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ASCENTIA
DEVELOPMENT GROUP

DEVELOPING EXTRAORDINARY ENVIRONMENTS



A QUIET & RESOLUTE

PASSION

FOR PERFECTION

Of all the characteristics one might attribute to success, none is as central as the unwavering passion for perfection. Quite simply, passion matters. Everything flows from this essential trait – integrity, commitment, responsibility, quality, success – it is the passion to flawlessly achieve our vision that is the steady compass that guides Ascentia.



OUR MANTRA

INTEGRITY

IS OUR PRACTICE

We've been developing great living environments for more than 30 years. A diverse portfolio and tenure in the industry are direct results of core values – the most central and ever-present being integrity. Integrity is the Ascentia mantra and it is at the heart of every relationship – with our partners in development, the communities in which we live and work, and the owners we serve.

AN

INFORMED

PERSPECTIVE

While firms both larger and smaller than Ascentia aspire to the notion of turnkey development services in an atmosphere of partnership, Ascentia's ability to satisfy – indeed, to delight – the most demanding clients stems from the entire group's relentless pursuit of exceeding expectations. From feasibility analysis and land acquisition to master planning, zoning, permitting, construction and residential brokerage services, Ascentia's focus is on bringing a thoughtful and comprehensively integrated program to both residential and resort endeavors.



A DELIBERATE

VISION

AND PRACTICED EXECUTION

We are attentive students of our markets, we do our homework. We conduct focus groups with top Realtors to identify the most current wants and needs of the consumer. We study national trends and local tastes. We consult with peers and engage architects, manufacturers and the trades – we are always watching and listening. Ours is a global perspective informed by a local-market sensibility. Through this lens, we then focus our own understanding of the nuances of our market to tailor a unique vision for each new offering.

INTEGRATION

A HOLISTIC APPROACH TO TURN KEY DELIVERY

Ascentia Development Group has earned an enviable reputation by virtue of its extensive and thoughtful development of master-planned communities; custom residential homes; and luxury condominium, resort and hotel properties.

Ascentia is uniquely positioned to provide a full range of development and construction services. Our comprehensive scope of managed services are thoughtfully and expertly integrated. From development, architecture and planning to construction and real estate sales, Ascentia offers a unique single-source capability that enables comprehensive concept, development, marketing and real estate management.

Ascentia takes a particularly holistic approach that promises and delivers results that routinely exceed the expectations of clients and owners. Equally important, this integration, through every step of design and construction, brings enormous benefits in terms of economy, quality and the long-term integrity of a property.



Pre-Construction

- Site analysis
- Market studies
- Preliminary cost analysis
- Project pro formas
- Appraisal

Site Utilization

- Environmental, historical, geological and soil engineering surveys
- Utility services availability
- Zoning and planning assessment
- Local political assessment

Marketing & Sales

- Market research
- Pricing
- Sales staffing & management
- Sales office design & setup
- Database management
- Broker programs
- Marketing budget, planning & execution

Financial Feasibility Services

- Infrastructure cost analysis
- Marketing plan
- Preliminary project costs

Infrastructure Development

- Design feasibility study
- Cost analysis
- Infrastructure construction
- Construction management

Entitlement & Government Approval

- Environmental issue identification
- Environmental issue mitigation
- Environmental impact reports
- PUD and subdivision map approval
- CPR approvals
- Zoning approvals
- Coordination of legal advisers
- State & local land use, planning commission, county council processing

Architecture & Design

- Commercial
- Residential
- Interior design
- Environmental sustainability assessments
- LEED Certification management

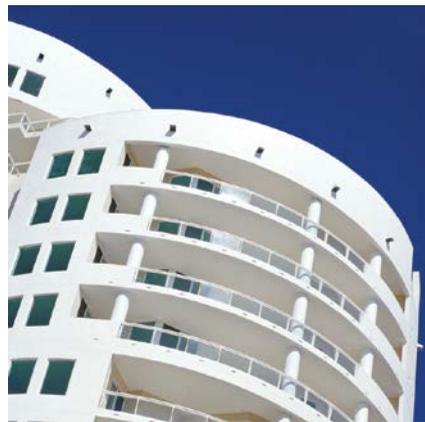
Construction Management /Owner Representation

- Design phase management
- Construction phase management
- Turnkey construction services
- Analysis and presentation of owner decision options
- Coordination of outside consultants
- Schedule modeling and management
- Project closeout

THE FUTURE IS

BEST BUILT

ON A SOLID FOUNDATION



Important prerequisites for the owners, neighbors and community members who are evaluating a partner include the developer's financial stability, experience, sensitivity to the location and environment and, ultimately, the quality and success of the finished project.

