



## **Watermark Retirement Communities and ZOM Senior Living Open The Watermark at Coral Gables**

*Developed in a Partnership between ZOM Senior Living and Watermark Retirement Communities,  
Miami's Newest Luxury Senior Living Community Welcomes First Members*

**Miami, FL (March 2023)** - The Watermark at Coral Gables is now open and welcoming new members to its independent living, assisted living and memory care accommodations. Developed in collaboration with ZOM Senior Living, the seniors housing division of ZOM Living, one of the nation's leading luxury housing development firms, The Watermark at Coral Gables is the latest addition to Watermark Retirement Communities' Élan Collection, its premier portfolio of luxury senior living communities. The community was built to feel like a high-end wellness resort with amenities and programs designed to help sophisticated seniors live a vibrant, healthful lifestyle.

"We're thrilled to open The Watermark at Coral Gables and welcome South Florida seniors to our newest Élan Collection community," said David Freshwater, Chairman of Watermark Retirement Communities. "The community itself is luxurious, inspired by Coral Gables' historic architecture. Combined with our five-star level of care, The Watermark at Coral Gables truly redefines what retirement looks like."

The Watermark at Coral Gables spans over 256,000 square feet, including 50,000 square feet of lifestyle-driven amenities, and features 198 apartments encompassing studios, one-bedrooms and two-bedrooms. It boasts the only rooftop pool at a senior living community in Coral Gables, flanked by a yoga lawn and lush gardens, as well as five restaurants and two full bars, catering to all meals and tastes. Furthermore, The Watermark at Coral Gables' wellness program ensures members are cared for, mind, body and spirit. Additionally, members can learn a new language, explore a new hobby or share their own area of expertise through Watermark University's robust calendar of programming.

"The experience we're offering at The Watermark at Coral Gables is unparalleled in senior living," said David Barnes, President of Watermark Retirement Communities. "The community not only engages members with programming, but encourages them to craft their own days and explore new passions and friendships. This freedom, we believe, is the key to an invigorating life."

The Watermark at Coral Gables is located southwest of Miami, just steps from the upscale Shops at Merrick Park, a short drive from the pedestrian promenade Miracle Mile, and the historic Biltmore Hotel. It's surrounded by the historic, ivy-covered mansions and stunning green spaces that have coined Coral Gables, "The City Beautiful." Members can easily catch a show at the Actors' Playhouse at Miracle Theatre, explore art at the Coral Gables Museum, enjoy a classic film at the Coral Gables Arts Cinema, or stroll through the Fairchild Tropical Botanical Gardens.

The ownership for The Watermark at Coral Gables consists of a partnership between ZOM Living, one of the most highly regarded luxury housing developers in the United States, and Watermark Retirement Communities. Together, these leading companies embarked on the development of two luxury senior living communities, one in Coral Gables and the other in West Palm Beach, both breaking ground in the summer of 2020.

“As demand for premium quality rental senior housing grows in South Florida, ZOM Senior Living is delighted to announce the opening of our second senior living community in the region in the past six months,” said Stephen Ordway, Senior Vice President of ZOM Senior Living. “The Watermark at Coral Gables embodies the luxurious living experience that has come to define ZOM Living’s and now ZOM’s Senior Living brands. From the beautiful Mediterranean design analogous with the City of Coral Gables to the sophisticated resort-style amenities and superb dining and educational programming, this Community creates an environment where residents aspire to live and thrive.”

### **Life-Enhancing Programming**

The spa, salon and fitness center at The Watermark at Coral Gables are set within a dedicated entrance, transporting members to a serene environment where wellness is tantamount. Featuring ornate Mediterranean tilework and calming natural tones throughout, Indulge Salon & Spa offers nail treatments, hair services, massages and facials. The Vitality Fitness Center features a fully-equipped gym for personal training, physical therapy and strength classes. The separate Balance Studio offers space for tai chi, yoga and barre classes. The Renew Wellness Center offers access to medical professionals from throughout the Miami-area so members do not have to leave home to receive the utmost in personalized care.

To guide members on their own wellness journey, they receive one-on-one guidance from a personal 360Well Coordinator. The coordinators design a path for each member that targets specific needs, whether that’s improving physical fitness or creating bonds within the community.

Members at The Watermark at Coral Gables also have access to the award-winning Watermark University, which features a robust calendar of classes, from cooking classes to art courses to lectures from local academics and outings across South Florida. Members are even encouraged to lead classes in areas of their expertise.

The community itself offers tremendous opportunities for activity and engagement. Its 25-yard heated rooftop pool invites members for water aerobics classes and lap swimming. There’s also a more than 2,000-square-foot ballroom for large classes and shows, as well as an art studio for art classes, theater for movie screenings, and gardens for horticulture therapy.

