

NEW DOWNTOWN FORT MYERS CONDOMINIUMS | 50% SOLD

PRIMA LUCE
ON THE WATERFRONT



NOW UNDER CONSTRUCTION | GREAT FINANCING AVAILABLE



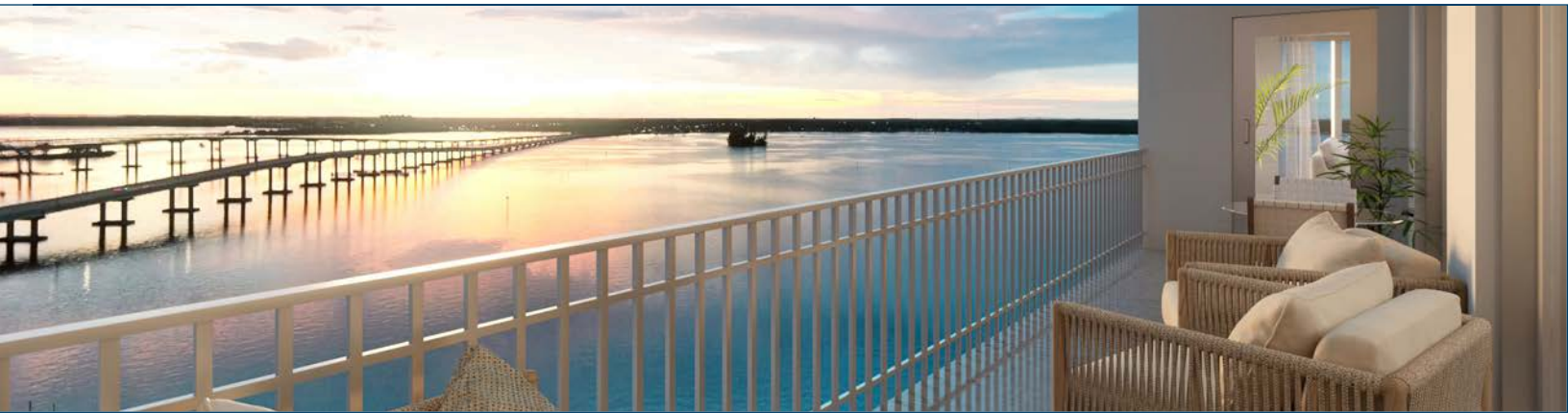
BARCLAY'S
REAL ESTATE GROUP

E-MAIL INFO@PRIMALUCELIFE.COM | PHONE (239) 362-2685
SALES CENTER 2235 FIRST STREET, FORT MYERS, FLORIDA 33901
REAL ESTATE BROKER MICHAEL MONTES | (949) 683-0498



PRIMA LUCE ON THE WATERFRONT

2 TOWERS | 220 RESIDENCES | 7+ FLOOR PLANS



PRIMA LUCE | LIFE IN A NEW LIGHT

INSPIRED BY THE FIRST LIGHT OF A NEW DAY SHINING DOWN ON THE CALOOSAHATCHEE RIVER ESTUARY, PRIMA LUCE ON THE WATERFRONT IS A PET-FRIENDLY WATERFRONT DEVELOPMENT IN THE HISTORIC RIVER DISTRICT OF DOWNTOWN, FORT MYERS, FLORIDA, FEATURING LUXURIOUS RESIDENCES AND AMENITIES.

LIVE IT UP IN DOWNTOWN | YEAR-ROUND DINING, SHOPPING, ENTERTAINMENT, EVENTS, OUTDOOR ACTIVITIES AND SO MUCH MORE ARE JUST A SHORT RIDE OR WALK DOWN FIRST STREET.

REPUTATION & INNOVATION | PRIMA LUCE WILL BE THE 5TH AND 6TH HIGH-RISE CONDOMINIUM TOWERS IN DOWNTOWN FORT MYERS BY DEVELOPER ROBERT MACFARLANE.

ABOUT SOUTHWEST FLORIDA | FORT MYERS, LEE COUNTY, FLORIDA

- * CLOSE PROXIMITY TO GORGEOUS BEACHES, WALKING TRAILS, PARKS AND MANY OUTDOOR ATTRACTIONS
- * DIVERSE ARTS COMMUNITY WITH HUNDREDS OF THEATRES, MUSEUMS, GALLERIES, EVENTS AND FESTIVALS
- * NAMED #8 ON SOUTHERN LIVING'S "SOUTH'S BEST CITIES ON THE RISE" IN 2022
- * SOUTHWEST FLORIDA INTERNATIONAL AIRPORT SERVES NEARLY 9 MILLION PASSENGERS ANNUALLY
- * 10 UNIVERSITIES AND COLLEGES AND 25 CHARTER SCHOOLS IN THE REGION
- * FORT MYERS IS THE SPRING TRAINING HOME OF THE BOSTON RED SOX AND MINNESOTA TWINS BASEBALL TEAMS



FORT MYERS WAS NAMED ONE OF THE **BEST PLACES TO RETIRE** ACCORDING TO **U.S. NEWS & WORLD REPORT**

Sources: Southwest Florida International Airport (2018), TripAdvisor.com, USNEWS.com, SouthernLiving.com



PRIMA LUCE (PREE - muh • LOO - chay) MEANS **FIRST LIGHT** IN ITALIAN.

