

# *MIAMI LIVING*

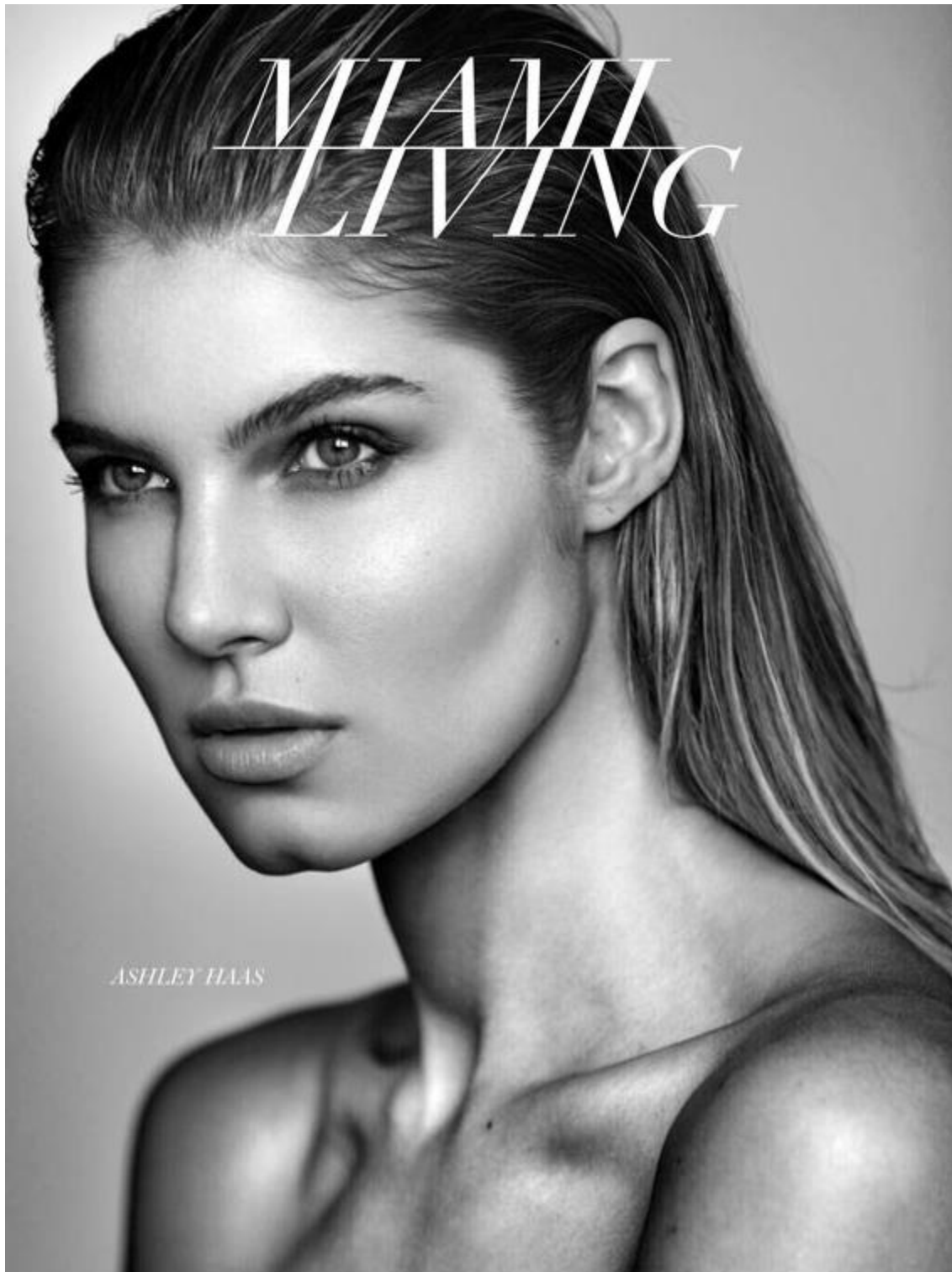
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February 2022

