

# Robb Report

## ROOM SERVICE

*Hotel-branded homes are forcing the question: Why shouldn't a condo come with 24-hour five-star service?*

By: Katie Jackson  
Impressions: 107,700



LUXURY PROPERTY GUIDE

# ROOM SERVICE

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five-star service?**

BY KATIE JACKSON

**I**T'S HARD TO FIND elevator operators these days, but serviced-hotel homes are entering a new golden age. Although branded hotel residences are nothing new—they've been around since 1927, when the proprietor of the popular hotel-restaurant Sherry's lent his name to Fifth Avenue's famed Sherry-Netherland tower, the world's first apartment hotel—they're suddenly popping up faster than you can google "Which celebrities lived in the Waldorf-Astoria?"

For the record, the roster of celebs who have received mail at 301 Park Avenue include Brad Pitt and Angelina Jolie, Marilyn Monroe, Elizabeth Taylor, and Dwight D. Eisenhower (who, despite an urban myth, did not die in his 34th-floor suite). But A-listers aren't the only people interested in calling hotels home: According to a 2022 Knight Frank survey, 39 percent of international luxury-home buyers are willing to pay a premium for an abode with a hotel marquee.

"Buyers of branded residences are savvy investors and view the property as an investment, for its rental potential, capital appreciation, and more," Mauricio Umansky, CEO of the real-estate brokerage the Agency, tells *Robb Report*. He has seen a year-over-year increase in development as new inventory for regular housing is "extremely low." In his opinion, buyers are especially keen on the exclusivity provided by brands such as One&Only and Mandarin Oriental. Of course, having world-class amenities at their doorstep is attractive, too.

The real-estate firm Savills reported a 40 percent increase in branded residences, most of which were hotel-affiliated, between 2010 and 2022. From the Four Seasons' first foray into the Dominican Republic to a South Florida St. Regis with a \$55 million penthouse, the world's most highly anticipated hotel-brand residences marry the best of old-school sophistication with the latest in luxury living.





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# ST. REGIS SUNNY ISLES

## CHECKING IN

No. of hotel rooms: 0

Stories: 62

Residential floors:

**all of them**

No. of residences: 175

Pricing: **\$5.6 million to \$55 million**

Standout perk:  
**grand entry**

First impressions will be everything at this new Miami complex where instead of entering via an underground garage, residents will drive up a grand entryway complete with a double-height porte cochere and valet service. And in lieu of a mud room, your foyer will be a 10,000-square-foot lobby. Eventually, St. Regis Sunny Isles will have two towers, but for now, it's focusing on tower one, scheduled to be delivered in 2027. Units range from 1,950-square-foot two-beds to 4,680-square-foot four-beds.

With penthouse prices starting at \$27 million and topping out at \$55 million, you're paying for epic beachfront views. This yacht-inspired tower will be the highest structure on Sunny Isles; it will also be home to the longest outdoor infinity pool in South Florida. Four-legged residents will want to relax at the on-site pet spa, while amenities for bipeds include a beauty salon, fitness center, cigar lounge, golf and sports simulator, and Cognac room. ➤

