

Puerta De Palmas

Offers Many Options, High-End Finishes

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One of the key selling points behind the fast start to sales at Puerta de Palmas, the new luxury condominium tower in Coral Gables, has been the property's exceptional finishes with a range of choices, including selections for flooring, appliances and intriguing options.

Standard finishes for all of the tower's 198 residences include a choice of two colors of elegant tile flooring in the foyer, kitchen and baths, and a choice of two colors of plush carpeting in the bedrooms and living areas. The gourmet kitchens with designer faucets and stainless steel appliances come with a selection of four types of granite for the counters, and Italian cabinetry with glass-door accents in a choice of cherry or linear white oak finishes. The master baths include the Italian cabinetry in a choice of two colors and a standard marble-topped vanity with an elegant under-mounted sink. Options for upgrades include large porcelain tile, designer textured carpeting, KitchenAid premium appliances, and stainless steel or granite backsplashes and under-cabinet TVs for the kitchens.

"The reaction to the array of luxurious standard and upgraded finishes among our buyers and prospects has been extremely positive," said Paul Rosen and Scott Auker, the principals of Rosen-Auker Developments LLC, the developer. "To complement Puerta de Palmas's fantastic Coral Gables location and ornate design, we reviewed and selected only the finest finishes, fixtures and appliances. As every buyer has their own personality and tastes, we felt it was important to offer them the ability to customize their residence."

Puerta de Palmas will rise 16 stories at the northwest corner of Douglas Road and Calabria Avenue in Coral Gables. Its one-, two- and three-bedroom condominiums, street-level lofts and townhomes are priced from the 200,000s to the \$500,000s and range from 776 to 1,470 square-feet. Along with the assortment of superlative standard and optional finishes and refinements, the developer believes the property's resort-style amenities and unparalleled views set it apart from the other new condominiums.

Puerta de Palmas offers an expansive pool, spa and sundeck that leads to a clubroom with a fully equipped media center, a billiard table and bar. The clubroom adjoins the property's state-of-the-art fitness center and leads to an 8th floor putting green and meditation garden that features a cascading fountain, lush landscaping and picture-perfect views overlooking the landmark Puerta del Sol archway that spans old Ponce de Leon Road.

Residents will come home to a Mediterranean-style entrance, complete with valet parking and an ornate entry courtyard framing a fountain. The elegant two-story lobby includes a 24-hour concierge with full security control, a resident lounge and a business center with conference room.

The two- and three-bedroom residences feature a split-bedroom design with private master and guest wings featuring lavish baths and roomy walk-in closets. In addition, all of the residences will include wide terraces overlooking picture-perfect views of the Coral Gables and Miami skylines.

Puerta de Palmas' location near some of the most distinctive restaurants, shops, playhouses, taverns and cafés that South Florida has to offer has also been a very strong selling point. The ornate new Gables Trolley will connect the building to all of the area's landmark destinations, including the historic Venetian Pool and Biltmore Hotel, the shops of Miracle Mile and The Village of Merrick Park, and South Florida's most popular golf courses and parks. Because of the proximity of thousands of thriving offices and businesses, including many that are located in the adjacent Douglas Entrance offices, many residents will also be able to enjoy the convenience of leisurely walks to and from work.

The Puerta de Palmas sales center is located at 300 Aragon Avenue, at the southwest corner of Aragon and Salzedo Street, just one block north of Miracle Mile and east of Le Jeune Road. Its 2,200 square feet includes a viewing area for a computer-generated virtual tour, a detailed scale model and a complete model kitchen and master bath. The virtual tour allows prospective buyers to "walk through" the property on a high-definition plasma screen. Due to the array of resort-like amenities, picturesque views and optional finishes and refinements, the sales office includes many samples and displays to enable buyers to make very informed decisions.

Puerta de Palmas is being developed by Rosen-Auker Developments, whose principals have developed numerous highly successful residential and commercial properties in South Florida, Washington DC, Chicago and Canada. It was designed by the renowned architectural firm of Fullerton Diaz Architects. The property will break ground this summer with completion set for summer 2006.

Additional information on Puerta de Palmas and the pre-construction prices, which will only remain available for a limited time, is available by calling (305) 443-8700 or visiting www.puertadepalmas.com.