PRIMA LUCE PRICING & COA FEES

EAST TOWER

UNIT	BED / BATH	SQ. FT.	PRICE RANGE	COA/MO
LUCCA	<i>Studio</i>	837 sf	SOLD OUT	\$277. ⁸²
SAN LUCIDO	<i>1/1</i>	1,058 sf	SOLD OUT	\$361. ⁰²
RAVELLO	<i>2/1.5</i>	1,370 sf	\$460,000 - \$480,000	\$458. ⁹⁰
PALERMO	<i>2/2</i>	1,393 sf	\$785,000 - \$885,000	\$481. ¹¹
VERONA	<i>2/2</i>	1,484 sf	\$645,000 - \$985,000	\$501. ⁸²
SIENA	<i>3/2</i>	1,772 sf	\$860,000 - \$1,195,000	\$595. ⁹³
SALERNO	<i>3/2.5</i>	2,198 sf	\$790,000 - \$870,000	\$736. ⁷²

WEST TOWER

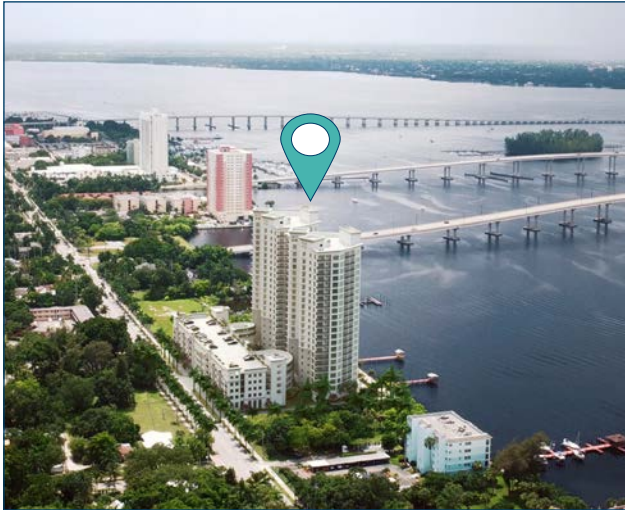
UNIT	BED / BATH	SQ. FT.	PRICE RANGE	COA /MO
LUCCA	<i>Studio</i>	837 sf	\$335,000	\$277. ⁸²
SAN LUCIDO	<i>1/1</i>	1,058 sf	SOLD OUT	\$361. ⁰²
RAVELLO	<i>2/1.5</i>	1,370 sf	\$500,000	\$458. ⁹⁰
PALERMO	<i>2/2</i>	1,393 sf	\$805,000 - \$885,000	\$481. ¹¹
VERONA	<i>2/2</i>	1,484 sf	\$605,000 - \$1,010,000	\$501. ⁸²
SIENA	<i>3/2</i>	1,772 sf	\$880,000 - \$1,205,000	\$595. ⁹³

PRICING AS OF 2/24/23

LOWEST COA FEES ON THE RIVER!

RESIDENCE FEATURES

GREAT
FINANCING
AVAILABLE



TOUR RESIDENCES ONLINE AT
PRIMALUCELIFE.COM



CONDO FEATURES

- * OVER 7 FLOOR PLANS PLUS OPTIONS
- * HURRICANE-RESISTANT WINDOWS AND DOORS
- * PRIVATE BALCONY WITH WATER VIEWS
- * GRAND MASTER SUITES AND WALK-IN CLOSETS
- * OPEN CONCEPT, HIGH-CEILING LIVING AREAS
- * SEPARATE LAUNDRY WITH STACKABLE WASHER/DRYER
- * HIGH-SPEED DATA LINES & USB CHARGING PORTS
- * DECORATIVE & RECESSED LIGHTING OPTIONS
- * FIRE SPRINKLER SYSTEM
- * PORCELAIN TILE FLOORS

KITCHEN & BATHROOM

- * 8'0" HIGH CEILINGS
- * QUARTZ COUNTERTOPS AND BACKSPLASH
- * STAINLESS STEEL APPLIANCES
- * WALK-IN PANTRY (VERONA & SALERNO ONLY)
- * WOOD CABINETRY
- * WALK-IN SHOWERS WITH SLIDING GLASS DOOR
- * PORCELAIN SINK AND FULL-SIZE WALL MOUNTED MIRRORS
- * CEILING MOUNTED EXHAUST FAN

