



*flow* HOUSE

Investor Brochure



## Why Buy Miami



Miami's real estate market has shown consistent growth over the years, with high demand from both domestic and international buyers.



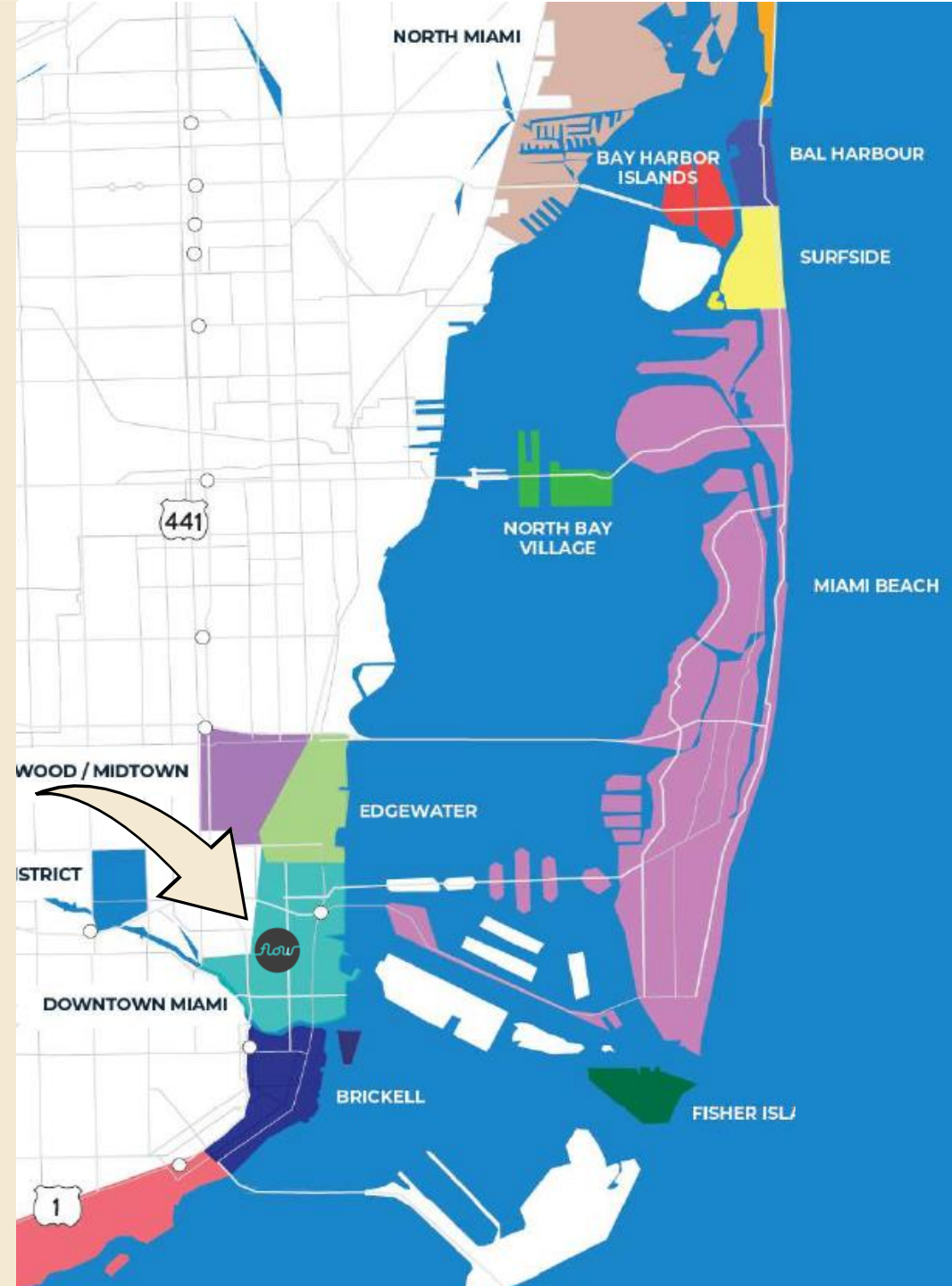
The city's appeal as a global destination ensures a steady stream of interest, which often translates into appreciation in property values.



Miami is a major tourist destination, attracting millions of visitors annually. This creates a strong demand for short-term vacation rentals, especially in areas near beaches, nightlife, and cultural attractions.



Miami attracts professionals, retirees, students, and seasonal residents, ensuring year-round demand for rental properties. Condos can cater to both long-term tenants and short-term vacationers, giving investors flexibility in their rental strategy.