On these fronts, Ascentia's experience, resources and financial acumen make the firm a compelling business ally. The management team and its design, development and construction partners have three decades of experience in conceiving, entitling and bringing to market some of Florida's most architecturally acclaimed and commercially successful residential and resort projects. Importantly, the group has demonstrated expertise navigating both robust and harsh economic climates, along the way earning the respect of regional and national financial institutions. The result is confidence in an ever more complex and sensitive development world.

AT WHAT PRICE COMES

VALUE

Value engineering is an inherent part of Ascentia's market-driven approach, and the firm offers considered responses to planning, usage and revenue models, from permitting to materials to construction. It's all part of a singular focus on satisfying every aspect of design, use and budget considerations.

Once development begins, value takes on a new dimension that is measured in countless ways. Value translates into confidence – that projects will be completed with integrity, on time and on budget. Value is having a partner who appreciates the real value of time and looks to save it in every way possible. And above all, value is measured in a finished product that will itself grow in value. It is telling that resale values of Ascentia properties consistently outperform the broad market.

ALL THE RIGHT

CONNECTIONS

Beyond bricks and mortar, beyond beautiful designs, a developer's contribution to a project extends throughout the marketplace – to the real estate community, past prospects and buyers and the media. In markets along the Gulf Coast, Ascentia has developed a loyal following that is a priceless asset. News of an Ascentia project creates an immediate buzz that is wide, deep and diverse – it is literally the talk of the town. And the conversation is universally positive. Praiseworthy projects and thousands of relationships have made Ascentia a vital and vibrant part of the community.



MAKING LIGHT FOOT PRINTS

PRESERVING

OUR COAST

Native and natural are intrinsic and longstanding principles of Ascentia design. The Gulf Coast is a temperate paradise, and we continually strive to ensure that our footprints on our beautiful coast are delicate and sensitive. To this end, from site analysis through completion, every aspect of environmental impact and sustainability is rigorously examined and considered.



ASCENTIA HAS BEEN PRINCIPALLY INVOLVED IN MORE THAN
ONE BILLION DOLLARS IN RESIDENTIAL, RESORT AND HOTEL PROJECTS



CITIZENSHIP

BEGINS AT HOME

Of particular significance for anyone buying or building along the Gulf Coast is sensitivity to the land use and development process. Ascentia is a well-recognized and respected citizen, responsible to both the legacy and future of the community. This is our home, and we are passionate about preserving the quality of life here. As such, Ascentia works diligently throughout a project with local officials and neighboring owners to ensure that all voices are heard ... and respected. It is this collaborative approach that has yielded a portfolio of projects that each make a lasting contribution to the community.



PORTFOLIO

EXPERIENCE IS A PRICELESS ASSET

Experience is a priceless asset. It is even more valuable when earned across different projects of different character and size – diversity is a better teacher than repetition. In this regard, Ascentia has experience in noteworthy single-family residential, condominium and hospitality projects. To each, Ascentia brings the perspective, the collective experience and the confidence of one of the area's most respected development teams.

Ascentia offers the confidence that comes with a portfolio of landmark projects which have made an enduring contribution to communities along Florida's Gulf Coast.



OVERLOOKING SARASOTA BAY

BEAU CIEL

Development

- Ascenia was the development partner and manager
- Beau Ciel was developed in conjunction with the owners of the Hyatt Hotel
- 44-residence bay-front marina tower in the Arts District of downtown Sarasota
- Condominium residences range from 2,300 to 7,900 square feet
- Priced from \$700,000 to \$5 million

Project Highlights

- \$3 million renovation of exterior elements of the adjacent Hyatt Hotel
- Turnkey implementation of master plan integrating Hyatt with Beau Ciel
- Resort pool and landscape complexes completed in 120 days
- \$1.8 million free-form resort swimming pool with rock-scape water features
- Marina boat slips and 12,000-square-foot Plaza Club
- Spectacular “bay to marina” floor plans and views
- Total project sell-out of \$64 million





