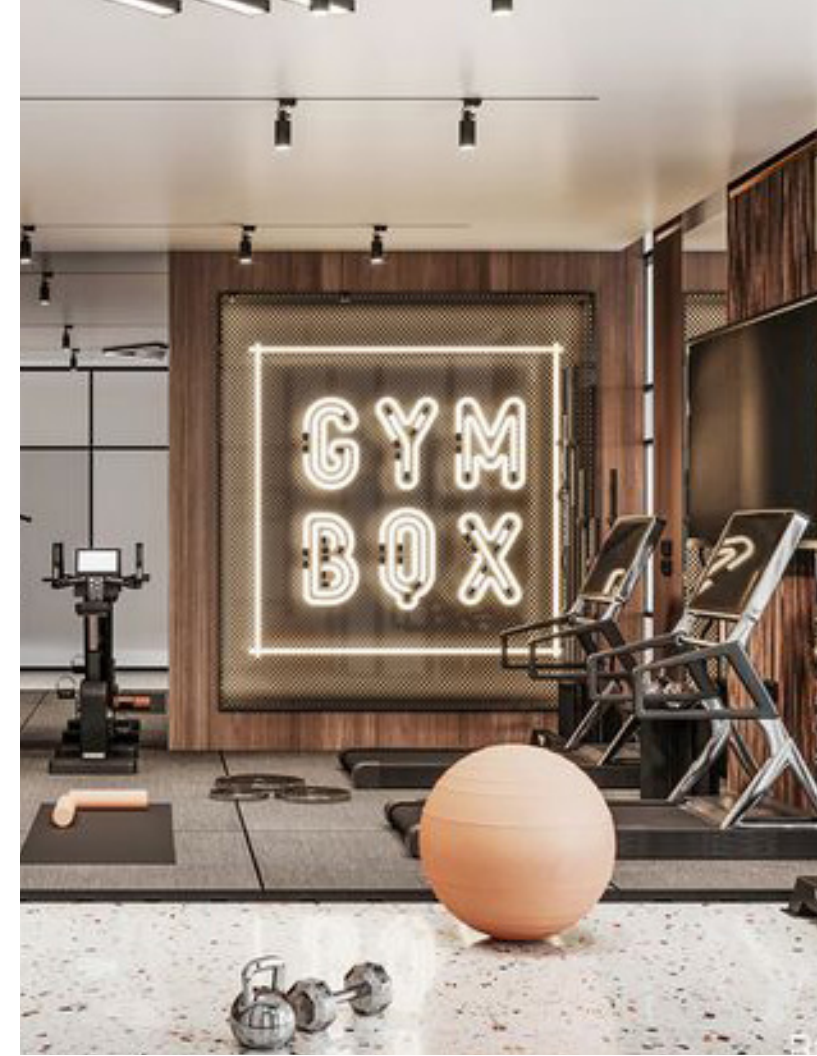
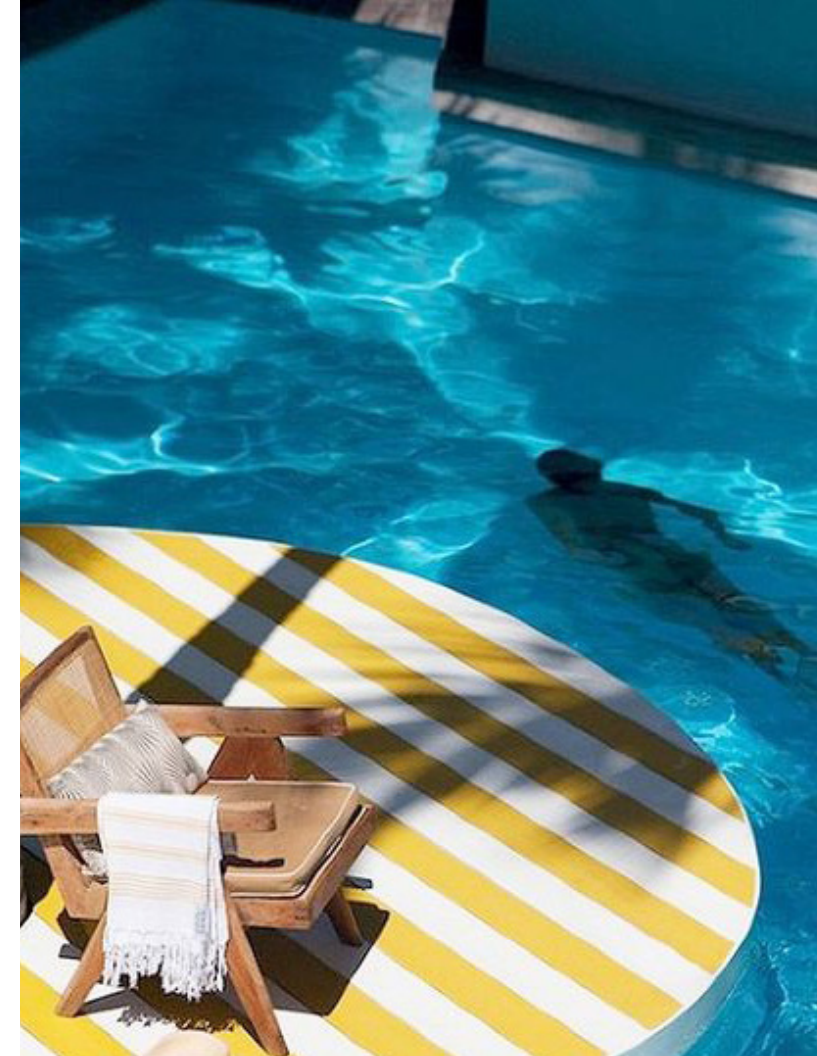
Co-working done different. A designer imagined, creative-driven space for co-ideation, co-creating, co-mingling.