# Flow House

beautiful living for a beautiful life



## **Vibrant Community**

Connecting a group of peers who inspire and seek community



## **Experiences & Events**

Creating unique & enriching experiences for both our guests & neighbors



## **Wellbeing Programming**

Attracting guests who prioritize their health and wellbeing



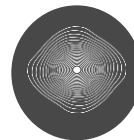
## **WorkFlow Amenities**

Offering a live / work solution that attracts remote workers & supports our network of corporate housing providers



## **Flow Furnishings & Design**

Creating custom furniture packages that enable seamless moves and rentals



## **Hospitality-focused Staff**

Providing passionate, people-focused Resident Experience Managers

# Find Your Flow



## 41 STORIES

filled with community spaces and humans for you to connect, collaborate, and flow with on elevator rides or the pool deck. The more you know, the more you grow.

## 36,900 SQ FT OF RETAIL SPACE

right by your home — with everything from shopping to dining to experiences. An easy way to spend an afternoon.

## 466 FULLY FURNISHED RESIDENCES

crafted and cultivated for living by Cola Blanca and Flow Furnishings. Not too shabby if we do say so ourselves. Quite the opposite, in fact.

## RESIDENCE FEATURES

- Finished and furnished residences
- Custom lighting packages
- Private balconies with views in select units
- European style cabinetry
- Gourmet Kitchen upgrades available
- Luxury bath fixtures
- Full appliances with washer and dryer
- Pet friendly building
- Parking spaces available for rent

## 46,100 SQ FT OF AMENITIES

with your wellbeing in mind, there's a little something for everyone. You can take a dip in the pool, pick a weekly fitness class, or start a podcast. And plenty in between.

### WELLBEING

Practice Room  
Pilates Studio  
Meditation Room  
Spa, Sauna, & Steam Room  
Cold Plunge  
Zen Garden  
126 ft Lap Pool  
Day Beds & Cabanas  
Premier Fitness Technogym Center  
CrossFit

### WORKFLOW

Coworking Space  
Resident Lounge  
Private Offices  
Conference Rooms  
Phone Booths  
Board Room  
Podcast Room

### EXPERIENCE

Flow Social Club  
Game Room  
Media Screening Room  
Cafe  
Flow Truck & Picnic Area  
Grill Area



## RESIDENTIAL MIX

**STUDIO** 307 to 629 sq ft | 29 to 59 sq m  
**JR. 1 BEDROOM** 489 to 680 sq ft | 45 to 63 sq m

**1 BEDROOM** 567 to 1005 sq ft | 53 to 93 sq m  
**2 BEDROOMS** 959 to 1165 sq ft | 89 to 108 sq m



**Managed by Flow**

- ✓ Full service, turnkey management
- ✓ 30-day minimum stays
- ✓ Tenant and owner app
- ✓ Community programming and events
- ✓ Enterprise sales

**EXTENDED STAY**

*7 months or less*  
10% flat fee

**LONG TERM STAY**

*8 months or more*  
8% + broker commission

# Flow Leaseback Program



**6% net return on investment per year** after property taxes and monthly HOA fees (8.7% gross return)



Developer will leaseback the unit from buyer at closing



2-year lease duration



0% property management fee for 2 years



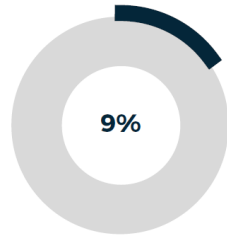
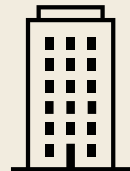
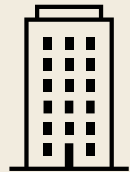
Flow will fully handle management of the unit (no personal use of the unit by owner during this time)

# Rental Rates

- 🌴 Current market comps for newly delivered condos in Downtown Miami are \$4.50–5.00/sf and growing year over year
- 🌴 Monthly rentals often earn a 15%+ premium over annual rentals
- 🌴 Furnished rentals earn a further premium over unfurnished rentals
- 🌴 New premium buildings such as Flow House Miami, offering furnished units and robust amenities, are expected to overachieve market rents