Unique Monthly Visitors: 32,000

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[Link to article](#)



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REAL ESTATE

## THE NEW FLEX

NEXT ERA OF MIAMI CONDOS  
OFFER FLEXIBLE LUXURY

Some of South Florida's most highly anticipated luxury real estate developments are welcoming a new era of home ownership that focuses on flexibility. With remote work as the new normal and a younger generation of digital nomads spending more and more time away from home, demand for spaces that offer a full suite of amenities and short-term rental options is skyrocketing.

"This is a new product for the Miami market and there has been a desperate need for short-term rental solutions," says Iachin Bild of Douglas Elliman. "Given the void there has been in this space, these buildings are selling out at record speeds."

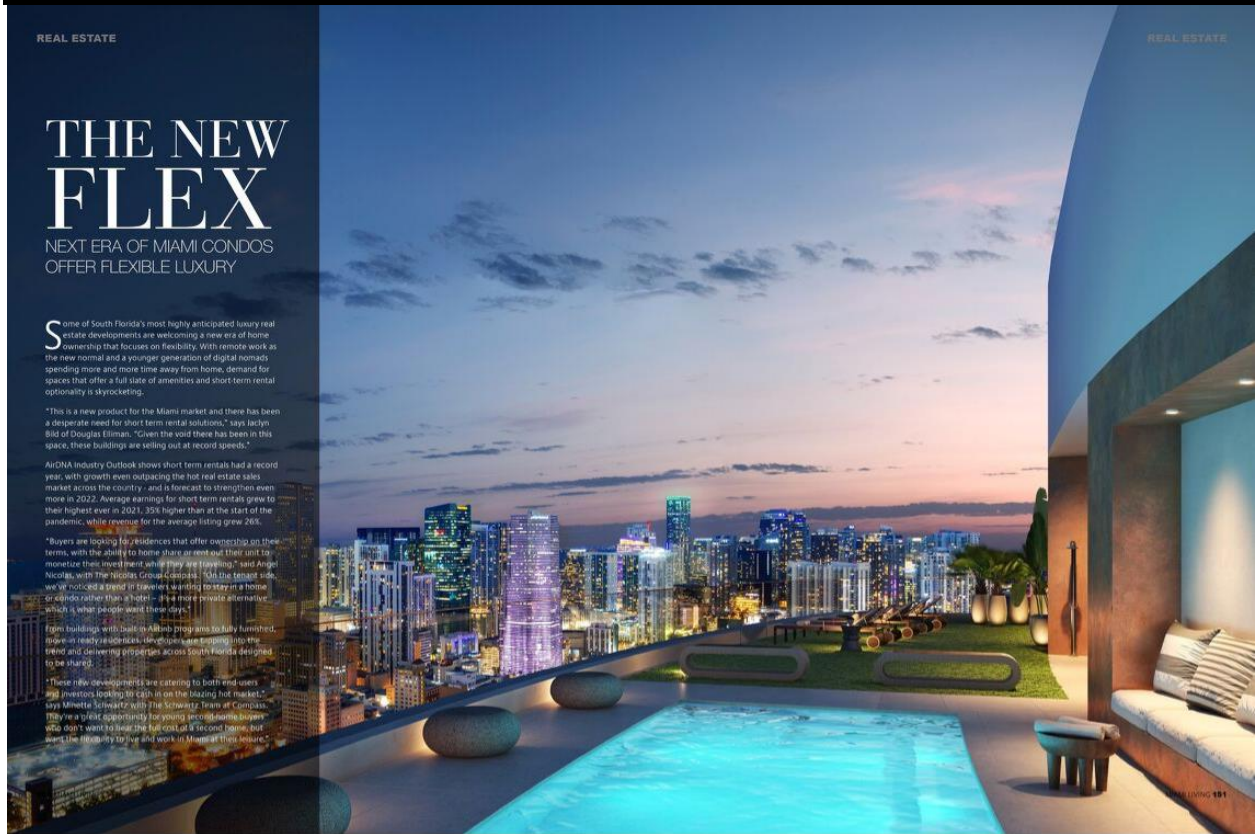
AirDNA Industry Outlook shows short-term rentals had a record year, with growth even outpacing the hot real estate sales market across the country, and is forecast to strengthen even more in 2022. Average earnings for short-term rentals grew to their highest ever in 2021, 30% higher than at the start of the pandemic, while revenue for the average listing grew 26%.