BEDROOM & BALCONY

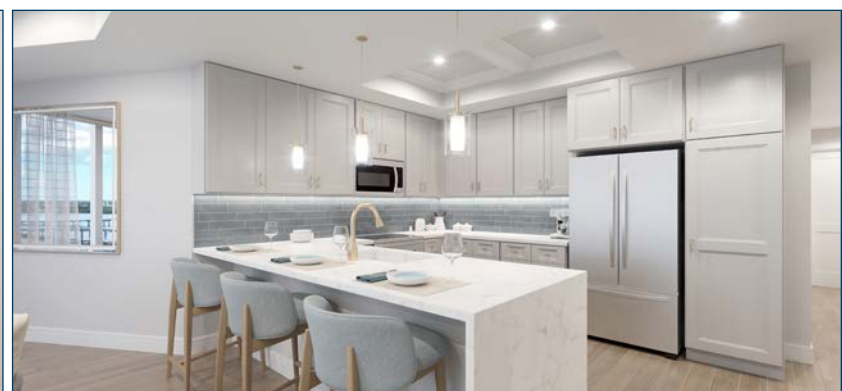
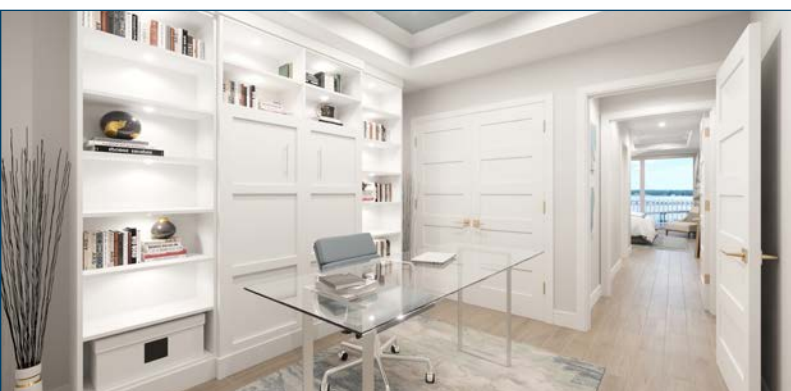
- * 9'4" HIGH CEILINGS
- * OPEN CONCEPT WITH FULL-HEIGHT WINDOWS
- * MASTER WALK-IN CLOSET WITH WOOD SHELVES AND RODS
- * CARPETING AVAILABLE UPON REQUEST

ELECTRIC FEATURES

- * ENERGY-EFFICIENT LED LIGHTING
- * QUICK-RECOVERY WATER HEATERS
- * 16+ SEER HIGH-EFFICIENCY CENTRAL A/C
- * FULLY PROGRAMMABLE DIGITAL THERMOSTAT
- * PRE-WIRED CABLE/PHONE/WI-FI

UNBEATABLE LIFESTYLE | UNBEATABLE VIEWS

WATERFRONT RESIDENCES

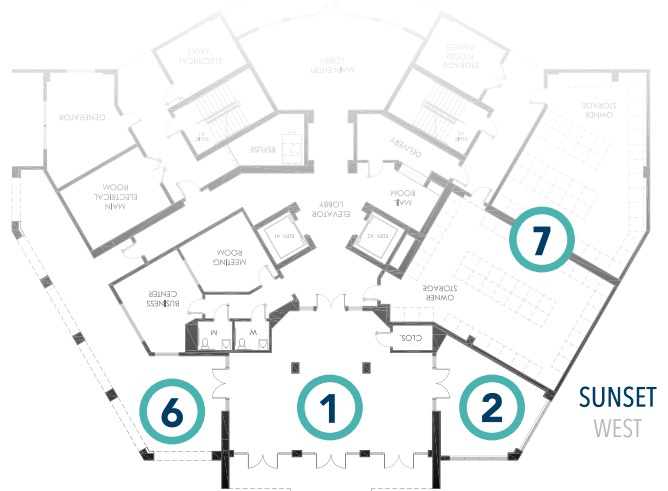


PRIMA LUCE LEVEL 1 AMENITIES



SUNRISE
EAST

POOL



SUNSET
WEST



1

- 1 FITNESS CENTER
- 2 YOGA STUDIO
- 3 SOCIAL ROOM
- 4 CATERING KITCHEN
- 5 GOLF SIMULATOR
- 6 COVERED ENTRY
- 7 OWNER STORAGE



3



4



5



6

LIVE THE PRIMA LUCE LIFESTYLE

COMMUNITY AMENITIES

- * TWO DOG PARKS AND A GROOMING AREA
- * TWO PRIVATE PIERS WITH GAZEBOS FOR LOUNGING
- * TWO BOAT DOCKS FOR DAY USE
- * RESORT INSPIRED THREE-TIERED SALT-WATER POOL PLUS SPA
- * POOLSIDE COVERED VERANDA WITH RESTROOMS, BAR AREA AND LARGE SCREEN TV'S
- * EXPANSIVE POOL DECK SITUATED ALONG THE WATER'S EDGE WITH OUTDOOR SEATING, FIREPITS AND BBQ AREAS
- * SOCIAL ROOM WITH CATERING KITCHEN AND BAR AREA
- * GOLF AND SPORT SIMULATOR
- * STATE-OF-THE-ART FITNESS CENTER AND YOGA STUDIO



- * PET-FRIENDLY RESIDENCES (2 PETS UP TO 80 LBS. EACH)
- * COMMON AREA WI-FI ACCESS
- * BUSINESS CENTER WITH HOTSPOT DESKS AND HIGH-SPEED INTERNET
- * COVERED WALKWAY LEADING FROM THE PARKING GARAGE INTO THE MAIN LOBBY
- * TWO HIGH-SPEED ELEVATORS PER TOWER
- * RESIDENT MAILBOX AND PACKAGE ROOM
- * SECURED GROUND-LEVEL RESIDENT STORAGE LOCKERS
- * DESIGNATED BICYCLE STORAGE

