

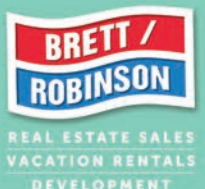
Discover CONDO LIVING

INTRODUCING PHOENIX KEY



**WE ARE BRETT/ROBINSON.
WE ARE PHOENIX.**

brettrobinsonrealestate.com





BRETT/ROBINSON CONSTRUCTION

STRENGTH, DURABILITY, CRAFTSMANSHIP

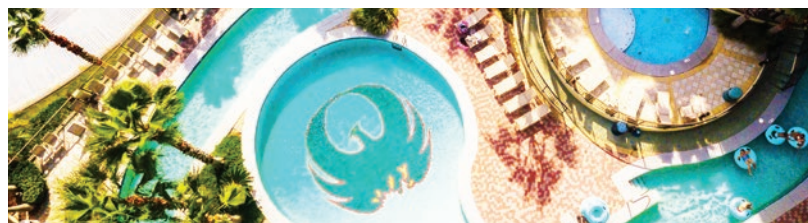
THE PHOENIX ADVANTAGE

There are numerous benefits and advantages to a Brett/Robinson constructed condominium. The advantage begins 70 feet deep, with as many as 2,400 pilings below the ground to support the weight and ensure the integrity of the structure. From there, each floor and exterior wall has solid, poured-in-place, steel reinforced concrete. Brett/Robinson utilizes industry-leading construction techniques in building all Phoenix Condominiums, ensuring all properties can withstand the test of time and natural elements.

Many other Gulf-front developers use a mix of concrete base between floors and a synthetic “stucco-like” exterior. This type of “skin” can easily peel away when exposed to Gulf Coast weather conditions.

Phoenix buildings have world class amenities, such as large open lobbies, indoor/outdoor pools, hot tubs, tennis courts, fitness centers, kiddie pools, lazy rivers and meeting rooms for the enjoyment of owners and guests.

To better serve your needs and those of our guests, our friendly staff is available 24 hours daily, including lobby service desks at most locations. Our on-site team includes maintenance, housekeeping, real estate agents, property management and security. Serving our owners and guests is our top priority.



legend of the **PHOENIX**

The 1970s have just ended and Gulf Shores, Alabama is one sleepy little town. Gene Brett, meanwhile, isn't sleepy. He's just watched Jimmy Stewart in "Flight of the Phoenix," and the film's can-do spirit has added even more fuel to this man's considerably fiery work ethic. He and his partners had just completed their first condominium complex, Island Winds East, and were about to break ground on another property. The site was occupied by the burned-out shell of an old beach house, and when Brett visited the site the next day, the film still on his mind, he envisioned a landmark rising from the ashes. Brett/Robinson's famously named series of condominiums was thus born at Phoenix I.

The company behind the Phoenixes of yesterday — and today — understands something about value. Prior to forming Brett/Robinson, Tommy Robinson worked in construction; brothers Tillis and Gene Brett began selling real estate after pooling their resources of a combined \$500. Together, the Brett and Robinson families envisioned a Gulf Shores that was more carefully constructed than before and that would better endure storms like 1979's Hurricane Frederic. Combining their strong work ethics with backgrounds in real estate sales and construction, they built what would become the standard for beachfront accommodations and amenities.

Brett/Robinson is unique in the Real Estate industry. We are **THE DEVELOPERS. THE SALES FORCE. THE CONSTRUCTION COMPANY. THE RENTAL MANAGEMENT COMPANY.**

We are a full time – full service company. These traits mean that our customers have to work with only one company, simplifying and streamlining every single process. Furthermore, having all of these services allows us to sell at a competitive price advantage. Our prices are typically 20-30% below our competitors.

In today's economy, educated customers are painfully aware of the importance of buying from a reliable company with a successful history – this is our Trademark.



1982

Brett/Robinson Gulf Corp. formed as a branch of the company, and Brett/Robinson Development Co. began building Island Winds East in Gulf Shores, the start of the company's Gulf Shores and Orange Beach condominium development.

1985

Phoenix I

1993-1995

Phoenix III and IV

1998-2000

Phoenix VI, VII and VIII

2004-2006

Phoenix on the Bay and Lighthouse on the Bay

2006

Phoenix All Suites West Hotel

2009

Phoenix West

2017

Phoenix Gulf Shores

2020

Phoenix Orange Beach II

2025

Phoenix Gulf Shores II

1986

Phoenix II

1997

Phoenix East, East II and Phoenix V

2002

Phoenix X

2004

Phoenix All Suites Hotel

2008

Phoenix IX

2013

The Oasis at Orange Beach

2019

Phoenix Orange Beach

2023

Phoenix Gulf Towers

FUTURE BUILDINGS

Phoenix South Point
 Phoenix Key
 Phoenix Perdido

**HISTORY IN
 THE MAKING**



**SCAN TO VIEW OUR CURRENT LISTINGS
 AND FLOOR PLANS.**

PROPERTIES BUILT BY BRETT/ ROBINSON



West Beach
1. Phoenix Gulf Shores

Downtown Gulf Shores

- 2. Phoenix All Suites West Hotel
- 3. Island Winds West
- 4. Island Winds East
- 5. Phoenix All Suites Hotel
- 6. Phoenix Gulf Shores II

SETTING THE STANDARD IN REAL ESTATE ON THE GULF COAST SINCE THE EARLY 1980s

WE KNOW PHOENIX

We know every Phoenix property because we built them! No other company recognizes the insight and strategy of the Phoenix like Brett/Robinson.

