

Gulf Bay Marketing Group assumes sales responsibilities at Mystique

**Gravina, Smith, Matte
& Arnold Marketing and PR**

Special to Naples Daily News

Pelican 1 Owner LLC, the developer for Mystique, announced that Gulf Bay® Marketing Group Inc. has assumed all sales responsibilities as the licensed real estate broker at the 20-story tower located in Pelican Bay. Gulf Bay Marketing Group replaces a previous brokerage to handle all aspects of sales as the exclusive listing agency. Gulf Bay Marketing continues to lead all marketing efforts at Mystique, as they have since project inception.

Gulf Bay Marketing specializes exclusively in sales and marketing of new development and has enjoyed and achieved unparalleled success in marketing and selling luxury properties for over 30-plus years throughout Collier County and Naples, including 15 luxury high-rise and low-rise condominiums within Pelican Bay and The Brittany high-rise in Park Shore. Outside of Pelican Bay, Gulf Bay Marketing has led sales and marketing efforts for developments including Marco Beach Ocean Resort® on Marco Island and the 4,000-acre master-planned community of Fiddler's Creek®.

With a track record representing the developer, Gulf Bay Marketing Group's sales and marketing efforts have resulted in several billion in sales over the past three decades, and their team brings tremendous and unique insight and skill to the highly anticipated Mystique project.

"Since Mystique's inception, Gulf Bay Marketing has been very hands-on with every aspect of development and being part of such a collaborative process has been an amazing experience," said Jennifer Urness, a dedicated on-site Mystique sales specialist. Both Urness and Donna DeFilippis have elected to continue on with the project following the transition of sales to Gulf Bay Marketing Group from the prior brokerage.

Gulf Bay Marketing is affiliated with Gulf Bay® Group of Companies. Founded in 1986, Gulf Bay Group is one of the largest privately owned and successful development companies in Florida. Headquartered in Naples, Gulf Bay Group's accomplishments and achievements over the past three decades have resulted in a reputation synonymous with integrity, quality, community confidence and success. Gulf



Gulf Bay Marketing Group Inc. has assumed all sales responsibilities for the 20-story tower of Mystique in Pelican Bay. SUBMITTED

Bay's completed and under development build-out market value of luxury residential properties is estimated in excess of \$8 billion.

Located near the beach on one of only two remaining permitted and developable land parcels in Naples between The Ritz-Carlton, Naples and Port Royal, Mystique offers 68 estate and four penthouse residences with expansive living spaces and terrace views toward the Gulf of Mexico from most units. Additionally, Mystique offers nine Jardin residences.

Construction at the high-rise continues to progress with Mystique's certificate of occupancy estimated in March 2019.

Mystique's building amenities include a 24-hour staffed front desk with a monitored video/electronic closed circuit surveillance system, surveillance cameras at all owner entry accesses, and a two-level parking garage with controlled access. Additionally, Mystique offers SmartEstate™ integrated technology that features state-of-the-art home automation and monitoring systems, private elevators with biometric/alphanumeric access, and the opportunity to access an Electric Vehicle (EV) charging system.

Mystique's resort-inspired outdoor recreational amenities include a tropical pool, sun deck with pergolas and lush landscaping, and two Har-Tru tennis courts above the garage deck. Mystique's lobby-level amenities offer custom-designed interior spaces for

socializing, including a club room, parlor, salon, library and solarium/card room. Mystique also features a theater, billiards room, board room, health and fitness club with the latest in exercise and wellness equipment, ladies' and men's steam rooms and showers, and massage rooms with on-call masseurs and masseuses.

Residents also will enjoy the exclusive amenities of Pelican Bay, including private beachfront dining, extensive walking and biking trails, chauffeured tram service, and private access to nearly three miles of Gulf of Mexico beaches.

Estate residences at Mystique range from 4,003 to 5,280 square feet of air-conditioned living space and are priced from over \$3 million to over \$7 million. Jardin residences offer 1,370 to 2,396 air-conditioned square feet and are priced to \$2.2 million. Mystique's four penthouse residences, priced starting at \$8 million, have been sold.

Pelican 1 Owner LLC, the developer of Mystique, is an equal partnership between an affiliate of the global investment firm Kohlberg Kravis Roberts & Co. L.P. (KKR) and an affiliate of the Gulf Bay Group of Companies. KKR is a leading global investment firm that manages investments across multiple asset classes, with over \$100 billion in assets under management.

Mystique's sales center is at 6885 Pelican Bay Blvd. in Naples. Online at www.MystiquePelicanBay.com.