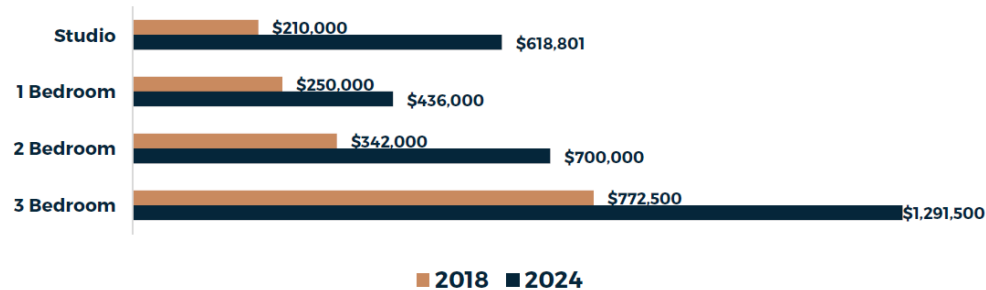


# Resale Condo Stats



**Δ IN AVG. \$/SF**  
FROM Q3 2023 – Q3 2024  
\* FROM \$787/SF TO \$854/SF

## 6-Year Median Price Appreciation by Unit Type



Available listings based on MLS data from September 30, 2024  
Closed sales based on MLS data from January 1, 2024 – September 30, 2024

Q3 2024

Brick

Unit Type (Closed)	# Closed Units	Avg. Sale Price	Avg. Unit Size	PSF
Studio	1	\$423,000	546	\$775
1 Bedroom	17	\$637,382	824	\$773
2 Bedroom	27	\$1,016,000	1,204	\$844
3 Bedroom	13	\$1,705,615	1,775	\$961
<b>Total</b>	<b>58</b>	<b>\$1,049,371</b>	<b>1,209</b>	<b>\$868</b>

Q3 2024

Edgewater

Unit Type (Closed)	# Closed Units	Avg. Sale Price	Avg. Unit Size	PSF
1 Bedroom	5	\$562,000	765	\$735
2 Bedroom	16	\$978,313	1,167	\$838
3 Bedroom	9	\$1,958,333	1,878	\$1,043
4 Bedroom	3	\$2,600,000	2,584	\$1,006
5 Bedroom	3	\$3,408,333	3,234	\$1,054
<b>Total</b>	<b>36</b>	<b>\$1,503,139</b>	<b>1,579</b>	<b>\$952</b>

Q3 2024

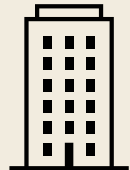
Downto

Unit Type (Closed)	# Closed Units	Avg. Sale Price	Avg. Unit Size	PSF
Studio	12	\$599,909	490	\$1,225
1 Bedroom	11	\$800,982	922	\$869
2 Bedroom	17	\$1,270,490	1,247	\$1,019
3 Bedroom	11	\$1,952,103	1,783	\$1,095
4 Bedroom	3	\$4,760,000	3,704	\$1,285
5 Bedroom	2	\$8,075,000	6,189	\$1,305
<b>Total</b>	<b>56</b>	<b>\$1,598,414</b>	<b>1,434</b>	<b>\$1,114</b>





# Pre-Con Condo Stats



Project	Sales Launch	Est. Completion Date	Pre-Construction Stage	No. of Units	% Sold	Blended PSF***	Current PSF
1 One W12 Residences	May-24	2027	Contract	372	75%	\$1150	\$1200
2 West Eleventh Residences	Jan-23	2027	Contract	659	99%	\$1400	\$1580
3 E11even Hotel & Residences	Feb-21	2026	Construction	400	100%	\$1070	N/A
4 E11even Residences Beyond	Nov-21	2027	Contract	550	100%	\$1400	N/A
5 JEM Miami Worldcenter	Oct-23	2027	Contract	259	25%	\$1350	\$1350
6 Legacy Miami Worldcenter	Nov-19	2026	Construction	310	100%	\$960	N/A
7 Flow House*	Oct-24	2025	Construction	466	0%	\$930	\$930
8 600 Miami Worldcenter	Oct-22	2026	Construction	606	100%	\$1060	N/A
9 The Crosby Miami Worldcenter	Jan-22	2025	Construction	450	100%	\$870	N/A
10 Okan Tower	Nov-21	2027	Construction	399	70%	\$1140	\$1500
11 Waldorf Astoria	Mar-21	2028	Construction	360	94%	\$2,100	\$2,620
12 501 First Residences	May-21	2025	Construction	476	100%	\$830	N/A
13 HUB Miami	Nov-23	2027	Construction	306	50%	\$1150	\$1270
14 District 225	Jul-21	2025	Construction	343	100%	\$800	N/A

\* Project that has recently launched \*\* Project that has been announced but hasn't officially launched yet. Launch is imminent \*\*\* Blended PSF reflects a blended average of historical prices received, from project launch to present day

## Brickell

Average Blended PSF  
\$1,470

Lowest Price PSF  
\$1,200

## Edgewater

Average PSF  
\$1,328

Lowest PSF  
\$1,120

## Downtown

Average PSF  
\$1,493

Lowest PSF  
\$930