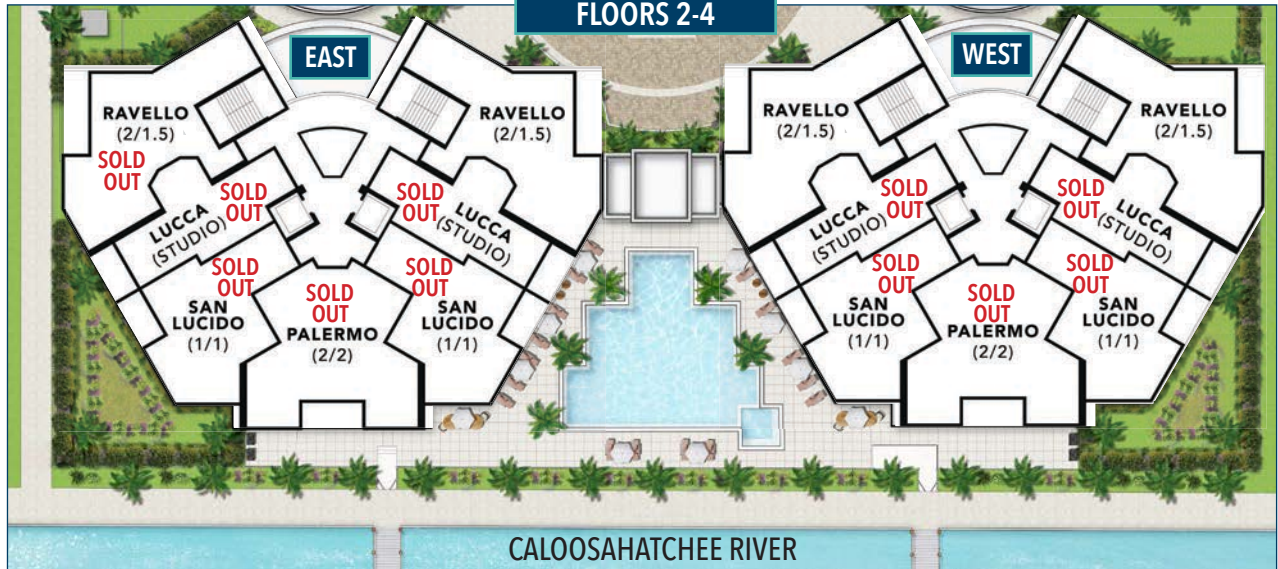
- * 24HR SECURITY VIA CCTV CAMERAS
- * ON-SITE PROPERTY MANAGEMENT & MAINTENANCE
- * VIRTUAL CONCIERGE
- * SECURED RESIDENT-ONLY ENTRY
- * SECURED PROPERTY WITH PRIVATE PARKING GARAGE
- * ELECTRIC CAR CHARGE STATIONS
- * ONE COVERED PARKING SPACE PER RESIDENCE WITH AN OPTION TO PURCHASE A SECOND (WHILE AVAILABLE)
- * CAR WASH AND DETAILING SPACE
- * GROUND-LEVEL GUEST PARKING
- * LUSH, LANDSCAPED GARDENS



