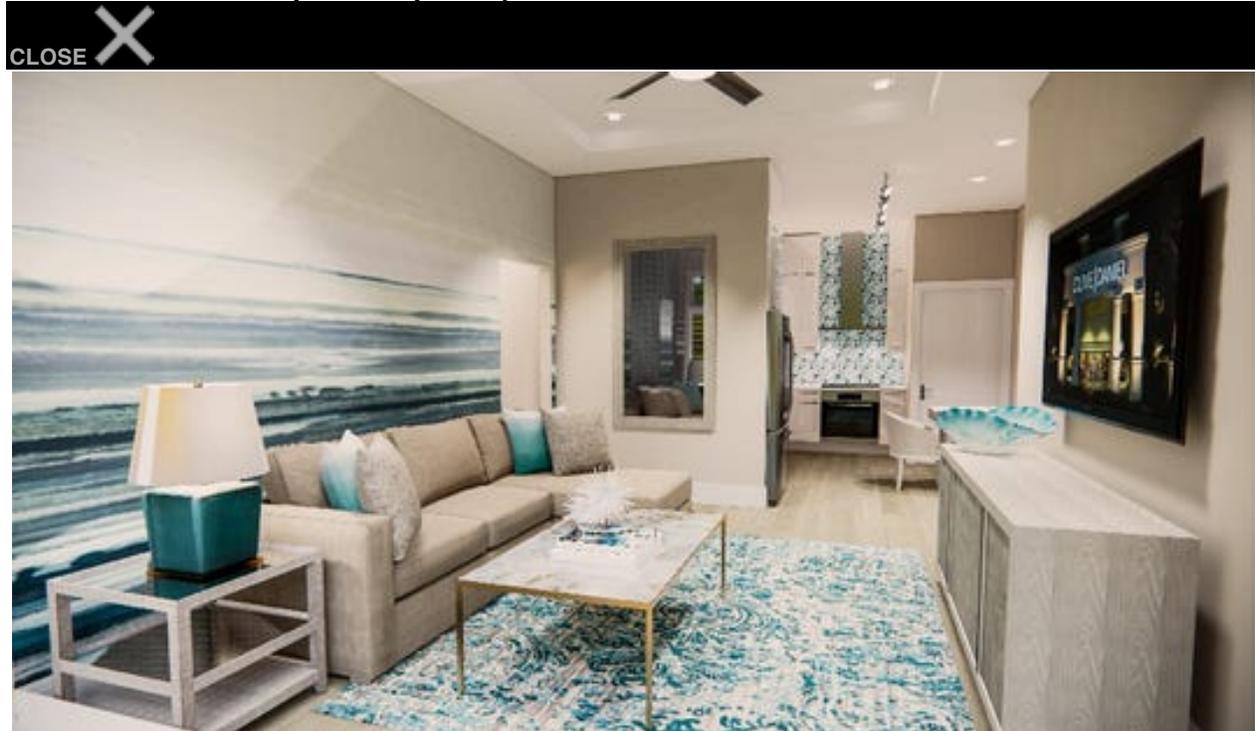


# Clive Daniel to provide interior design for SoCe Flats

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What happens when you combine Naples' most distinguished developer, admired architect, respected real estate sales specialist, and award-winning interior design firm? The answer: a spectacularly successful product. The secret is in the sauce.

Headquartered in Naples, Florida, Waterside Builders, MHK Architecture & Planning, Compass Florida and Clive Daniel Home have earned praise and recognition as trendsetting companies.

Clive Daniel Home has recently announced that they will be adding their interior design footprint to their equally creative compatriots at SoCe Flats, a boutique mixed-use property that combines 18 condo-hotel residences and 4,200 square-feet of commercial space in downtown Naples.

Located at 101 Eighth Street South, one block off U.S. 41, SoCe Flats (South of Central) is in the downtown Naples section of the city, with walkability to the beach and restaurants on the famed Fifth Avenue South promenade.

Construction is slated to start early in 2019 with owner occupancy expected 15-18 months later. The project includes commercial development on the first floor in addition to the lobby servicing the residences. The second and third floors are dedicated to condos with an amenity area on the third floor. This high-tech building will feature electric car charging and concierge services "on

demand". With sales prices between \$575,000 and \$900,000, the residences have been approved for short-term rental.

Clive Daniel Interior Designer Ann M. Del Pero, Allied ASID, IDS, CAPS has been selected to create three diverse models for the residences. The one-bedroom, 676-square-foot plan will feature a Transitional Elegance design concept. The two-bedroom 867-square-foot plan highlights a Coastal Breeze design. The 880-square-foot one-bedroom/study residence will showcase a Modern Chic style. Buyers will receive a \$25,000 gift card for a furniture package from Clive Daniel Home. The design firm will also handle design of the lobby and common area.

Added Daniel Lubner, CEO and President of Clive Daniel Home, "We are excited to be working once again with this powerhouse team, which has already completed over 15 amazing projects together. We look forward to working with the owners and providing them with personalized interiors for their condo residences."

Since opening in Naples in 2011, Clive Daniel Home has won over 300 awards from publications and building industry organizations for interior design and marketing excellence.

The project's developer, Mike Assaad of Waterside Builders, Inc., selected Clive Daniel for the interior design due to their extensive expertise in residential and mixed-use hospitality properties. Waterside retained brokerage firm Compass with Joe Belz as listing agent handling sales and marketing for the project.

"Most condo hotels require that every unit is finished and furnished the same," explained Belz. "Not this one. Buyers will have choices in flooring, cabinets, countertops, interior paint, and they can furnish as they desire. Preconstruction enables buyers to make their own color and finish selections. Ownership will provide buyers with a unique revenue-generating opportunity."