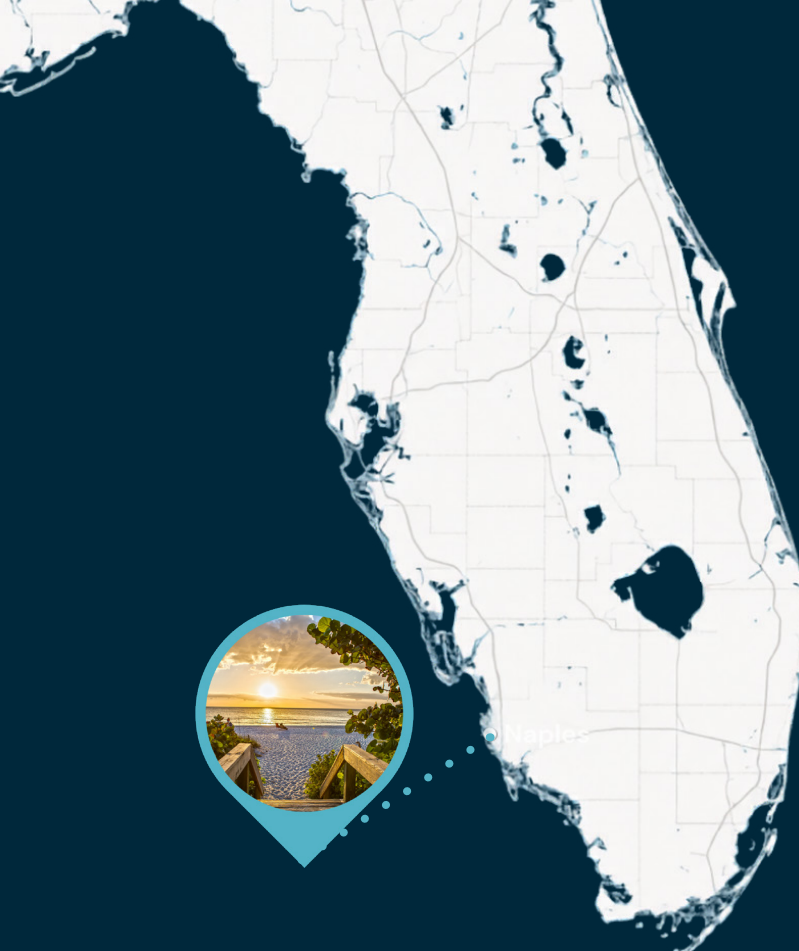




Why Naples, Why Now?

*Discover Why Naples Has Become the
Ultimate Quiet Luxury Capital*

A map of the state of Florida is shown in white against a dark blue background. A small circular inset with a blue border and a dotted line points to the location of Naples on the west coast of Florida. The inset shows a scenic view of a sunset over a body of water with a wooden walkway in the foreground.

NAPLES RECOGNIZED AS TOP 4 SUPER PRIME MARKET IN U.S.

The Naples Moment is Here

Naples Has Moved from “The Best-Kept Secret” to a “Buy Now Market Opportunity”

NABOR’s May 2026 market report points to unprecedented demand across Naples, with condominium pending sales up 53.8% and overall residential inventory down 21%.* The most exciting neighborhood, just east of 5th Ave South, is poised to be the ultimate Naples destination, now boasting a new Barney’s of New York at its heart in addition to The Halcyon Residences and Marina, which is fast becoming the most talked about new development in Naples.

Just read what Forbes, Real Deal, The Super Prime and NYPost are saying about the city’s rare blend of preserved charm, understated luxury, quiet wealth, and real estate value.



The Ultimate Destination for Barefoot Luxury

Smart Money is Moving to Naples

National headlines are pointing to the same story: Naples is gaining momentum with luxury buyers who value privacy, waterfront access, walkable dining, strong real estate fundamentals, and a quieter way to live well. Read the latest coverage on why Naples, and why now.

Forbes

"Naples has become the antidote to the very thing Miami has perfected. In a world where wealth has never been louder, Naples is quickly becoming Florida's quietest address. Which is another kind of wealth. Of course."

