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The Hotelification of Luxury Residences in South Florida

Inside the Rise of Hospitality-Driven Living, Where Branded Residences Operate Like Five-Star Hotels

Mandarin Oriental Residences poolside lounge area Great Gulf

The next chapter of South Florida real estate is not defined by square footage or skyline views. It is shaped by service.

Branded residences have surged globally, with more than 700 developments completed and over 600 in the pipeline. South Florida sits at the center of that growth, ranking second only to Dubai, with 48 completed projects and another 55 underway. Yet the most compelling shift is not the scale of development. It is how these residences function.

Buyers are no longer satisfied with a recognizable name on the façade. They are seeking homes that operate with the precision, service, and ease of a luxury hotel. That expectation has given rise to what industry insiders are calling the “hotelification” of residential real estate. Homes are now paired with concierge teams trained in anticipatory service, on-site dining programs that rival standalone restaurants, private club ecosystems, and global hospitality networks that extend far beyond the building itself.

1. Waldorf Astoria Residences Miami

Waldorf Astoria Residences terrace suite view ARX Creative

Miami’s first supertall introduces a residential experience anchored in one of hospitality’s most recognizable service philosophies. Owners receive Diamond status within the Hilton Honors program

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upon contract, unlocking a global layer of benefits that extends far beyond the building. On property, the experience is shaped by attentive concierge service and the presence of Peacock Alley, the Waldorf Astoria's signature lounge known for its social rhythm of brunches and cocktails. The result feels less like a private residence and more like a permanent suite within a globally connected hotel ecosystem.

2. Mandarin Oriental Residences, West Palm Beach

Mandarin Oriental Residences view of water from pool Great Gulf

Set along North Flagler Drive, Mandarin Oriental's first residential-only offering in South Florida brings its meticulous service approach into a more private setting. Spread across more than two waterfront acres, the development leans into a resort-style environment with a rooftop lounge, pool, cabanas, spa, and fitness center, alongside a pickleball court and garden lounge. The brand's attention to detail is

reflected in how daily life is structured, where service is integrated into routine rather than reserved for special occasions.

3. The Ritz-Carlton Residences, Fort Lauderdale Beach

The Ritz-Carlton Residences, Fort Lauderdale Beach offer elevated waterfront living with resort-style pools and skyline views The Boundary

Positioned along one of Fort Lauderdale's most sought-after stretches of coastline, this boutique development builds on Ritz-Carlton's established service model. Residents are supported by hospitality-trained staff delivering anticipatory service, a hallmark of the brand. Amenities include a 75-foot lap pool, leisure pool, cabanas, and a full wellness offering, while the ONVIA platform and Marriott Bonvoy benefits extend the experience globally through curated travel perks and partnerships.

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4. Delano Residences Miami

Delano Residences master bedroom with an ocean view ARX Creative

Delano's first residential tower introduces a lifestyle shaped as much by culture as by service. The Delano Members' Club anchors the experience, pairing programming with a resort-style pool deck and Sky Pool that frame the city from above. The return of the Rose Bar signals a continuation of the brand's nightlife legacy, offering a more intimate social setting within the building. Ownership also connects residents to the Accor Ownership Benefits Program, providing access to a global portfolio of more than 5,700 hotels and resorts.

5. Kempinski Residences Miami Design District

Kempinski Residences Miami Design District introduces European luxury living with panoramic waterfront views Gladstone

Marking the European brand's first residential project and U.S. debut, Kempinski Residences brings a 128-year hospitality legacy into Miami's Design District. The development recreates the structure of a luxury hotel through its arrival sequence, anchored by a grand porte-cochère and rotunda. Inside, a full-service spa with treatment rooms, saunas, steam, and salon services establishes a wellness environment that mirrors a standalone hotel. Dining is equally integrated, with an on-site restaurant, bar, and private dining salons shaping a layered culinary experience within the residence.

6. Mr. C Residences Boca Raton

Mr. C Residences game room with state-of-the-art golf simulator Binyan Studios

Downtown Boca Raton's first newly announced branded residential project in over a decade introduces the Cipriani family's Mr. C brand with a strong focus on hospitality-led living. The service layer includes concierge, valet, and housekeeping, while the dining program is fully embedded into daily life through Bellini Restaurant, in-residence dining, and a residents-only rooftop bar and lounge. Wellness is treated as a central pillar, with a spa, hammam, sauna, steam rooms, and dedicated spaces for yoga and meditation alongside hot and cold plunge pools.

7. Viceroy Residences Fort Lauderdale

Viceroy Residences 10th floor pool surrounded by cabanas and palm trees Hayes Davidson

Developed by Naftali Group, Viceroy Residences brings a service-driven hospitality model to Fort Lauderdale, paired with a private members' club and restaurant by The h.wood Group. The project introduces a social dimension often associated with destination hotels, where dining and nightlife are integrated into the residential environment. Residents also gain access to Viceroy's global network through the DISCOVERY loyalty program, reinforcing the idea that ownership includes entry into a broader lifestyle platform.

8. Continuum Club & Residences, North Bay Village

Aerial view of the palm tree lined North Terrace at Continuum Continuum Company

At Continuum, the focus shifts toward a club-driven model where amenities are programmed rather than static. The 40,000-square-foot Continuum Club operates as a private members' environment, supported by concierge-led services that coordinate everything from dining to in-home experiences. A waterfront restaurant anchors the food and beverage offering, while a porte-cochère arrival and staffed reception establish a consistent front-of-house experience that mirrors hotel operations.

9. JEM Private Residences

JEM's steamed jacuzzis offer serene rooftop relaxation Hayes Davidson

Located within Miami Worldcenter, JEM introduces a design-forward approach that blends hospitality with fashion-led interiors. The JEM Club, positioned at the top of the tower, functions as a social and lifestyle hub with dining, entertainment, and lounge spaces. FENDI Casa-designed Sky Villas extend the concept into the residences themselves, offering fully curated interiors. Wellness programming, including spa and recovery spaces, reinforces a structure that aligns more closely with a private club than a traditional residential building.

10. The Ritz-Carlton Residences, Sarasota Bay

Social Club Room at the The Ritz-Carlton Residences in Sarasota Bay Kolter Urban

Overlooking Sarasota Bay, this waterfront development brings Ritz-Carlton-managed services into a more relaxed coastal setting. Residents have access to 24-hour concierge, valet, and hospitality-style services such as housekeeping and coordinated poolside dining. Recreational programming includes access to kayaks and paddleboards, alongside curated experiences that reflect the surrounding environment. Private dining and social spaces are designed to mirror the flow and service standards of a luxury resort.

What is emerging across South Florida is a new definition of home. Ownership now comes with access to service, programming, and global networks that extend far beyond the physical residence. The idea of "checking in" has been reimagined. For today's buyer, the goal is not to visit a hotel. It is to live inside one.