### **Personalized Care and Support**

For all members of The Watermark at Coral Gables, there is a 24/7 concierge providing everything members need at any hour, as well as catering services, room service, housekeeping and grounds maintenance. There’s also a technology concierge to help members with all technology concerns, from video chatting relatives to engaging in social media. Additionally, the community offers valet garage parking and complimentary transportation services.

For Independent Living members, caring staff ensures that all household maintenance is handled so that members can focus their time on engaging choices for entertainment and intellectual enrichment. There are also dedicated staff members who help Assisted Living members with daily tasks so that they can enjoy community programming as well.

For Memory Care members at The Watermark at Coral Gables’, there is a dedicated team of Naya caregivers who provide customized care in a loving, homelike environment. Nayas (a Sanskrit word meaning “guide”) provide Memory Care members with the support, companionship and respect they deserve.

### **Diverse Gourmet Dining Options**

There are five distinct dining venues at The Watermark at Coral Gables, as well as two full bars, giving members multiple choices for how they want to nourish their bodies. The W Lounge is a casual all-day restaurant, featuring gourmet burgers, sandwiches and salads, as well as classic cocktails and craft beers. The Mark is a more formal option, featuring steaks and chops, as well as decadent desserts. Gallery Cafe is the perfect spot for morning coffee, pastries and socializing, and Taboon offers Mediterranean-inspired flatbreads and other items from a stone hearth, ideal for lunch. For Assisted Living members, Seasons provides breakfast, lunch and dinner made with the freshest ingredients.

There is also a rooftop lounge near the pool with another full bar for private events. The rooftop pool also has ample seating areas and BBQ grills for members to enjoy.

The Watermark at Coral Gables is also offering Gourmet Bites for members who need assistance eating independently. Gourmet Bites turns traditional meals into bite-sized finger foods, plated beautifully, so that seniors can eat independently with their friends, restoring joy and dignity in dining.

### **Sophisticated Mediterranean-Revival Design**

The Watermark at Coral Gables is designed by Lemay + Escobar Architecture, an award-winning, New York City-based design firm responsible for several high-end residential buildings and hotels. They drew inspiration from Coral Gables' historic homes to create a Mediterranean Revival design using ornate mosaic tilework throughout the community and intricate moldings along the walls and ceilings. The classic homage to the Coral Gables aesthetic is coupled with modern, elegant finishes throughout to create a luxe, residential feel.

Potential members and their families can contact the leasing office at 786-688-6010. To learn more about the property, please visit [The Watermark at Coral Gables](#).

### **About Watermark Retirement Communities®**

Watermark creates extraordinary and innovative communities where people thrive. We believe aging is about renewal rather than retirement. Watermark communities are known for highly trained and caring associates, a lifestyle built on choice, fine amenities, integrative wellness and innovative programs including the award-winning Watermark University featuring a wide variety of engaging classes for residents and area seniors. Watermark has been named in the top 25 Best Workplaces for Aging Services in a national program conducted by the Great Place to Work Institute and published on [Fortune.com](#). A privately held company with a reputation for over 30 years for service, innovation, integrity and financial stability, Watermark manages more than 70 retirement communities in 22 states coast to coast. Based in Tucson AZ, Watermark is ranked as the nation's 10th-leading senior housing operator by the American Seniors Housing Association. Visit [watermarkcommunities.com](#) for more information.

### **About Watermark's Élan Collection**

The Élan Collection creates an elevated benchmark in senior living and care, blending ageless style with grand-scale amenities, engaging opportunities, integrative wellness and a spirited lifestyle. The collection focuses on providing luxury senior living in localities rich in cultural, intellectual, and engaging entertainment opportunities, which complement the offerings available to the active senior within the communities themselves. Élan Collection communities include: The Watermark at Brooklyn Heights in Brooklyn; The Watermark at Westwood Village in Los Angeles; The Watermark at Napa Valley in Napa, California; The Hacienda at the River and The Hacienda at the Canyon in

Tucson, Arizona; The Hacienda at Georgetown, Texas; The Watermark at Houston Heights, Texas; The Watermark at Coral Gables and The Watermark at West Palm Beach, Florida.

### **About ZOM Living**

ZOM Living is one of the most highly regarded luxury housing developers in the United States and has developed over 24,000 apartment units nationwide, with an aggregate value of nearly \$5 billion. Most recently, the company has established a seniors housing division, ZOM Senior Living, with three active seniors housing developments underway in Florida. Throughout its 45-year history, ZOM has garnered more than 200 industry awards for project design and development expertise, including the prestigious Best Development Company of the Year by Multi-Housing News and ranked among the Top 25 Developers in the U.S. by the National Multifamily Housing Council. ZOM has offices across many of the markets it serves, including South Florida, Orlando, Dallas, Washington, D.C., Phoenix and Raleigh. ZOM has over 8,600 units currently under construction or in design and predevelopment throughout the U.S., with a total capitalization of nearly \$3 billion. For more information on ZOM's portfolio, visit [www.zomliving.com](http://www.zomliving.com).

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