THE SUPER PRIME

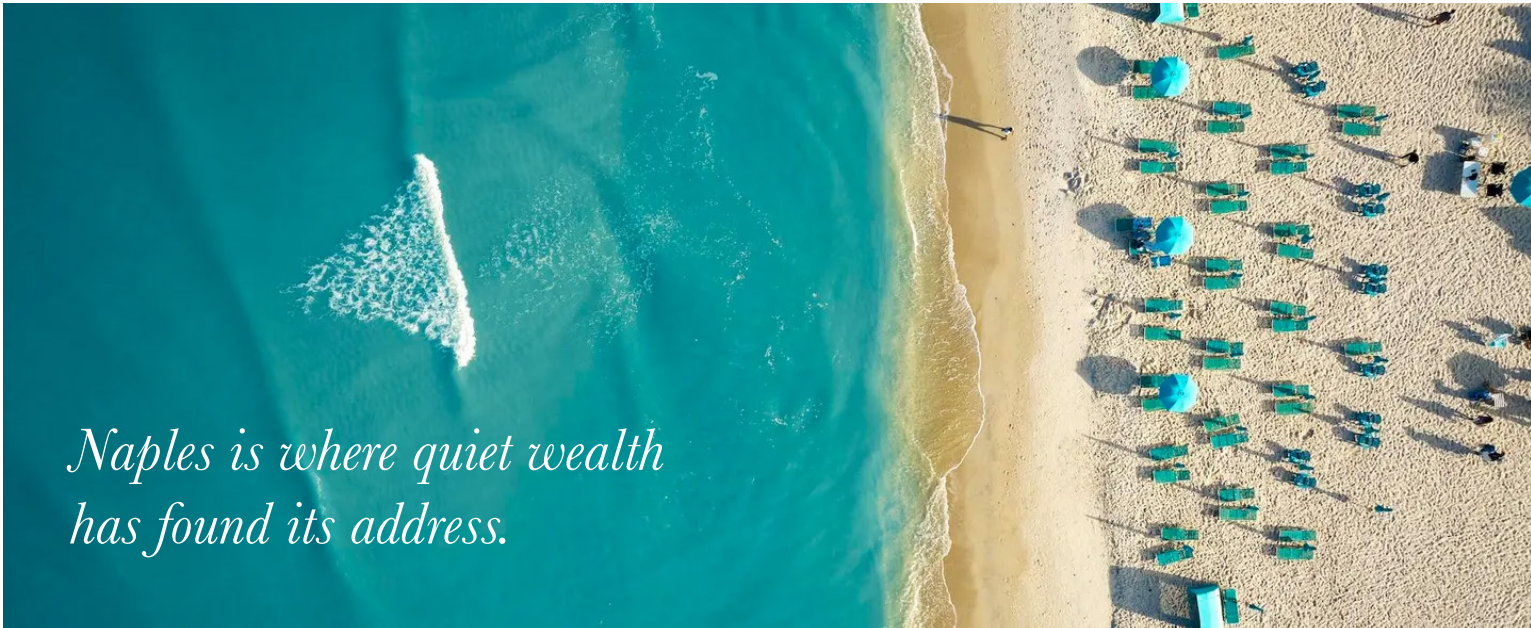
"Naples is not trying to become Miami. Instead, it is attracting high-net-worth individuals precisely because of its competitive opportunity to become America's most refined low-density waterfront luxury market. The launch of The Halcyon Residences & Marina represents one of the newest and clearest examples of this transition."

MANSION GLOBAL

"Naples is no longer simply a quiet coastal retreat. It is being recognized at the very top of the U.S. luxury market — attracting buyers who can choose anywhere, but are increasingly choosing privacy, waterfront access, natural beauty, and long-term value on Florida's Gulf Coast."

THE REAL DEAL REAL ESTATE NEWS

"Naples gives brokers an easy pitch: calm beaches, stunning sunsets, nice restaurants and a bevy of golf course communities. The city's known for its small-town Florida vibes and being home to old money. "The concentration of wealth, in certain pockets of Naples, I'd say it's as great as anywhere else...It's just a quieter way of going about things."



