



THE RESIDENCES AT MANDARIN ORIENTAL, ATLANTA SET RECORD SALES IN 2014
Luxury Condominium Offers New 3-D Model Tour Showcasing Select Units

ATLANTA (Feb. 24, 2015) – The Residences at Mandarin Oriental, Atlanta, the city’s most exclusive high-rise condominium community located in the heart of Buckhead, recently announced a year of unprecedented success, with \$20 million in sales at the property in 2014. The success has been attributed to new messaging and a revitalized sales campaign implemented by Karen Rodriguez, the exclusive listing broker for the project, and has already led to three additional new sales since the beginning of 2015.

“Our building is the only luxury one in the area with ready-to-move-in inventory, and the product is clearly resonating with buyers,” said John Kubicko, senior vice president for iStar Financial. “After selling the eight finished homes we put on the market in record time last year, we believe our next phase of 10 available residences will move quickly.”

Part of the enhanced sales efforts include the addition of a 3-D tour of its model unit, showcasing the sleek design and unparalleled views of the luxury condos. The WalkAround virtual tour allows users to envision life at the top by moving throughout the condo and getting a bird’s eye view of select floor plans. Powered by Matterport technology, a computer vision technology company that quickly turns images into high-quality 3-D renderings, users are able to get a fully interactive viewing experience from every angle inside of a property, allowing prospective buyers to tour the space by virtually walking through each room or by viewing the skyline at various times of the day.

“We are proud to be the first luxury high-rise building in Atlanta to use this proprietary technology to showcase our fantastic model home,” Kubicko said. “We believe that utilizing outside-the-box sales strategies like these will help us achieve our goal of selling out the building by the end of this year.”

The addition of the exclusive 3-D tour is just one example of how The Residences at Mandarin Oriental, Atlanta incorporate technology into its daily building operations. Additionally, the building’s sophisticated security system features biometric fingerprint access, allowing residents entry to private elevators with the touch of a finger. Homeowners can connect virtually with the concierge using *The Residences at Mandarin Oriental, Atlanta Phunware* app, which allows them to order their car from valet, book property amenities, check package deliveries, submit work orders, contact management and more.

“Today’s buyers are looking for properties that offer high-tech features that help to simplify their lives,” Rodriguez said. “The Residences are at the forefront of this trend, and we are constantly searching for new ways to make life easier and more streamlined for our homeowners.”

Attention to detail and exclusive one-of-a-kind luxury living have made The Residences at Mandarin Oriental, Atlanta one of the most sought after addresses in the city. In 2014, The Residences at Mandarin Oriental, Atlanta became the No. 1 Luxury Condominium Project, and Mandarin Oriental, Atlanta was named the No. 1 Luxury Hotel and the No. 1 Luxury Spa in the city.



To view the 3-D tour, visit moresidencesatlanta.com/residences.

About iStar Residential

iStar Residential is one of the largest investors in luxury condominium, multifamily and master-planned residential developments throughout the United States, having financed and invested in \$10 billion of residential projects since 1993. iStar Residential's portfolio has included interests in over 18,000 condominium units in the nation's top markets and 65,000 acres in master planned communities having the potential for an estimated 50,000 single family and multifamily units. The Company's unique, fully integrated platform extends from property entitlement and development to construction, bridge and long-term financing through asset servicing, property and portfolio management. iStar Residential is a division of iStar Financial, a \$7 billion finance and investment company focused on the real estate industry and traded on the New York Stock Exchange under the symbol "STAR." For more information, visit www.istarresidential.com.

About iStar Financial Inc.

iStar Financial Inc. (NYSE: STAR) is a fully integrated finance and investment company focused on the state industry. The company provides custom-tailored investment capital to high-end private and corporate owners of real estate and invests directly across a range of real estate sectors. iStar Financial, which is taxed as a real estate investment trust ("REIT"), has invested more than \$35 billion over the past two decades. Additional information on iStar Financial is available on the company's website at www.istarfinancial.com.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 45 hotels representing close to 11,000 rooms in 25 countries, with 20 hotels in Asia, ten in The Americas and 15 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 15 Residences at Mandarin Oriental connected to its properties. For more information, please visit mandarinoriental.com.

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