

REAL ESTATE

Branded residences offer luxury lifestyle in top locales: Four Seasons

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Resort destinations, such as Cabo del Sol, Mexico, continue to be sought-after for branded living. Image courtesy of Four Seasons

By LISA POWERS

Luxury brands are jumping on the real estate bandwagon left and right, with everything from fashion to automotive labels getting in on the branded residence action.

Global hospitality brand **Four Seasons** has been in on the game for decades, perfecting the art of service and crafting the amenities expected from its high-net-worth (HNW) clientele, whether they are looking for a holiday home or permanent residence in the perfect location all backed by the Four Seasons name.

In this Q&A, Paul White, senior vice president of residential development, marketing and sales for Four Seasons discusses the boom in branded living and how his company has been a pioneer in the real estate segment for nearly 40 years.



Paul White is a leader for the Four Seasons residential arm. Image courtesy of Four Seasons

How has the Four Seasons team evolved in-demand amenities, such as wellness perks and tech integrations, as part of its hotel-inspired property services?

When making decisions about the amenities and services at our residences, we put the resident at the center of our thinking to understand how they want to live within their space and use the offerings available to them. Four Seasons provides an end-to-end luxury lifestyle experience.

For example, our **Lake Austin** residences are set within a secluded hillside landscape overlooking the water that will give owners the ability to live within nature while being a short drive from the downtown core.

The development focuses on environmental stewardship, bringing that beauty throughout the property with indoor gardens and, of course, taking advantage of the incredible, exclusive lakefront access with a private marina.

The interiors will feature high-end design and curated lifestyle amenities, including spaces for entertaining, an infinity-edge pool with Austin city views, clubhouse and private restaurant, as well as an athletic center with a full-length indoor pool and private areas for yoga and meditation.

This same thinking was used when we expanded our award-winning **Four Seasons App and Chat** to create a digital residential experience, accessible through their phones, tablets or computers. The App and Chat continue to be incredibly popular amongst our residents, allowing them to further customize their residential lifestyles, including securely managing and caring for their home, connecting with their designated Four Seasons team members and requesting services with ease and convenience.



Four Seasons seeks out in-demand luxury destinations, such as Austin, Texas, for its residential projects. Image courtesy of Four Seasons

From real estate market activity to high-net-worth (HNW) clients' desires, what forces are driving the current branded residences boom?

The current boom in branded residences can be attributed to several key factors driving real estate market activity and catering to the desires of HNW clients.

A branded residence offers a unique value proposition by combining the prestige and luxury associated with renowned brands with the comfort, amenities and exclusivity of residential living.

How does the company's nearly 40-year head start enhance the experience of today's Four Seasons resident?

When we entered the branded residential space in 1985, it was a natural extension of our business of delivering exceptional service and lifestyle experiences in our hotels and resorts.

When we are able to get to know our residents on a day-to-day basis, we are able to enhance this service even more, anticipating needs and creating a worry-free environment.

Four Seasons residents benefit from our world-renowned hospitality and residential property management, along with access to a dedicated director of residence and a team of staff who will become an extension of their home. They cater to our residents' every need, and also protect and care for the home when residents are away.

What role does training play in ensuring staff meet the expectations of Four Seasons residents?

Four Seasons philosophy has always been to hire for attitude and train for skill.

Our priority is creating teams made up of people who are kind, genuine and enjoy caring for others, and, above all, are dedicated to the "golden rule."

Our people have always been our key differentiator and how we are able to create the very best experiences for our residents around the globe.



The Middle East, including Jeddah, Saudi Arabia, is a new area of focus. Image courtesy of Four Seasons

Who is the luxury residential consumer? Do the Four Seasons Hotels and Resorts guests and the Four Seasons Private Residences buyer fit the same profile?

With 53 residences around the globe and growing, our buyers have very diverse profiles: Some who live with us as their primary address and others who have multiple homes in different locations; some who are longtime guests and looking to make Four Seasons a part of their daily life; and others who may be experiencing the brand for the first time.

What they share in common is a desire to live in the finest real estate in each market, and to have the services and amenities of a trusted brand at their doorstep.

What does strategic planning for new developments look like in 2024?

With more than 50 projects at various stages in our residential pipeline, we are growing with intention in markets where UHNW buyers want to live, both in urban and resort destinations, and with mixed-use and standalone projects.

In North America, we have an exceptional pipeline of openings in resort destinations such as [Cabo San Lucas](#), the [Dominican Republic](#), [Belize](#), the [Bahamas](#) and more. We will also open in [Cartagena](#), and with standalone residences in [Lake Austin](#) and [Las Vegas](#).

On the other side of the globe, the Middle East is also an incredibly important growth market for us, and we have exciting openings upcoming in [Istanbul](#), [Jeddah](#) and [Bahrain Bay](#).

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