*Naples is where quiet wealth
has found its address.*

NAPLES NAMED FLORIDA'S RICHEST PLACE TO RETIRE



Jamie Chang - Naples Expert, Premier Sotheby's

"The arrival of Barneys New York at Bayfront here in Naples is more than a retail headline. It is another signal of where Naples is headed: a city becoming increasingly sophisticated while preserving the quiet charm, waterfront beauty, and understated luxury that made people fall in love with it in the first place."

TRAVEL+ LEISURE

"Naples has officially been named Florida's richest place to retire, noting that the Gulf Coast city ranked No. 3 in the country and was the only Florida community to land in the top 10 of GOBankingRates' 2026 study."

HAUTE LIVING

"More and more higher-end properties are moving quickly. Naples has always possessed a formidable luxury inventory, so the headline itself might not turn heads. But the velocity at the top of the market accelerate in ways that tell a deeper story: ultra-high-net-worth buyers are no longer hesitating. They are committing."

*For those with the means
and the motivation...now
is the time to be part of
something that is actively
rising."*





Barefoot
Miami

*Naples is the rare place where luxury feels less
like a scene and more like a way of life.*

Parade

"Naples is the Florida beach trip for people who want the polish without the pulse check. Miami is dinner at 10, a dress code you didn't know about, and a lobby that feels like a casting call. Naples is a long beach morning, a very good lunch, a sunset walk, and the rare vacation rhythm that doesn't ask you to keep proving you're having fun."

NEW YORK POST

"The idea is to escape to Naples, enjoy the privacy, enjoy the peace and quiet, and then also be able to create some authentic relationships. We enjoy the same type of weather and all the benefits of being this far south in Florida, but it is much quieter and just a different way of life...we are right on par with the most wealthy areas of the nation."

Naples Market Momentum



The advantage of buying before the market moves again.

Naples is no longer just being discovered. It is being acted on. National headlines point to rising luxury demand, tightening inventory, record-setting sales, and a condo market gaining speed.

For buyers considering The Halcyon, the timing is significant, and the numbers below speak for themselves.

No. 4

Luxury Market in the U.S.

\$225M

Record-Setting U.S. Home Sale in Naples

2 of 6

America's Priciest Neighborhoods

51.4%

Increase in Condo Pending Sales

21%

Decline in Overall Residential Inventory

88%

Rise in Entry-Level Luxury Home Pricing Since 2019





Naples

*This is Naples living - elevated,
effortless, and entirely your own.*

Downtown Naples

Downtown Naples offers a charming, walkable destination just minutes from The Halcyon, where historic streets, outdoor cafés, cultural venues, and landmark shopping create an effortless day-to-night experience — now further elevated by the arrival of Barneys New York.

5th Avenue South & Waterside Shops

The heart of Naples' luxury shopping, dining, and nightlife scene, Fifth Avenue South and Waterside Shops bring together upscale boutiques, world-class art galleries, fine dining, and some of the world's most iconic luxury brands, including Hermès, Louis Vuitton, Tiffany & Co., and more.

Naples Bay & Gulf Access

A true Naples boating lifestyle, with direct access through Naples Bay and quick routes to open water via Gordon Pass. From The Halcyon's private marina, residents are minutes from some of Southwest Florida's most beloved boating destinations, including Keewaydin Island, Marco Island, and the Gulf beyond.

Dining & Waterfront Restaurants

From casual coastal fare to award-winning cuisine, Naples' dining scene offers everything from waterfront restaurants and relaxed al fresco lunches to celebrated culinary destinations, including Blackbird and Lola 41, and is now home to two Michelin-recognized restaurants.

White-Sand Beaches

Pristine Gulf beaches are just a short drive from The Halcyon, from the white sands of Naples Beach to private beachfront escapes like The Paraiso Beach Club — placing residents moments from the soft sand, calm waters, and award-winning sunsets that define coastal life in Naples.

Premier Golf & Recreation

Access to some of Southwest Florida's most celebrated golf and recreation destinations, including Tiburón Golf Club, Naples National, and dozens of championship courses throughout the area — complemented by tennis, pickleball, racquet clubs, fitness studios, and year-round opportunities to stay active.