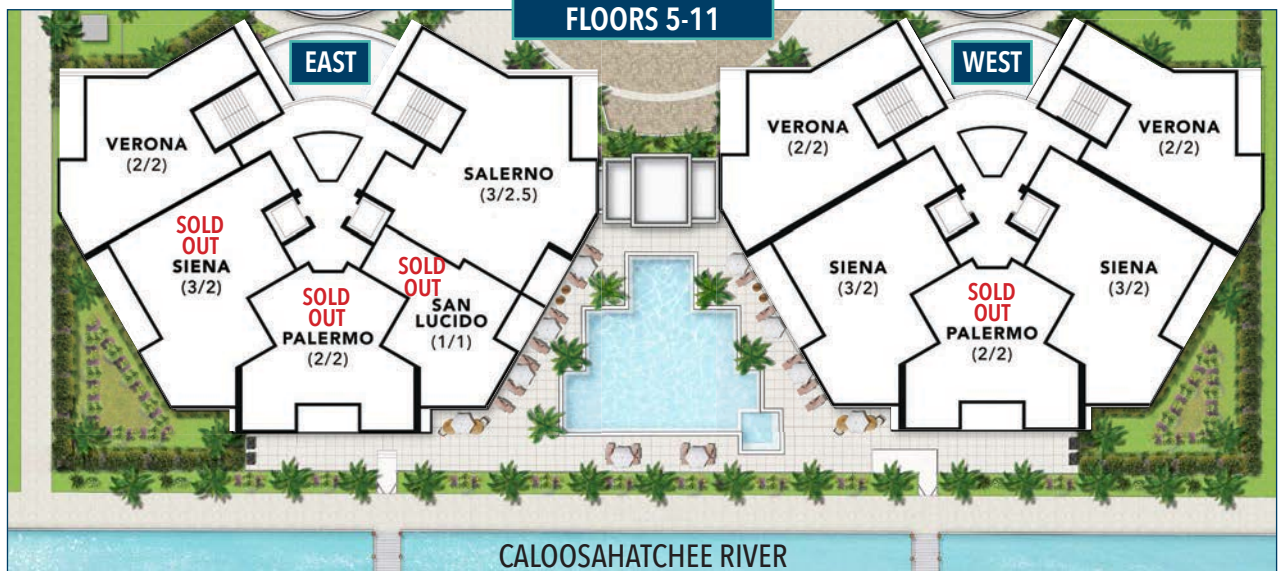
LIVE, WORK AND PLAY

PRIMA LUCE SITE PLAN

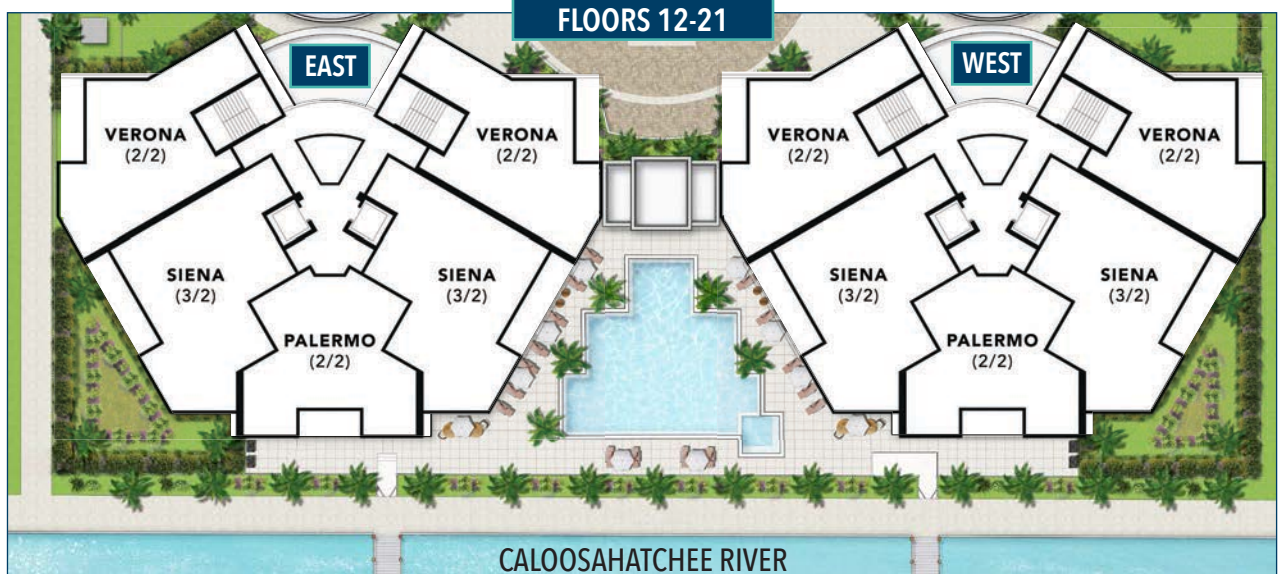
FLOORS 2-4



FLOORS 5-11



FLOORS 12-21



INQUIRE ABOUT OUR PENTHOUSE OPTIONS ON FLOORS 21 AND 22

SALERNO | 3 BED 2.5 BATH

Breathtaking
WATERFRONT VIEWS



SALERNO

LIVING
1,957 SQ. FT.

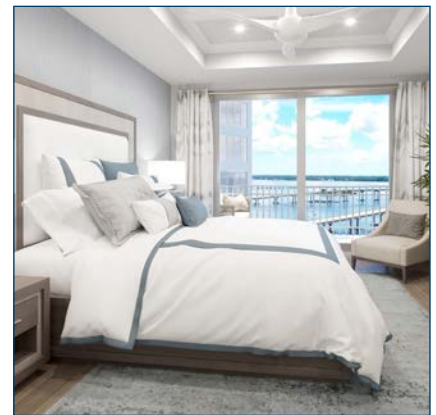
BALCONY A
142 SQ. FT.

BALCONY B
90 SQ. FT.

1ST FLOOR STORAGE
9 SQ. FT.

TOTAL
2,198 SQ. FT.

SIENA | 3 BED 2 BATH



2 BED 2 BATH OPTION



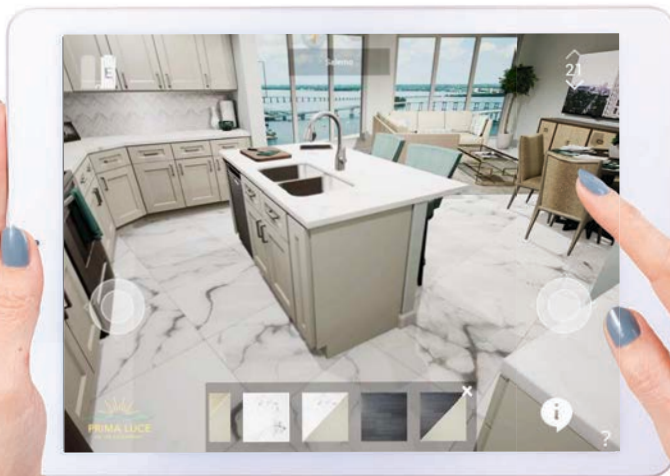
SIENA	LIVING	BALCONY	1ST FLOOR STORAGE	TOTAL
	1,583 SQ. FT.	180 SQ. FT.	9 SQ. FT.	1,772 SQ. FT.

