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Turning Silver Into Gold

Park One Professionals in Full Gear

by Leslie McKerns, Media Consultant

Miami, FL – Urban sophisticates shopping for luxury lifestyles are accustomed to all the amenities of a five star hotel—branded spas and health clubs, vanishing edge pools with waterfalls, gourmet markets, world-class dining, and a multitude of personal luxuries including concierge service. In a sizzling hot condominium market, developers pre-marketing projects from sales centers are preoccupied with capturing the brand experience.

Yet, might something vital have been overlooked?

“Absolutely,” says Bijan Eghtedari, President of Park One, a leading Miami-based full-service parking services firm. “There is a new movement in services, and increasingly, professional valet services are being recognized by developers as a fundamental five-star amenity for their projects.” Gone are the days of feeding nickels, dimes and quarters into meters. That silver was turned into gold when developers began to see valet as a necessity in the luxury market.



Developers in this hotly competitive market know that potential residents have endless choices and are constantly evaluating how a place performs and where to live based on how it makes them feel. It's about creating *experiential* places where people enjoy spending time.

“The first person you see is most likely the valet and therefore is critical to the brand experience, says Eghtedari. “Not only is it the first impression—it is also the last impression.”



Relying on the valet service as the front line ambassador for a completed luxury development takes staff with the ability to convey a feeling of competence and trust. “Customers who know us do not hesitate to hand the keys to their expensive vehicle to a fully trained Park One employee”, says Eghtedari. Consider that the parking for a premium South Florida development typically contains more than \$8 million dollars of luxury cars on any given day, with more arriving by the minute, and one can appreciate the importance of such a statement. “We have the best and most qualified group of associates in the industry,” says Eghtedari.

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Park One, credited with providing the gold standard in the parking industry, provides valet and other premier parking services to some of the most luxurious South Florida condominium environments and prestigious Real Estate Developers such as Aventura's newest condominium, The Peninsula, developed by Boca Developers; Turnberry Associates, Williams Island Associates, Trump International, Sonesta Hotels, Fortune International, Brookwood Properties, Dezer Development and the Related Group. On any given day, Park One employees valet park 25,000 to 30,000 cars.

Integrity and professional standards are foremost to Park One, and it is one of the few companies in the industry providing strict training and sustaining employee standards—maintaining a car dedicated to employee training and testing, carefully monitoring employee demeanor and appearance, requiring a valid driver's license, thorough background check and drug testing.



“Park One turns silver into gold right at the front door,” says Eghtedari. “Valet, door and concierge staff are the newest front-line diplomats, even wearing the uniform of the development,” as they are doing with *Jade* at Brickell Bay, the new Fortune International Developers' 338 unit luxury project, where Park One is rolling out a custom project uniform that becomes part of the brand complimenting the signature Jade color and theme.

Park One is experiencing phenomenal growth—well above industry standard in the last eighteen months, doubling the size of the firm and topping off the more than 80 major accounts landed in the last four years. Recent signings include 24-hour valet services for the Related Group's luxurious Murano Grande at Portofino, located in the prestigious South Beach's SoFi (South of Fifth) district; within 15 days landing several more major accounts simply by word of mouth. In fact, according to Ben Launerts, Marketing Director for Park One, “Our employees become integral to the organization of a condominium; the residents come to know them well, and the employees reciprocate the good feelings. I am proud of our people, and cheerfully acknowledge that most of my [marketing] work is done through the tremendous good will and effort of our employees.”

Another trend in the industry is in ‘Smart Building’ systems, and Park One is at the forefront of the new technology. “Sophisticated smart building technology integrated with parking services is becoming the norm”, Eghtedari says.

“Park One seamlessly synchronizes with remote parking system activation, bar code activation gates, and ‘smart building’ systems, such as those allowing communication directly from the residence to the valet with simple touch screen activation.” Touch screen technology signals the valet to bring the car around on command or at a pre-arranged advance schedule, and is a part of premium parking service amenities.

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The Pelican, Miami Beach, FL

Park One offers more than 65 years of parking experience, providing valet and transportation services and significant expertise in development, consulting and management of parking systems. Originating in New Orleans, LA, Park One entered the Florida market in December, 1999. Park One operates properties in all of the Miami sub-markets, Miami Beach, South Beach, Coconut Grove, Coral Gables, Key Biscayne, Brickell, Downtown Miami, Bal Harbour, Sunny Isles, Aventura, and is making headway north with recent addition of properties in Hollywood Beach, Fort Lauderdale, Lauderdale by the Sea and Boca Raton.

The Company's experienced parking consultants provide a significant financial benefit to the developer in correctly assessing parking needs so as not to overbuild or oversell spaces. Park One development expertise includes conducting financial feasibility studies and forecasting operational costs including revenue control systems, graphics and messaging

systems. Specialists in accounting, banking, mortgage and finance, the firm is involved with analysis and site selection for development; recently completing the successful public private development partnership with *The Pelican*, the glamorous, Art Deco styled parking facility on Miami Beach which the company developed and operates.

Park One is community based and community involved, actively participating in leading industry and local organizations, with Board member status in CAMP (Condominium Association Management Professionals), the exclusive organization for condominium managers; Advisory Board of Florida Builders Association-FBA; National Parking Association, Greater Miami Convention and Visitors Bureau; Greater Miami and the Beaches Hotel Association; Greater Fort Lauderdale Lodging and Hospitality; Greater Ft. Lauderdale Chamber of Commerce; and the Aventura Marketing Council; and the "I Have a Dream"[®] Foundation helping children from low-income areas reach their education and career goals. Park One further assists the community with such projects as the canned food drive held prior to last Thanksgiving, where collection boxes were placed at Park One-served projects. Their employees collected over one ton of food in less than five days, and the food was donated to the Daily Food Bank.



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Park One is the parking and transportation leader in South Florida, with unparalleled experience in luxury valet services, commercial parking management and a wide range of consulting services. The firm's portfolio includes some of the most recognizable and prestigious Real Estate Developers such as: Turnberry Associates, Williams Island Associates, Trump International, Sonesta Hotels, Fortune International, Brookwood Properties, Dezer Development, and The Related Group.

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