



OUR RESOUNDING GRATITUDE FOR POWERING THE REALTY SUMMIT!

We are immensely grateful for the successful 'Global Real Estate & Smart Lagoon Cities Summit on Nov 25, 2023, at Shangri La, Bengaluru,' uniting 40+ Speakers and 200+ attendees, visionaries, industry leaders, investors, architects, smart city partners, foreign delegates & experts passionate about sustainable urban development within lagoon city settings. We explored innovative solutions, discussed challenges, and forged valuable connections to drive the future of smart, eco-friendly urban landscapes. Thanks to all participants for contributing to this remarkable exchange of ideas.



We anticipate your participation in our next event-
stay tuned for more exciting updates!



SMART LAGOON CITIES SUMMIT

Delhi: 3PM, 16th Feb | Mumbai: 3PM, 15th March

Be a Part of another Phenomenal Realty Summit:

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SEIZE A COVETED AMENITY FOR THE BOOMING CUSTOMER DEMAND!

In India, beachfront destinations enjoy widespread popularity and are warmly embraced for family leisure and personalized experiences. Imagine the allure of a beachfront location teeming with year-round activities, offering a serene & significantly more profitable venture compared to other amenities for a real estate property. This presents an unparalleled opportunity to capitalize on the man-made coastline by introducing a mix of offerings such as a Hotel & Resort, Luxury Villas & Apartments, Modern Office Space, or a versatile mixed development.

Swan Lake El Gouna, Egypt



Lago Mar | Texas City, USA



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'Worldwide Lagoon Chronicles'

NEWS & DEVELOPMENTS



Date: 15/12/2023

FORBES HIGHLIGHTS THE ADDED VALUE OF CRYSTAL LAGOONS® AMENITIES

The influential economic publication **Forbes** has once again dedicated an article to **Crystal Lagoons**, highlighting the **added value of this amenity**. "A lagoon powered by **Crystal Lagoons® technology** is such an attraction that community promotions urge folks to Discover Lagoon Living," the media said, referring to the experience created by these turquoise bodies of water.

The article highlights the **trend that has generated artificial lagoons**, which are not only found in resorts and high-end hotels but are also successful in residential projects. For this reason, they have become the **World's Top Amenity**, providing a unique lifestyle.

Forbes also emphasizes the **sustainability of Crystal Lagoons® technology**. David Diestel, CEO of FirstService Residential, a property management serving from Toronto to Miami, said, "the innovative filtration of this technology and disinfection systems cycle water more efficiently than traditional pools, drastically reducing the need for constant refilling. This water-saving approach aligns with our communities' sustainability goals and implements environmentally conscious practices."

These large **crystalline lagoons**, suitable for swimming and water sports, surrounded by **white sand beaches**, hold an **undisputed allure for buyers**, as, in addition to bringing idyllic beach living, they lead to a substantial increase in property values and sales prices.



In fact, the developments of the multinational innovation company in the United States have **consolidated as a commercial phenomenon**, and every year, they **stand out in various real estate rankings among the best-selling projects**, confirming that lagoons are a driver of sales across the board.

The article is one of several published by Forbes about Crystal Lagoons, as well as an extensive list of publications in the world's most prestigious media that have highlighted the attributes of the crystalline lagoons, such as **The Wall Street Journal, The New York Times, Architectural Digest, Bloomberg, BBC, CNN, FOX, TVE, RAI, Nat Geo and Popular Mechanics**. **Crystal Lagoons® amenities** are part of a new generation of amenities that began to emerge, and "these luxury amenities are certainly here to stay," Diestel concludes.

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