

ADVERTORIAL

Waterfront living ... within reach

Your backyard in a whole new light!



Robert MacFarlane, Fort Myers' most respected, long-time developer of luxurious, downtown waterfront living, will break ground this year on his fifth high rise development. Prima Luce will join the downtown Fort Myers skyline at 2631 First Street between MacFarlane's Beau Rivage, St. Tropez, and Riviera towers and his Campo Felice retirement living community on Edwards Drive.

"My #1 objective was to provide endless waterfront views and luxury lifestyle amenities for every resident at a very affordable price," said MacFarlane. "I love the historic River District and the people of Fort Myers—and am vested in this area's future."

Take advantage of Prima Luce's lowest prices ever! The "Developer's End-of-Season Flash Sale" is in its second week,

featuring the lowest prices that will ever be offered on a select number of floors and residences. There will never be a better time to purchase your new waterfront home.

Seven floor plans, ranging from 837-square-foot studios start as low as \$178,281 and go up to roomy, three bedroom units with 1,772 square feet starting at \$421,736. Spectacular, one-of-a-kind 22nd floor penthouses will sing to your soul with unmatched sunrise and sunset water views in every direction!

Prima Luce was designed by renowned architects Titsch & Ko with interiors by Dwayne Bergmann Interiors. You will know you have arrived as you turn into the covered drive. Your eyes

glance past the fountain and lush, manicured grounds and sparkling pool all the way to the glistening water beyond. Even grand tower entrances extend your view

clear to the water, gardens and exquisite nature beyond.

Transitional-style interiors are light and bright with refined architectural characteristics. Statuary marble blends with touches of gold and light woods to speak pure comfort.

This backyard was designed for the best time of your life! Plan entertainment with your virtual concierge. Keep fit in the waterfront fitness center, bike downtown or jog along the river. Pick up a book in the library or meet with

colleagues in the conference room. Barbecue for new friends or host the "go-to" party of the season in the waterfront social room with fully equipped kitchen. Step into your zero-entry, heated pool and spa that includes swim-in-place jets, lap pool, aerobic area, and bar.

Soak in the breathtaking views just outside your window that change from hour to hour throughout the day. Open floor plans with exterior walls of glass feature private balconies, high ceilings, granite countertops, choice of floorings and cabinets, walk-in closets, washers and dryers, and top brand, energy-efficient appliances.

Schedule an appointment or stop by the sales center at 2631 First Street from 10 a.m. to 5 p.m. [Mon - Sat] and 1 p.m. to 5 p.m. [Sun]. 239.362.2685, www.PrimaLuceLife.com, Info@PrimaLuceLife.com ■

DEVELOPER'S

End-of-Season Flash Sale!

LIMITED TIME ONLY!

MAKE YOUR MOVE! RESERVE NOW FOR THE **LOWEST PRICES EVER**



Studio Starting at ~~\$220,000~~ **\$178,281**
 One Bedroom Starting at ~~\$278,000~~ **\$225,354**
 Two Bedroom Starting at ~~\$360,000~~ **\$291,810**
 Three Bedroom Starting at ~~\$510,000~~ **\$421,736**

ACT NOW! 239.362.2685

SALES CENTER: 2631 FIRST STREET HISTORIC DOWNTOWN FORT MYERS

www.PrimaLuceLife.com f t i p



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