IN THE HEART OF
LONGBOAT KEY FLORIDA

EN PROVENCE

Development

- Ascenia was able to complete planning and permitting in six months
- 5.8-acre beachfront community
- 21 luxury condominium residences in three buildings
- Priced from \$1.6 to \$4.7 million
- \$52 million sell-out achieved in three weeks

Project Highlights

- En Provence is among Longboat Key's most exclusive condominium residences
- Directly on the Gulf of Mexico with expansive beach and gulf views
- Five-story buildings with private enclosed gardens
- Residences feature private courtyards and pools





ELEGANTLY REFINED,
CLASSICALLY UNDERSTATED

ORCHID BEACH CLUB

Development

- Ascentia was the sole developer for this project
- 54-residence luxury gulf-front condominium community on Lido Key
- Residences range in size from 2,900 to 6,200 square feet
- Priced from \$900,000 to \$4.6 million

Project Highlights

- Two 11-story towers and an amenity level of 13,000 square feet
- Views of the Gulf of Mexico, the Sarasota Bay and the city skyline
- Two guest suites available to owners
- Total project sell-out of \$110 million





TRANQUIL. PEACEFUL.
SURREAL. THE ONE AND ONLY.

VIZCAYA

Development

- Jay Tallman managed the development of this project
- 32-residence luxury gulf-front condominium community
- Residences range from 2,900 square feet to more than 5,000 square feet
- Priced from \$850,000 to \$2.7 million

Project Highlights

- Inspired by the famous Palm Beach architect Addison Mizner
- Three mid-rise condominium buildings plus clubhouse with residents' club, spa and fitness facilities
- Six residences with private swimming pools on their gulf-side terraces
- Total project sell-out of \$45 million





AN ERA INSPIRES A LIFESTYLE

ARIA

LONGBOAT KEY

Project Highlights

- Authentic restoration of the historic Villa am Meer estate home for use as the Aria Residents' Club
- Floor-to-ceiling walls of glass connect indoor spaces to expansive sunrise-to-sunset terraces with summer kitchens and views to the sand and gulf beyond
- Private elevator access to each residence, plus convenient service elevator
- Four beach villas - three with disappearing edge lap pools, expanded terraces and direct access to private three-car garages below
- Four penthouse-level residences - rooftop terraces with outdoor living spaces, summer kitchens, trellised landscaping and spas
- Private garages and owner storage
- Lagoon-view Wellness Pavilion includes exercise and Pilates studios, massage treatment room and his-and-hers locker rooms with steam showers
- Dramatic gulf-view grand pool with rain curtain and adjacent spa

Development

- 16 luxury condominiums on the storied Villa am Meer estate
- Ascentia developed, marketed and directed real estate sales, setting benchmark pricing for the community
- Five-acre site with 300 feet on the Gulf of Mexico shoreline
- Residences average 3,800 square feet under air, plus expansive gulf and bay terraces
- Residences priced from \$3.6 to \$4.4+ million
- Complete pre-construction project sell out



THE CHERISHED TRADITIONS
OF COMMUNITY

THE FOUNDERS CLUB



Development

- Ascentia was a development partner for The Founders Club
- A gated, 700-acre golf club community with 262 custom homes
- Residences priced from \$800,000 to more than \$4 million
- Partnered with Sarasota's finest home builders

Project Highlights

- 18-hole, par-72 golf course designed by the acclaimed Robert Trent Jones Jr.
- The Founders Golf Club, limited to 275 equity memberships
- 24,000-square-foot "low country" style clubhouse
- Successfully turned over to the membership in 2011



ADDING NEW LUSTER

HYATT REGENCY

In conjunction with his adjacent residential condominium Beau Ciel, Jay Tallman worked extensively with Hyatt management regarding the major upgrades to the Hyatt Regency, Sarasota, including a \$1.8 million lagoon pool and waterfalls, landscape/hardscape renovation completed in just 120 days.