HALCYON IS AT THE EPICENTER OF NAPLES' CURRENT GROWTH & NEW DEVELOPMENT



Why Naples is clear. The national headlines, market momentum, luxury buyer demand, and lifestyle fundamentals all point to the same conclusion: Naples is one of Florida's most compelling places to live and invest. The next question is: why here?

The Halcyon marks a defining moment in Naples' evolution - where a new, more dynamic chapter is taking shape. Positioned at the gateway to the Davis corridor, less than one mile from downtown Naples, it sits at the center of new investment, thoughtful planning, and a clear vision for the city's future.

This emerging district is becoming a natural extension of downtown, blending waterfront living, connectivity, and a more contemporary lifestyle. As growth moves east from the Gordon River, The Halcyon is uniquely positioned within that momentum.

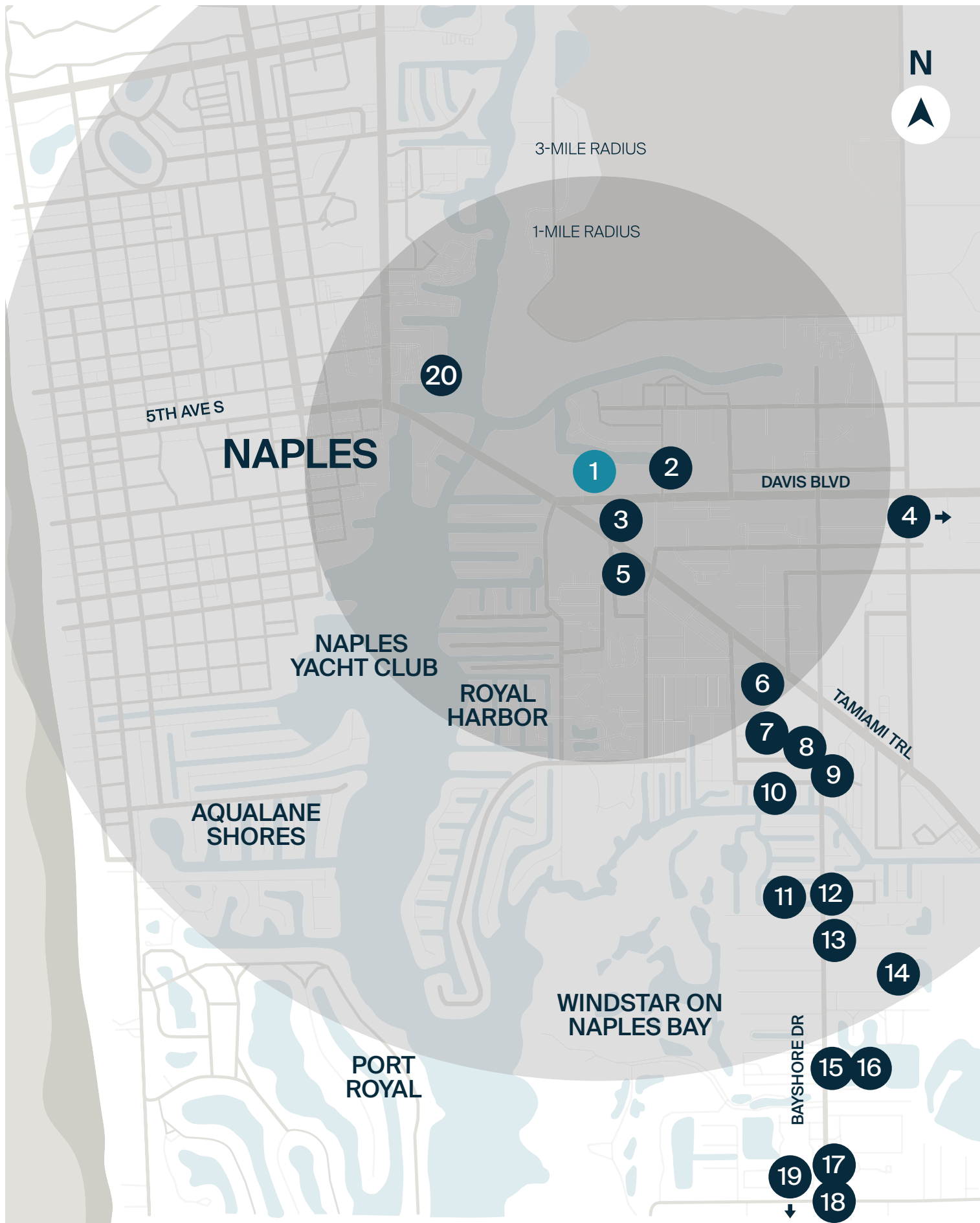
What makes this compelling is timing. The Halcyon brings together the established strength of Naples with the energy of a corridor now coming into focus – placing buyers in the right place within Naples, at the right time.