## 03/THE SOCIAL

Culinary and Cocktail offerings focused on a range of seasonal, local fare and delicacies as well as frequent entertainment.

## 04/THE FIT

Cutting-edge fitness center with state-of-the-art equipment, including private his and hers changing rooms and spa.







# NEWGARD DEVELOPMENT GROUP

DEVELOPER



Founded by Harvey Hernandez, Newgard Development Group has a 25-year track record of forward-thinking development, design, marketing, construction, and innovation. Newgard delivers trendsetting luxury residential buildings with cutting-edge amenities in highly desirable, pedestrian-oriented, and centrally located neighborhoods across the U.S. Newgard pioneered the flexible ownership category and continues to refine it in each new lifestyle development. Its building designs reflect a commitment to relevant architectural detailing and a keen understanding of resident behaviors and needs. Newgard's commitment to quality extends to its professional construction team, ensuring superior attention to detail, exceptional finishes, and timely completion. Representative projects include Lofty Brickell, Natiivo Austin, Natiivo Miami, Gale Residences Fort Lauderdale Beach, Gale Hotel, BrickellHouse, Centro and One Flagler – among others. The company is based in downtown Miami, Florida.

For more information, please visit [www.newgardgroup.com](http://www.newgardgroup.com).



# CERVERA REAL ESTATE

SALES & MARKETING

Cervera Real Estate is a Miami-based, family-owned and operated, full-service international real estate brokerage. Founded in 1969 as the first agency to exclusively represent developers in the sales and marketing of their projects, Cervera created a specialized field within the brokerage industry; and was the first to market extensively in international markets. Since then, Cervera has played a role in every Miami real estate cycle and closed more than \$22 billion in sales. The Cervera name has represented over 120 luxury high-rise condominium towers across South Florida and played an integral role in the revitalization of neighborhoods, including Brickell, Miami Beach's South of Fifth, Downtown Miami, Coconut Grove, and Edgewater. Today, Cervera continues to broaden its international relationships, while expanding its global reach. In 2021, the firm was selected for membership in Leading Real Estate Companies of the World <sup>™</sup> and Luxury Portfolio International <sup>™</sup>.





# IDDI

## INTERIOR DESIGN

ID & Design International is a world-class diversified team of over 72 design and branding professionals with extensive experience specializing in commercial mixed-use, retail, hospitality, lifestyle, and entertainment projects, worldwide.

The IDDI team collaboratively leads and takes a logistical “business approach” to all design solutions and transforms them into uniquely branded environments. As a result, the firm has been ranked & awarded TOP ID FIRM in South Florida for 5 consecutive years.

Clients include Hilton, Marriott, Whole Foods Market, Royal Caribbean Cruise Lines, Celebrity Cruises, LVMH, IPIC Theaters, The Related Group, ZOM, Stiles, Kolter, Greystar, BBX Capital, Millcreek, and WeWork among many more world-renowned brands.

As Founder and President of IDDI, Sherif Ayad’s passion for iconic design combined with a unique business approach to all design solutions has been the cornerstone of the company with recognition around the world in a multitude of trade publications, books, and awards throughout the years, contributing to his recognition as one of the leaders in the design industry since 1979.

IDDI is committed to providing compelling design solutions that build strong brand equity, create market differentiation, and ultimately increase sales and productivity for our clients. “We design environments as revenue producing machines; it’s really as simple as that”.



# ARQUITECTONICA

ARCHITECTURE

Founded in 1977, Arquitectonica is a full-service architecture, interior design, and landscape architecture firm based in Miami. Led by Bernardo Fort-Brescia and Laurinda Spear the firm has evolved into a global practice. With offices in Miami, Palm Beach, New York, Los Angeles, Paris, Dubai, Hong Kong, Shanghai, Manila, Lima and São Paulo, the firm has a major presence globally. Arquitectonica's practice includes mixed-use developments, luxury residential towers, hotels, resorts and casinos, retail, office buildings and academia. The firm's most notable projects include Brickell City Centre and Virgin Voyages Terminal V in Miami, The Bronx Museum of the Arts in New York, Microsoft Europe Headquarters in Paris, Mount Parker Residences in Hong Kong, International Finance Center in Seoul, and the Agricultural Bank of China, Mandarin Oriental Hotel and Residences in Shanghai.