CLOSE TO EVERY THING,
FAR FROM ORDINARY

HIGHLINE RIDGE

DENVER, COLORADO

- Highline Ridge is an exclusive enclave of nine luxury homes
- The location is among the most desirable, close-in view properties in Denver
- Residences feature expansive windows framing Rocky Mountain and city views
- Homes average more than 3,500 square feet, plus 1,500 square feet of outdoor living space
- Transitional contemporary architecture and fully landscaped homesites
- Exceptional energy-efficient design and construction



BAYSHORE LIKE NEVER BEFORE

VIRAGE BAYSHORE

Development

- 71 luxury waterfront condominiums on 24 levels on scenic Baysore Boulevard in South Tampa
- Ascentia served as local development partner, overseeing all aspects of rezoning, design, construction, and sales
- Residences average 3,260 square feet, estate penthouses 4,380 square feet, and 2 full-floor grand penthouses 6,900 square feet – priced from the \$900s to over \$4 million

Project Highlights

- Fully enclosed two-level parking podium with 144 spaces
- Commanding waterfront views of downtown Tampa and Hillsborough Bay from all units
- Floor-to-ceiling glass wrapping open floorplans, leading to expansive terraces
- Private elevator access to each residence, plus service elevator
- Full complement of amenities including an expansive entry lobby, clubroom
- with bar, social spaces, private dining, catering kitchen, fitness center and pet grooming facilities
- Resort style pool terrace overlooking downtown Tampa and the bay, with spa, bar, grill stations, and pet play area
- First new large scale luxury condominium project to be delivered in Tampa in over ten years



THE ART OF CITY LIVING

CITYSIDE

Development

- Market rate rental community with 228 residences on 4 levels in the Rosemary District of downtown Sarasota
- Ascentia served as local development partner
- One, two and three bedroom residences range from 640 square feet to 1,330-square-feet

Project Highlights

- Project lead the way in the redevelopment of the Rosemary District with the implementation of an area-wide rezoning to permit additional multi-family density
- Urban and contemporary styling encompassing two city blocks
- Fully amenitized clubhouse with private entertaining, cyber café, fitness, and private exercise facilities
- Resort style pool courtyard and pet courtyard
- Five level centralized structured parking deck



A FOCUSED TEAM



It is the people who add depth to Ascentia relationships and luster to its projects. Their responses anticipate need. There is follow through and scrupulous attention to details – from office to jobsite, from plans to purchasing, from painters to the landscaper adjusting a sprinkler. It is quality that drives Ascentia’s preference toward turnkey project delivery, which in turn leads us to working exclusively with the most prominent and respected partners in our industry. We then deliberately manage every aspect of the project, from entitlement through architecture to construction, from interiors to sales. Ours is a culture that rewards initiative and extra effort and it is the fundamental reason for the group’s reputation.

A full-length portrait of Jay Tallman, a middle-aged man with short hair, smiling. He is wearing a dark blue blazer over a light blue button-down shirt, tan trousers, and brown leather shoes. He is standing with his hands in his pockets. The background is plain white.

JAY TALLMAN

Jay Tallman has been working in real estate development, finance, and construction management for over 34 years. Active in the development of luxury condominiums, resort residences and golf course communities, Jay has been a well-known fixture along Florida's Gulf Coast. While serving as senior development project manager for Tampa-based EcoGroup, Inc in the early nineties, Jay managed the design and construction of Vizcaya, a 50 unit, \$50 million beachfront community on Longboat Key.

Subsequently, Jay partnered with Thomas Brown of U.S. Assets Group, where he went on to develop and manage multiple beach front condominium communities with a sellout value of over \$225 million. In addition, Jay was a managing partner in the development of The Founders Club, a 700-acre, 262-home site golf club community featuring an 18-hole golf course designed by Robert Trent Jones Jr.

As a residential development consultant, Jay has lent his talents to the owners/developers of numerous four and five star resort properties - he was also involved in the initial planning of the Ritz-Carlton, Sarasota. Prior to relocating to Florida Jay served in management for a variety of projects in Colorado including land development, multifamily housing and commercial development and construction.

STEVE BARBER

As an Executive Project Manager one wears a lot of hats. After 16 years in multi-faceted real estate development, Steve has worn many and knows his way around blueprints as well as a construction site. There isn't any part of the our business where Steve hasn't added value – from development and construction to engineering, to managing multi-family hi-rise, mixed-use, single family, and civil projects. Steve holds a Florida Certified General Contractor's license, a Real Estate license, and is a registered Professional Engineer in Georgia. Steve's diverse experience and sound knowledge of development and construction allow him to adapt easily to the demands of each Ascentia project while maintaining our customer-centric focus; the key to exceeding each client's expectations.





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