

In Florida, high net worth buyers are “test-driving” luxe amenities while their condos get built

The newest trend in Florida's competitive luxury real estate market: allowing luxury condo buyers to enjoy upscale amenities while they're waiting for their homes to be completed.



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For today's luxury real estate buyers, renderings and floor plans just don't cut it anymore.

While glossy sales galleries complete with model units meant to attract wealthy buyers have been the norm for years, some savvy developers are now raising the bar, offering more than just a glimpse of what life will be like in their under-construction condos.

They're granting buyers immediate access to exclusive amenities — think private docks, golf courses, and even concierge healthcare services — well before the homes are move-in ready.

And for buyers, the chance to “test-drive” these perks long before they settle in offers the ultimate in instant gratification.

Million-dollar perks for buyers to enjoy before their luxury condos are even built



Photo credit: Binyan Studios / Olara

For example, one West Palm Beach condo is completing a dock on the Intracoastal Waterway this summer. The idea is for buyers to have the opportunity to get on the water and enjoy the excursions and seafaring experiences now, well in advance of the completion of their condo.

Down in Miami, another condo development is bundling residence purchases with [golf access](#) and other social memberships so their future residents can dine at the property's onsite restaurant and watch their tower rise over the Greg Norman-designed, 18-hole championship golf course — which is already open for those who've signed on to buy condos in the building.

In West Palm Beach, a luxe condo building is attracting residents with wellness-centered amenities



Photo credit: Binyan Studios / Olara

Olara, [a 275-unit luxury condo building](#) that's currently under construction in West Palm Beach, is already making some of its upscale amenities available to future residents.

Once completed, the 26-story waterfront building will offer an impressive suite of amenities, including a private marina, a 30,000-square-foot celebrity chef-helmed restaurant, and a wealth of wellness-centered amenities. That includes a world-class fitness center designed by The Wright Fit, large indoor and outdoor fitness spaces (like an open-air yoga deck and performance training zones), sauna, steam, and treatment rooms, [meditation spaces](#), and so much more.

And while many of the spaces are still being built, Olara buyers already have access to a select number of amenities.

“Even while construction is underway, future residents of Olara can enjoy a number of amenities and services before move-in,” says Andrew Kurd, Co-Chief Investment Officer at Savanna, the company behind the luxury condominium project.

Olara has been seeing great feedback so far from buyers

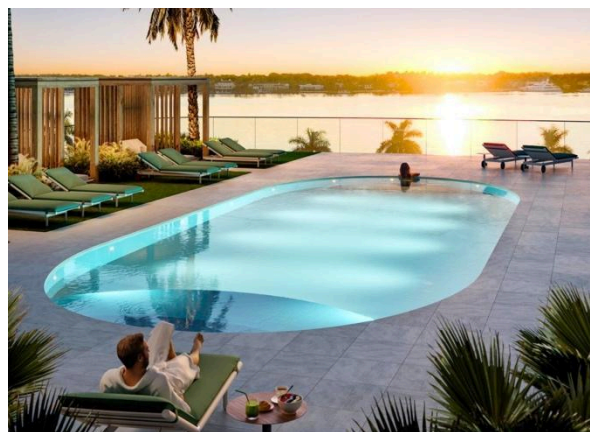


Photo credit: Binyan Studios / Olara

Future Olara residents have already started taking advantage of their complimentary membership with Sollis Health, the premier healthcare concierge. They have access to both Sollis' flagship location [in the Palm Beach area](#) and the health provider's other locations around the country. And the response so far has been positive, Kurd tells us:

"Life at Olara is centered around a wellness-focused residential experience, and we've heard so many positive testimonials so far from buyers who have already begun taking advantage of their complimentary membership with Sollis Health through our exclusive partnership."

"With so many different locations across the country including a convenient Palm Beach site, they have the services and expertise of some of the most highly acclaimed medical professionals at their fingertips, whether they need a flu shot or last-minute doctor visit."

The private dock is almost complete



Photo credit: Binyan Studios / Olara

Soon to add to the list of ready-to-enjoy amenities is a dock [on the Intracoastal Waterway](#) that'll allow Olara buyers to get on the water and enjoy the excursions and seafaring experiences now, well before their condo is even completed.

"We're currently also on track to complete our private dock, which will include resident-only boat slips and two boats for exclusive use by residents right on the Intracoastal Waterway, and once it's finished in the fall, it will serve as yet another 'early' amenity for our residents since they'll be able to frequent the dock for private excursions such as fishing and even seafaring experiences to Palm Beach Island," Andrew Kurd tells us.

"They'll also appreciate being able to watch their future home rise from our boat on the water as it becomes part of West Palm Beach's cityscape," he added.

Over in Miami, another luxury condo building is banking big on golf



Photo credit: Shell Bay

Shell Bay, a world-class, 150-acre enclave in the Miami region, is taking a similar approach.

While their newest development, [The Residences at Shell Bay](#) — a 20-story, 108-residence condominium tower designed by famed Miami-based architect Kobi Karp — is currently being built, select luxe amenities are already being offered to buyers. And they're banking on golf to attract residents.

Norma-Jean Callahan, Executive Director of Luxury Sales for The Residences at Shell Bay, explains:

"In South Florida, the undersupply and growing demand for golf has been well documented over the past few years. A last-of-its-kind opportunity, Shell Bay will be delivering the only new private course in 25 years to the Miami area with an 18-hole, Greg Norman-designed championship course," Callahan says in an exclusive quote for [Fancy Pants Homes](#).

Shell Bay buyers get instant access to the golf club — which includes a Greg Norman-designed championship course



Photo credit: MARCH / Shell Bay

“Once buyers have signed contracts for their residence and Golf Membership, they’ll gain instant access to our Golf Club including our training facilities while construction for the forthcoming Residences at Shell Bay is still underway,” Norma-Jean Callahan tells us.

“They can watch their future condo rise during each week’s round of golf.”

Shell Bay’s 18-hole, Greg Normal-designed [Championship course](#) is one of the longest in South Florida and also features a two-acre practice facility, including a nine-hole par three course.

But there are so many more perks to enjoy



Photo credit: Shell Bay

Other sporting and recreational amenities apart from the golf course include a private yacht club with a 48-slip marina and a premier racquet club including four [Grand Slam tennis courts](#), pickleball courts, padel courts, a basketball court, batting cages, and a children’s discovery playground, among many other top-tier amenities.

“Shell Bay also offers access to other elevated amenities and services such as its Yacht Club featuring a private marina, a Racquet Club with all four Grand Slam surfaces with Pickle and Padel courts, and an Auberge spa,” says Callahan.

“Our future residents can enjoy comfort food favorites and signature weekly rotating dishes from our private, members-only restaurants helmed by Michelin-starred Chef Julien Jouhannaud.”

<https://www.fancypantshomes.com/luxury/high-net-worth-home-buyers-test-driving-amenities/>