PALERMO | 2 BED 2 BATH



DESIGN YOUR CONDO WITH OUR IN-HOUSE INTERACTIVE APP

STANDARD, UPGRADE AND CUSTOM OPTIONS



PALERMO

LIVING
1,278 SQ. FT.

BALCONY
106 SQ. FT.

1ST FLOOR STORAGE
9 SQ. FT.

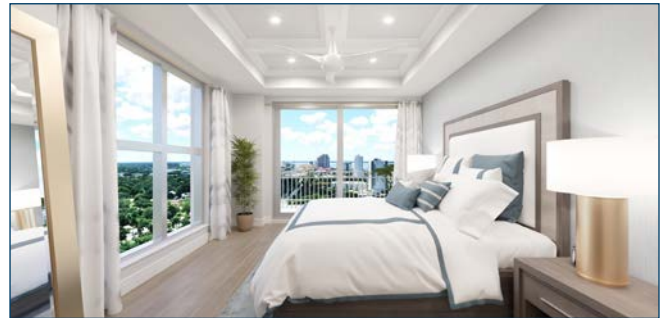
TOTAL
1,393 SQ. FT.

VERONA | 2 BED 2 BATH

Timeless Design
ENDLESS POSSIBILITIES



1 BED PLUS DEN 1.5 BATH OPTION



VERONA

LIVING
1,333 SQ. FT.

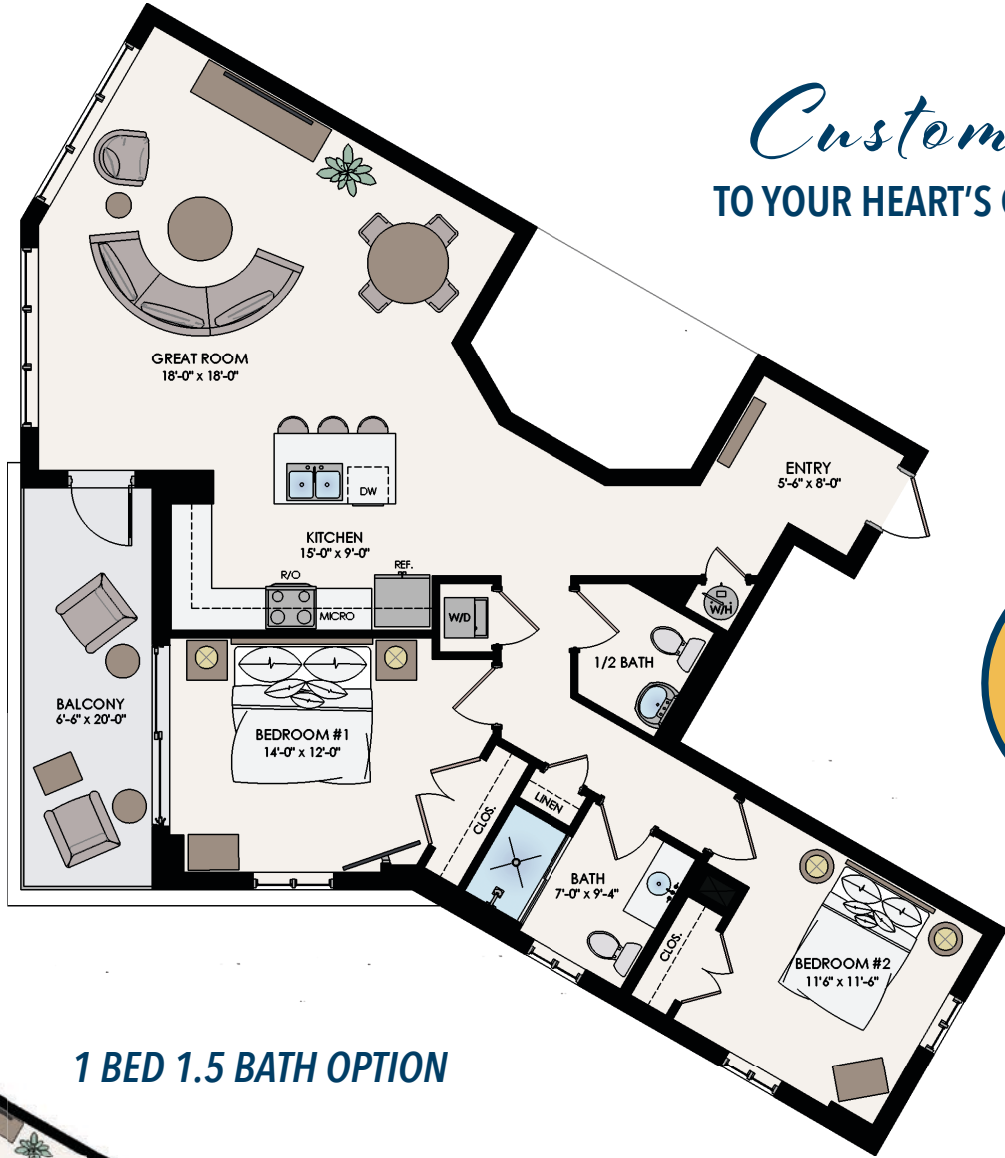
BALCONY
142 SQ. FT.