FULL-TIME AGENTS ONLY

Our sales agents have chosen the Real Estate profession as their career! Our team is passionate and motivated to go the extra mile for our clients.

MAXIMUM LISTING EXPOSURE

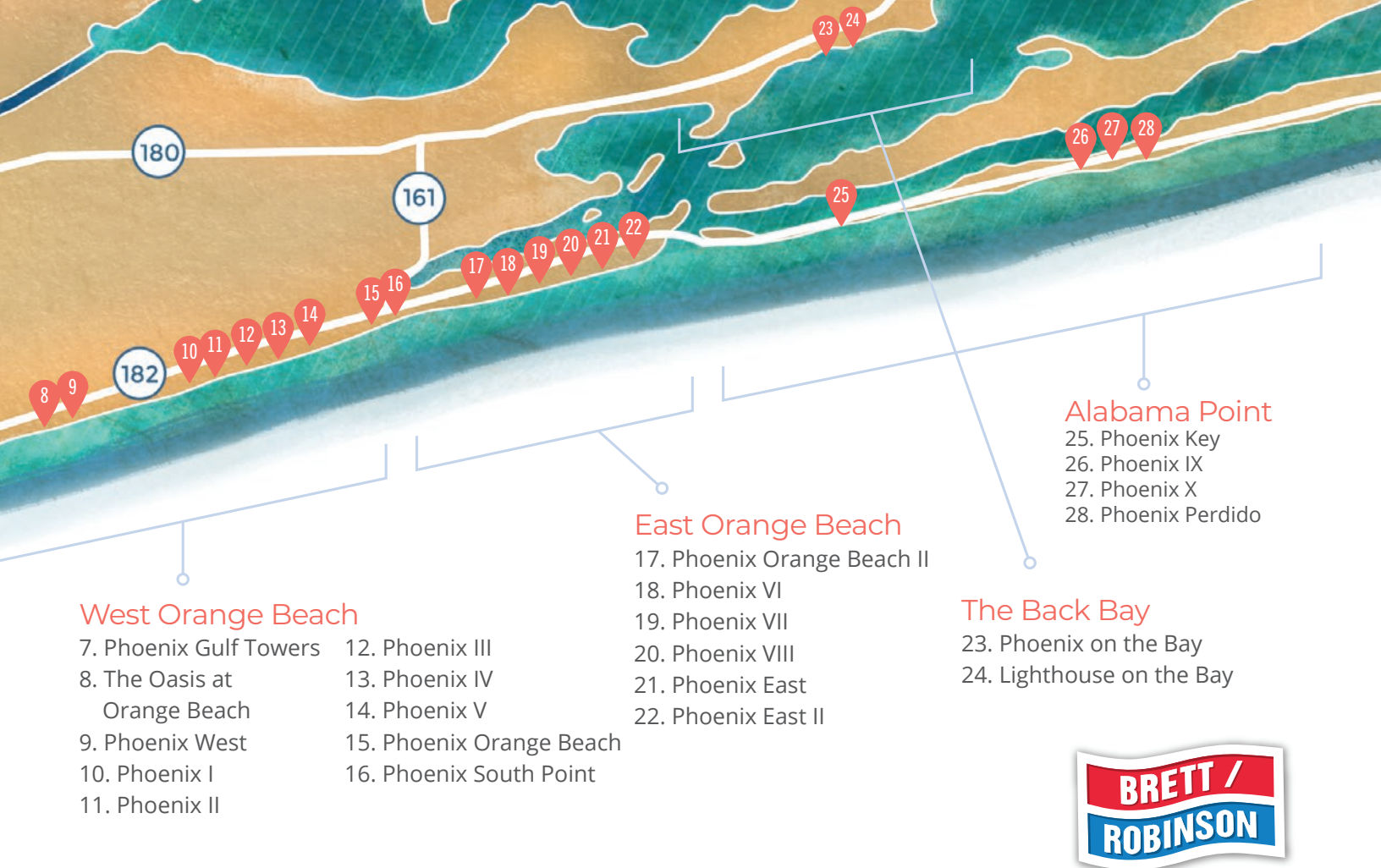
The power of our large database and strong network along the Gulf Coast means your property will get the best exposure in the market.

PREMIER AGENTS ON ZILLOW AND REALTOR.COM

Our team consists of premier agents on key websites such as Zillow and Realtor.com who understand the unique marketplace and will offer the best tips to attain the most profitable arrangement possible for you.

