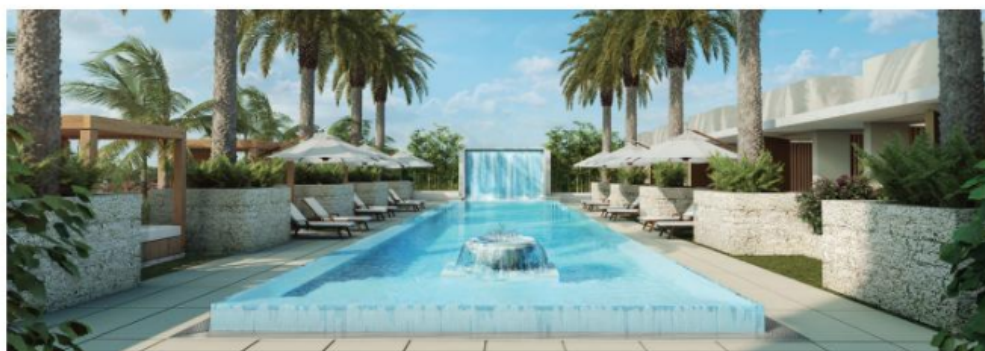




Turnberry's 31st floor is a temple of body and soul with a state-of-the-art indoor and outdoor fitness center, and a yoga-pilates studio with breathtaking ocean views.



Villa Valencia's 78-foot resort-style pool deck with private cabanas.

\$3.7 B

Wellness is a **\$3.7 billion industry** and growing rapidly, according to the Global Wellness Institute.

10%–25%

The Global Wellness Institute found that **wellness-focused real estate developments** sell for an **average premium of 10% to 25%**.

740

For healthy-living buyers, wellness communities hold tremendous appeal, and will grow to a **\$180 billion industry** by 2022, with **740 such communities now being planned worldwide**.

It goes without saying that Florida is particularly well positioned to accommodate consumers and home buyers as their interest in holistic wellness grows. New developments that go beyond standard-fare amenities include the boutique project L'Atelier in Miami Beach, with only 24 units and hotel-level services, such as a spa facility and treatment room, beauty salon, hammam, and a peaceful landscaped "hammock garden." Villa Valencia has over 19,000 square feet of amenities for 39 units. They have unique amenities such as a lush 10,000-square-foot park they are donating to the city, an entertainment space with a golf simulator, a driving simulator and billiards, a 78-foot resort-style pool with lush landscaping, a waterfall, and private cabanas.

One resort residence under construction in South Florida has integrated yoga and mindfulness programs through which residents can participate in guided meditation and sound baths, an ancient healing practice. It also offers services like on-site restaurants and collaborations with nutritionists to create personalized diet and exercise plans. They

even boast lighting that promotes good sleep hygiene.

In the coming years, more luxury developments in cities will pitch themselves as sanctuaries from the hectic pace of urban life. One Brooklyn development to be completed this year is offering three floors of wellness-forward amenities, including an arboretum and rooftop observatory, along with yoga and meditation rooms and a fitness center that features an infrared sauna.

Other home buyers want the environment that promotes healthy living to extend beyond their front door. For these buyers, wellness communities hold tremendous appeal, and will grow to a \$180 billion industry by 2022, with 740 such communities now being planned worldwide.

These communities have arisen as a reaction to urban sprawl and the way it divides and isolates people. Built upon substantial acreage, these communities can go so far as to include their own commercial centers, organic farms, and farmers' markets. There's also shared entertainment spaces and theaters with artists- or musicians-in-residence programs. The properties are often built with sustainability in mind through the use of solar and geothermal energy.

Buyers in wellness communities are also drawn to the benefits to their emotional health, as they find like-minded neighbors in much the same way a golf club is built upon a common interest. They offer interpersonal connections during a time when more high-net-worth individuals are concerned about the pace of their lives and a feeling of greater isolation.

Trends toward green living are influencing more high-net-worth individuals, particularly from outside the U.S., to purchase houses designed to be environmentally sustainable. This means looking beyond green buildings to projects that aim to be self-sufficient by harnessing solar power, reusing rainwater, offering on-site vegetable gardens, and more. ■



Signature Sky Club at Turnberry Ocean Club Residences has three floors dedicated to wellness amenities.

NEW CONDOMINIUMS COMPETE VIA AMENITIES AND SERVICES

Wellness is increasingly a priority for investors in high-end real estate. These buyers are seeking more than pools and fitness centers, they want features that promote their well-being and are fully integrated into their homes.

Wellness is a \$3.7 billion industry and growing rapidly, according to the Global Wellness Institute. In the world of real estate, this includes lifestyle amenities that enhance residents' physical and emotional health, as well as architecture and landscaping features that benefit the environment.

In the past, wellness may have meant the inclusion of high-end gyms and spas in new luxury developments, but today, communities and homes are being designed specifically with the holistic health of their residents in mind. And buyers are prepared to pay more for residences that offer an antidote to stress, pollution, and social isolation: The Global Wellness Institute found that wellness-focused real estate developments sell for an average premium of 10% to 25%.

There's more demand than ever from wealthy buyers for holistic wellness amenities, which promote not only physical well-being but also emotional health through mindfulness, relaxation, and connection to nature. For example, a new condominium in the Los Angeles area seeks to fulfill this by integrating greenery throughout the base of the property and arranging homes so they face a courtyard and green wall, while subterranean parking keeps cars out of sight.

Villa Valencia has over 19,000 square feet of amenities for 39 units.
