



What Does the Future Look Like?

Amrit Ocean Resorts & Residence
Wellness for Life

Project Overview

- A Unique concept of Wellness, Spa and Healthy Living combined with high end luxurious residence.
- Located on 7.5 acres of ocean front luxury location
- 1,064,000 square feet
- Two 20-story towers built on a 2-story podium.
- Mixed use real estate development consisting of 182 wellness residences
- Accommodating 2 to 4 BRs from 1750 SF to 5845 SF.
- 155 destination spa resort guest rooms.
- Approximately 100,000 SF of indoor / outdoor next generation wellness spa amenities.



Location & Demographics

- Located on Singer Island, Florida, One of the last beachfront property in Palm Beaches
- Palm Beach County is the 6th burrow of NYC, favorite destination for affluent individuals from the Northeast of US, regional & local market
- One of the top Luxury tourist destination in the USA, the Playground of The Rich and The famous
- Tourism generates more than \$5 Billion and supports 45,000 jobs
- 6 Million+ passengers at Palm Beach International Airport annually
- Ranked as one of the Top 5 cities –by Conde Nast Traveler



Business Concept & Legal / Finance Structure

- Three business components that are exclusive, but synergistic:
residence, resort & wellness amenities
- Vital to the sustainability of the project. Large projects must plan
for economic downturns.



Branding, Sales & Marketing

- Branding & Marketing Strategy – Must keep the end customer in mind. Accordingly, craft the message and take help from the right professionals for branding and marketing for each of the 3 components.
- Sales Strategy – Create alliance with the right experts for the residences, resort, and wellness / spa offerings. Additional residences will be released after people can touch & feel our amenities / lifestyle.



Key Metrics

- Sold 60% of released wellness residences,
- Sold between \$700 - \$1250 per Square Feet,
- Resort Rooms will rent between \$400 - \$1200 per night, while Sky Mansions rent around \$10,000 per night,
- Wellness Packages can be around \$1500 to \$2300 per person per night, depending on season & supply / demand