1ST FLOOR STORAGE
9 SQ. FT.

TOTAL
1,484 SQ. FT.

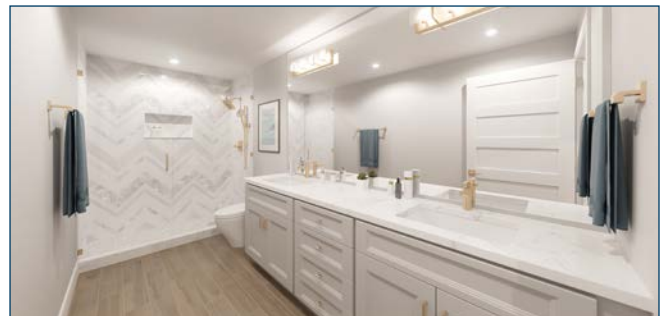
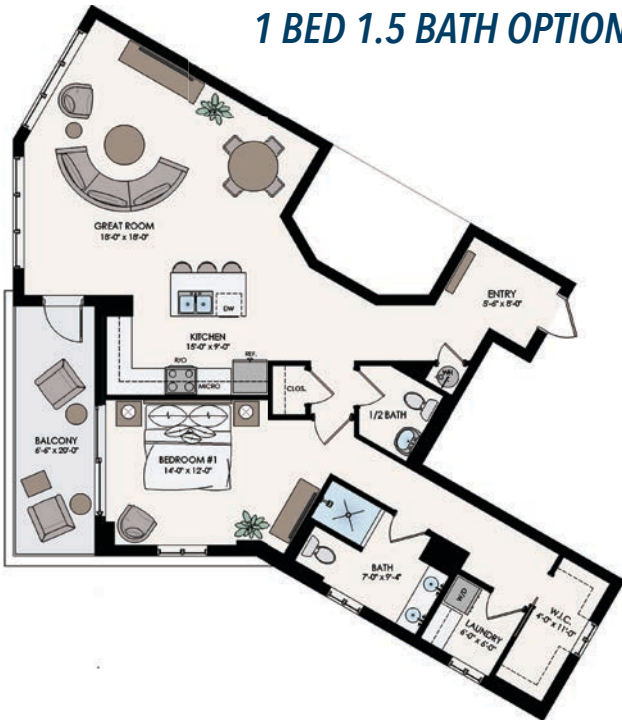
RAVELLO | 2 BED 1.5 BATH

Customize
TO YOUR HEART'S CONTENT



GREAT FINANCING AVAILABLE

1 BED 1.5 BATH OPTION



RAVELLO

LIVING
1,219 SQ. FT.

BALCONY
142 SQ. FT.

1ST FLOOR STORAGE
9 SQ. FT.

TOTAL
1,370 SQ. FT.