"Buyers are looking for residences that offer ownership on their terms, with the ability to home share or rent out their unit to monetize their investment when they are traveling," said Angel Nicolas, with The Nicolai Group Condos. "On the tenant side, we've noticed a trend of travelers wanting to stay in a home or condo rather than a hotel — it's a more private alternative which is what people want these days."

From buildings with built-in Airbnb programs to fully furnished, move-in ready residences, developers are tapping into the trend and delivering properties across South Florida designed to be shared.

"These new developments are catering to both end users and investors looking to cash in on the blazing hot market," says Minette Schwartz with The Schwartz Team at Compass. "It's a great opportunity for young professionals and those who don't want to lose the full cost of a second home, but want the flexibility to live and work in Miami at their leisure."

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PHOTOGRAPHY

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## LOFTY BRICKELL

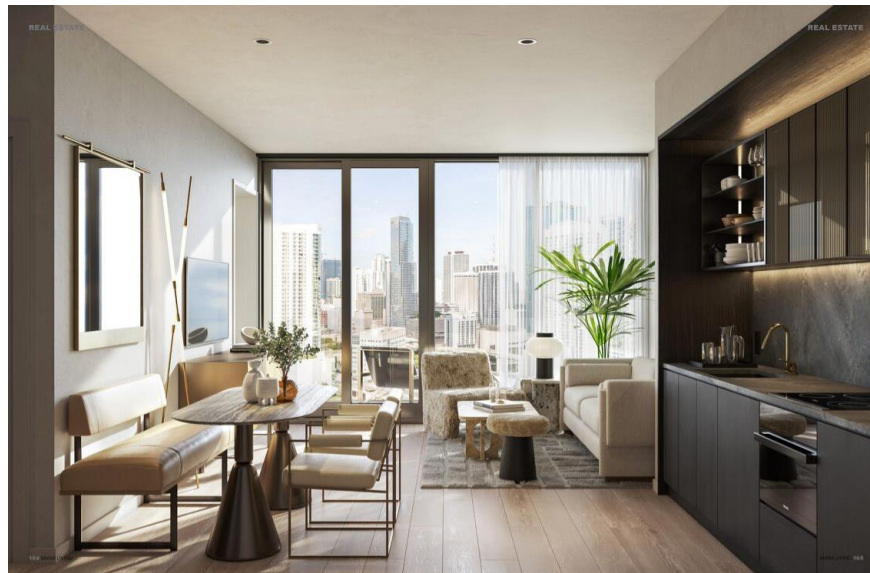
The flagship property's turn-key, fully furnished residences are purposely designed, built and licensed to be shared. Being built by the Newgard Development, Brickell is the highly successful Marina that sold out even before construction began. Lofty was created for buyers seeking a modern way to own, live and invest in luxury real estate. Situated on the Miami River, the Brickell location will offer studio, one- and two-bedroom units with interiors by NY-based INC. With 40,000 square feet of shared spaces, amenities include a private marina, invitation-only spa, pool deck, waterfront restaurant, resort pool deck, plus separate rooftop with infinity edge pool, co-working spaces, cigar lounge, game areas, fitness center with yoga studio, 14 cabana rooms and cold plunge, owners lounge & social club, car services, juice bar, personalized app and on-site concierge management.

For more information, visit [loftybrickell.com](http://loftybrickell.com)



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