

A press release from: The Superior Group

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The Superior Group announces major new acquisitions, construction projects and expansion plans in Florida

Superior set to become major worldwide force in overseas property development

June 30 - Overseas property developer The Superior Group is stepping ahead of its competitors to become a major-league player in the worldwide market with a series of major acquisitions and construction projects in Florida. The company, started in 1980 by brothers Chris and Geoff North, announces:

- the acquisition of the Crowne Plaza Resort hotel in Orlando
- the start of construction at the 320-acre Oakmont resort site in Orlando
- plans for a luxury resort development of townhomes at Regal Lakes, Orlando
- plans for a luxury resort development at Regal Oaks, Orlando
- plans for an upmarket beach-front art deco development and a golf resort at Daytona Beach

“We aim to be the foremost resort developer in Florida,” says Superior Chairman Chris North. “Superior is unique in that we develop and sell our own exclusive resorts with superb on-site facilities. We started off, like so many companies, selling properties in Spain in the 1980s, but we have expanded massively and we now see ourselves as a major worldwide player. Apart from selling properties in Spain, Portugal, Florida, Cyprus, Crete, Morocco and Turkey, we specialise in developing luxury resorts for holidays and investment. People may still think of us as a small company, but we have 14 offices worldwide, and we have 6 huge construction projects ongoing or about to start in Florida alone, with over 3,000 individual villas, townhomes and apartments. That’s a huge investment, and these are really exciting times for us at Superior!”

Superior’s most recent acquisition is the Crowne Plaza Resort on International Drive, 15 miles from Orlando International Airport and just minutes from Orlando’s world-famous theme parks and popular attractions. “This is a great hotel with huge potential,” says Chris. “It’s very new, already established, and really central. We are going to use part of it for our own offices, and the rest for holiday-makers and clients who come out on inspection trips to visit our resorts. In addition, we plan to develop it as a resort in itself, as it has planning permission for 500 condos on the land around it.”

But that’s in the future; right now, Superior has plenty happening in Florida. In and around Orlando, construction work is ongoing at Regal Palms resort, has just started at Oakmont, and is scheduled to begin soon at Regal Oaks. In addition, at Daytona Beach, work will begin soon on the Ocean Club luxury beach-front condominium, and on a golf resort at Grande Champion. Chris North says, “You won’t find such affordable luxury anywhere else. Our resorts provide the highest standard of facilities at reasonable prices and with easy payment terms.”

The Superior Group’s Florida projects include:

Regal Palms Resort, Orlando

This exclusive resort consists of 620 townhomes built around a 2.5 acre leisure complex. The leisure facilities are almost completed, and details of off-plan availability of the final phase are available now.

Oakmont Resort and Spa, Orlando

Construction is underway at this luxury resort, which represents one of the very few remaining opportunities to buy detached villas on an upmarket resort complex in the Orlando area. 890 will be available, plus 110 townhomes.

Regal Lakes Resort, Orlando

This superb resort development of 560 Mediterranean-style townhomes and 140 condos is due to start construction in autumn this year.

Regal Oaks Resort, Orlando

Construction is due to start shortly on the 457 luxury townhomes of this resort bordering Old Town, Kissimmee, and less than 5 minutes drive from the main gate of Disney.

Ocean Club, Daytona Beach

This opulent art deco-style building on the beach-front of up-and-coming Daytona Beach will comprise 112 luxury condos and 20 townhomes, with superlative facilities.

Grande Champion, Daytona Beach

215 detached houses will be built within the existing golf complex which consists of two championship golf courses and is the home of the LPGA.

Crowne Plaza Resort, Orlando

This new hotel on South International Drive will have 500 condos, many surrounding the lake, and extensive resort facilities.

“The Superior Group is the name to watch for high-quality, freehold investment and holiday properties in Florida,” says Chris North. “We have a steady stream of new and off-plan homes becoming available between now and 2010.”

The Superior Group, based in Emerson’s Green, Bristol, has specialised in international property development and sales since 1980, and also has offices in Florida, Spain and Cyprus. The company offers a personalised service for property buyers, ranging from individually specified, custom-designed and built villas to new and pre-owned townhouses and apartments, and also offers holidays. For anyone contemplating the purchase of overseas property for investment, holiday use or permanent residence, the Superior Group provides a complete service.

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