

DEVELOPER PROFILE

THE DIOR OF DEVELOPERS

ROYAL PALM COMMUNITIES BUILDS A DESIGNER BRAND FOR THE ELITE HOMEBUYER

by JUDITH MASTERS

Center: Dan Koci, CEO and president of Royal Palm Communities

D Destined to remain one of the greatest names in development, Royal Palm Communities (RPC) has established brand awareness and a loyal patronage similar to that of the design houses headlining the fashion industry. Like the label on a Chanel suit or the monogram on a Louis Vuitton bag, Paramount is a status symbol among the next generation of high-end residences.

"Owning a piece of a Paramount property speaks volumes about the lifestyle you lead," says Dan Koci, CEO and President of RPC. "Paramount is attire for living."

Since 1978, RPC has been touted for identifying and adapting to changing market trends and developing a diverse palate of quality communities in Florida—from Orlando to Miami and across to the state's west coast. The company's wide array of mixed-use projects, retail developments, condominium towers, single-family home communities, multi-family apartment communities and custom homes have won numerous awards for their innovative designs and original concepts. Currently, the RPC portfolio includes 3,000 completed residences with a combined market value of more than three-fourths of a billion dollars. Two thousand more residences are under construction or in the final planning stages.

These future homes, planned for prestigious communities around the country, are designed and will be constructed from a distinctive pattern, exclusive to Paramount properties. "The Menu," a set of standards that is applied to all Paramount projects,



outlines what can be expected from every residential experience: superior location, innovative architecture, private elevators, top-of-the-line finishes, SMART building technology, and a Paramount membership that earns owners access to private Paramount clubs and extends special offers and privileges outside of the Paramount environment. In addition, each development is more like a resort than a traditional condominium—going beyond five-star quality to a status of Paramount proportions.

For instance, Paramount Beach is set on a scenic oceanfront plot. The building is a collaboration of stunning architecture by Fullerton-Diaz, dazzling interiors by RJK, and the distinctive character of Paramount. The 232 ultra-high-end residences are designed for the affluent who want to call Sunny Isles Beach home. And for the luxurious, cosmopolitan lifestyle, Paramount Bay is the condo of choice. It is set to soar 46 stories into the downtown skyline with a combination of traditional amenities and modern conveniences. Each residence has its own wireless concierge

panel that remotely accesses all of the building's amenities and services.

The real estate industry's live/work/play movement has led to RPC's trend toward urban development. The Paramount series of upscale condominiums in principal city locations will extend throughout the United States. The Boca Raton-based organization has other proposed developments currently in the works, including Paramount Park, a mixed-use destination in downtown Miami.

Koci's ambition has leveraged a 250 percent increase in the firm's product and revenue over the past two years. A few of his recently completed projects include Village in Estero, Esplanade Grande in West Palm Beach, Palma Vista in Boca Raton, Ocean Royale in Juno Beach and Gardens at Bonita and Bella Vista, both in Bonita Springs. As a result, RPC is recognized today as one of the top 200 companies in Florida and one of the top 100 companies in South Florida—a level of prominence necessary for launching an elite brand of residences like Paramount.

"Paramount is ultimately more than original design, upgraded finishes and progressive technology," Koci adds. "It is a departure from every other development in the world. We do not wish to compete in the market. Rather, it is our intent to set the tone for the industry at large."

Clothing designers continually come up with ideas that start new trends—the best of which become classics and never go out of style. With superlative lifestyle ideas and blueprints for an en vogue residence, Paramount has created enduring character for its own, private label. ♦