DOWNTOWN FORT MYERS



LOCAL RESTAURANTS & BARS TO VISIT

THE LUMINARY HOTEL

2200 EDWARDS DRIVE, FORT MYERS, FL 33901

FIRESTONE RESTAURANT, MARTINI & SKYBAR

2224 BAY ST, FORT MYERS, FL 33901

BRUNO'S OF BROOKLYN

2112 SECOND ST, FORT MYERS, FL 33901

86 ROOM

22 PATIO DE LEON, FORT MYERS, FL 33901

DEEP LAGOON

14040 MCGREGOR BLVD, FORT MYERS, FL 33919

THE BOAT HOUSE

17101 STATE RD 31, FORT MYERS, FL 33905

THE OXBOW

1300 HENDRY ST, FORT MYERS, FL 33901

IZZY'S

2282 FIRST ST, FORT MYERS, FL 33901

THE VERANDA

2122 SECOND ST, FORT MYERS, FL 33901

THE LODGE

2278 FIRST ST, FORT MYERS, FL 33901



DOWNTOWN EVENTS

MONTHLY ART WALK & MUSIC WALK

SEASONAL THEATRE, CONCERTS & EXHIBITIONS

SEASONAL EVENTS & FESTIVALS

ANNUAL ARTFEST IN FEBRUARY

ANNUAL BOAT SHOW IN NOVEMBER

BOATS & MARINAS

FORT MYERS YACHT BASIN

PRIVATE YACHT CHARTERS

J.C. CRUISES

LEGACY HARBOR MARINA

PURE FLORIDA



15 MINUTE WALK TO DOWNTOWN

ABOUT THE DEVELOPER



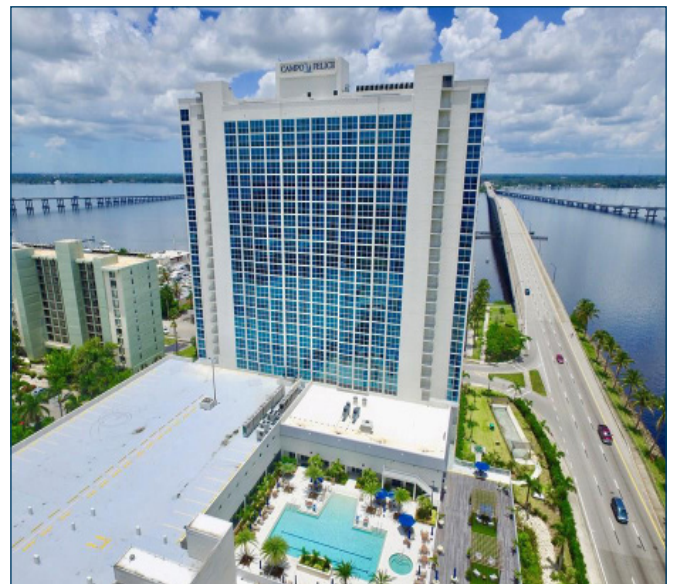
ROBERT MACFARLANE
CHAIRMAN, PRIMA LUCE LLC,
MACFARLANE GRAND PROPERTIES

MORE THAN 50 YEARS OF DEVELOPMENT EXPERIENCE ACROSS THE UNITED STATES
TRANSACTIONED MORE THAN 10 MILLION SQUARE FEET TOTALING OVER \$2 BILLION
COMPLETED THREE NEW WATERFRONT HIGH-RISES (2004-2006), THE FIRST SUCCESSFUL WATERFRONT DEVELOPMENT IN DOWNTOWN FORT MYERS IN 20 YEARS
TRANSFORMED A FORMER DOWNTOWN FORT MYERS (2016-2018) HOTEL INTO A 55+ FULL-SERVICE LUXURY RENTAL COMMUNITY
RECEIVED OVER \$40 MILLION IN TAX INCREMENT FINANCING ("TIF") GRANTS ON HIS FORT MYERS DEVELOPMENTS, INCLUDING \$18.4 MILLION FOR PRIMA LUCE ON THE WATERFRONT
PRIOR TO HIS DEVELOPMENT PROJECTS IN FLORIDA, MR. MACFARLANE WAS THE MANAGING DIRECTOR OF REAL ESTATE FOR ONE OF THE ROCKEFELLER FAMILY TRUSTS

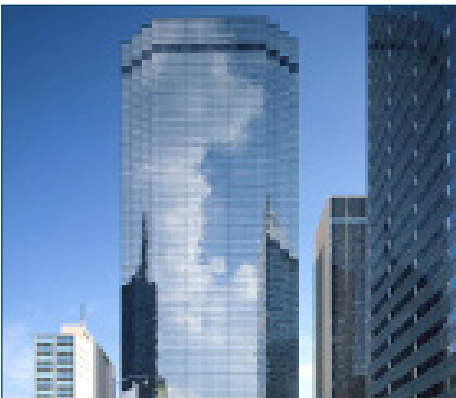
COMPLETED DEVELOPER PROJECTS



FORT MYERS, FLORIDA | *ST. TROPEZ, RIVIERA AND BEAU RIVAGE*



FORT MYERS, FLORIDA | *CAMPO FELICE*



DALLAS, TEXAS | *THANKSGIVING TOWER*



NEW YORK CITY, NEW YORK |
FORMER HOTEL CONVERSION



HARTFORD, CONNECTICUT | *COLT GATEWAY*

PRIMA LUCE - MR. MACFARLANE'S 5TH & 6TH TOWERS IN FORT MYERS



BULK INVESTMENT OPPORTUNITY

EARN 8% UNTIL CLOSING

Investors will receive 8% simple interest on invested funds, compounded and paid in quarterly installments. Minimum deposit of 30% is required, multiple units with a minimum value of \$2.5M, and a maximum value of \$10M (per entity). Contact your agent for more details.



FUNDING TERM

Approximately two years from initial deposit to closing of the units. If purchaser elects to assign any of the unit purchase agreements to a new buyer, purchaser shall receive 100% of the net incremental increase in purchase price at the time of the closing of the condominium with new buyer. Net increase shall be defined as the difference between the purchaser's price and the price received from the new buyer after the payment of all regular and customary closing costs, to include but not limited to real estate commissions, costs incurred by seller for closing, adjustments, etc.



ORAL REPRESENTATIONS CANNOT BE RELIED UPON BY ITSELF AS CORRECTLY STATING REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE.



Dimensions, floor plans and unit features/amenities are preliminary and proposed only. Developer reserves the right to modify, revise, change or withdraw any or all of same in its sole and absolute discretion and without prior notice. Prima Luce is based on plans and concepts that is subject to change without notice. No guarantee is made that the features, amenities, storage units, parking spaces or facilities depicted will be built, or if built will be the same type, size or nature as depicted.