Future Developments

1	THE HALCYON RESIDENCES & MARINA.....CONDOS	11	LAKEVIEW HOMES.....MULTI-FAMILY
2	SEED TO TABLE (OAKES FARMS).....GROCER	12	BOUTIQUE HOTEL (PROPOSED).....HOTEL + RETAIL + OFFICE
3	METROPOLITAN.....CONDO + APARTMENT + HOTEL	13	THE GROVE AT BAYSHORE.....SINGLE FAMILY HOMES
4	MIXED USE DEVELOPMENT.....NATIONAL ORGANIC GROCER	14	VAN BUREN APARTMENTS.....APARTMENT
5	JW MARRIOTT.....HOTEL	15	CIELO AZUL.....SINGLE FAMILY HOMES
6	GULF GATE PLAZA.....MIXED USE RETAIL	16	OPERA NAPLES / LUCIANO PAVAROTTI FOUNDATION'S PERFORMING ARTS CENTER.....ARTS + CULTURE
7	LUXURY MOTOR STORAGE FACILITY.....CAR STORAGE	17	CAMDEN LANDINGS.....CONDOS
8	5TH AVENUE CAR CLUB.....CAR STORAGE	18	FORMER: DEL'S CORNER.....UNANNOUNCED NEW DEVELOPMENT
9	ELEVATION NAPLES.....MIXED USE (CONDOS + RETAIL)	19	TOLL BROTHERS WINDWARD LANDING.....SINGLE FAMILY HOMES
10	BAYVIEW BOATYARD.....MARINA AND BOAT STORAGE	20	BARNEYS NEW YORK.....LUXURY RETAIL

“The Halcyon's buyers are stepping into a neighborhood
that is actively being **redefined**.”

- Tim Aten, *Gulfshore Business*





Naples Momentum is Moving East

The New Market Fundamentals

Naples' momentum is moving east, creating a new set of market fundamentals around the Davis Boulevard corridor. At the convergence of Davis Boulevard, US 41 East, and Bayshore Drive, The Halcyon is positioned within several active development vectors reshaping the area between downtown Naples, Naples Bay, and the Gordon River.

This is the natural expansion of downtown Naples into a more residential, waterfront, and lifestyle-driven district. Legacy commercial uses are giving way to new investment, improved connectivity, and a more considered vision for how this part of Naples can evolve.



“The Halcyon is at the epicenter of Naples’ next major growth corridor...it is no longer emerging - ***it’s already in motion.***”

- Tim Aten, *Gulfshore Business*

The Halcyon



*This is what home looks like when
its done with soul.*

For buyers, that creates a meaningful opportunity: proximity to the established core of Naples, alongside the upside of a corridor gaining definition. The Halcyon offers a rare marina-front address less than one mile from Fifth Avenue South and moments from the city's dining, culture, boating, and waterfront lifestyle.

As the corridor continues to mature, The Halcyon represents a smart position within Naples' next chapter – connected to what already makes the city exceptional, and placed within the growth shaping where it goes next. It brings together the life and the logic: barefoot luxury, private marina-front living, downtown proximity, and long-term value in one of Naples' most compelling areas of momentum. For buyers seeking both lifestyle and investment confidence, the time to act is now.



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