



ABOUT THE PROJECT

PRIMA LUCE ON THE WATERFRONT will be a newly constructed, 2-tower, 22-story, private, waterfront residential high-rise development in the Historic River District of Downtown Fort Myers, Florida, USA.

The project's location on the Caloosahatchee River provides waterfront views for every residence, and luxury amenities include a heated beach-entry swimming pool, fitness center and yoga studio.

ABOUT YOUR BULK INVESTMENT

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.)

MINIMUM UNIT PURCHASE

Multiple units with a minimum value of \$2.5M and a maximum value of \$10M (per entity).

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 at the time of the Closing of the Condominium with new Buyer, 100% of the net incremental increase in purchase price. Net increase shall be defined as the difference between the Purchasers price and the price received from the New Buyer after the payment of all regular and customary closing costs to include by way of example and not limitation to real estate commissions, costs incurred by Seller for closing, adjustments, and the like.



ABOUT SOUTHWEST FLORIDA | FORT MYERS, LEE COUNTY, FLORIDA, USA

- 100+ miles of world-renowned beaches and more than 150 golf courses
- Diverse arts community with hundreds of theatres, museums, galleries, events and festivals
- Named among the top "Safest Cities to live in" by USNEWS.com in 2021
- 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** IN THE USA IN 2021 BY **U.S. NEWS & WORLD REPORT**



ABOUT THE DEVELOPER | ROBERT MACFARLANE



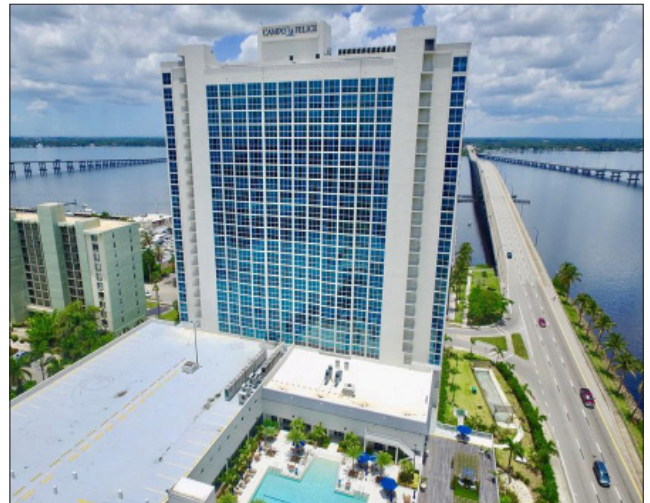
ROBERT A. MACFARLANE
CHAIRMAN, PRIMA LUCE LLC,
MACFARLANE GRAND DEVELOPMENT

- More than 50 years of development experience across the United States
- Transacted 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

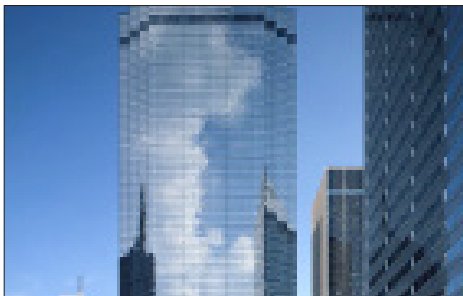
COMPLETED DEVELOPER PROJECTS



FORT MYERS, FLORIDA | *St. Tropez, Riviera and Beau Rivage (new high-rises)*



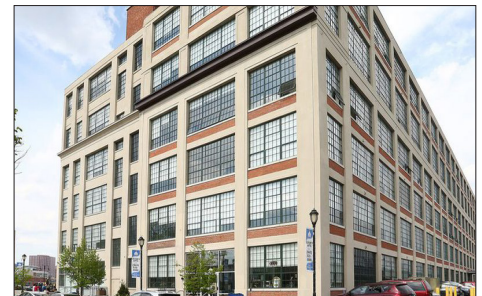
FORT MYERS, FLORIDA | *Campo Felice (former hotel conversion)*



DALLAS, TEXAS | *Thanksgiving Tower*



NEW YORK CITY, NEW YORK
(former hotel conversion)



HARTFORD, CONNECTICUT | *Colt Gateway
(historic preservation & redevelopment)*

PRIMALUCELIFE.COM

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