WE UNDERSTAND COASTAL LIVING

With over 50 years of dedication to the industry, our team encompasses dominance of Alabama Gulf Coast property service. We have a vested interest in the quality of your property, because it's our community, too!



BRETT/ROBINSON REAL ESTATE PROFESSIONALS



Tim Brett
AL Broker



John Brett
Owner/Brokers
Associate



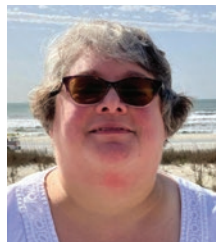
Brian Pugh
FL Broker



Rhonda Ford
Administrative
Assistant



Laura Langston
AL Office
Manager



Laurie Wirkus
FL Office
Manager

**We offer Real Estate Development, Construction, Sales, and Property Management.
All of our Sales Associates are full time and we are members of the BCAR, AAR, and NAR.**

MEET OUR SALES ASSOCIATE TEAM



Cindy Athey



Brant Bengston



Vince Burchfield



Constance
Calambakas
Licensed in AL & FL



Joshua Cawyer



John Cline
Licensed in AL & FL



Christopher Dismuke
Licensed in AL & FL



Gary Eastman
Licensed in AL & FL



Debbie Foster
Licensed in AL & FL



Karen Giles



Jane Brett Goe



Jackson Harley
Licensed in AL & FL



Kasey Harris
Licensed in AL & FL



Lauren Hart
Licensed in AL & FL



Will Henriksen



Brandon Hubbard
Licensed in AL & FL



Julia Imbach
Licensed in AL & FL



Carrie McDonough



Lee Ann McVay



Mitch Mitchell



Steve Mobley



Jessica Morace



Michael Nehls
Licensed in AL & FL



Steve Neitzel



Patrick Nelson



Chip Powell



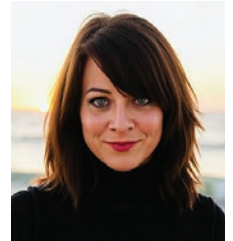
Brett Simmons
Licensed in AL & FL



Mark Tampary



Dawn Tanner



Shawn Tanner



Sommer Taylor
Licensed in AL & FL



Roy Watson
Licensed in AL & FL



Paul Wingard



Dorcas Winton

**COASTAL &
BALDWIN COUNTY
SALES LISTINGS**
1-800-221-6180

**MOBILE COUNTY
SALES LISTINGS**
1-877-427-3884

**FLORIDA/PERDIDO
KEY SALES LISTINGS**
1-850-858-0258



SCAN TO VIEW OUR
CURRENT LISTINGS
AND FLOOR PLANS.

10 QUESTIONS TO ASK BEFORE BUYING A CONDO ON THE GULF COAST

WHEN I PURCHASE A CONDO, WHAT DO I ACTUALLY OWN?

When you buy a condo, you own your individual unit, plus a shared interest in the building, land, and common areas which includes things such as hallways, pools, and amenities. This is different from a single-family home, where you typically own both the structure and the land outright.

WHAT SHOULD I KNOW ABOUT AMENITIES AND ASSESSMENTS?

Most condo communities offer amenities such as pools, fitness centers, and secure access. To maintain these, you'll pay a monthly HOA assessment. In some cases, those fees may also include certain utilities, depending on the building.

WHAT DO CONDO DUES TYPICALLY COVER?

Condo dues generally cover common area maintenance, building insurance (including wind and flood), amenities, pest control, trash service, Wi-Fi, and water/sewer. They also contribute to reserve funds for future repairs. On the Gulf Coast, dues can range anywhere from \$450 to \$2,000+ per month depending on the size of the condominium complex and the individual condominium.

HOW OFTEN ARE CONDO DUES PAID?

Most condo dues are paid monthly. The exact amount depends on the size of the unit, the building, and the level of amenities offered. Even though some buildings may have similar features, they will most likely have different condo dues.

IF I BUY IN A PHOENIX BUILDING, CAN I USE AMENITIES AT OTHER PHOENIX PROPERTIES?

No. Each Phoenix property operates as its own HOA. Even if buildings share management, each has its own budget, dues, and amenities reserved exclusively for its owners and guests.

HOW OFTEN DOES THE HOA MEET?

At a minimum, HOAs are required to hold an annual meeting. Some associations meet more frequently depending on their bylaws and how actively the property is managed.

WHAT IS A SPECIAL ASSESSMENT?

A special assessment is an additional fee charged by the HOA to go towards major projects that aren't fully covered by reserves, such as building repairs, upgrades, or unexpected expenses.

DO I HAVE TO PUT MY CONDO IN A RENTAL PROGRAM?

It's your property to utilize however best fits your goals. That said, many owners choose to participate in the Brett/Robinson rental program to generate income and maintain the property when they're not using their unit.

WHAT ARE MY RESPONSIBILITIES AS A CONDO OWNER?

As an owner, you'll follow the HOA's rules and regulations (often called CC&Rs). These guidelines cover topics such as noise, pets, parking, renovations, and rentals. They're designed to protect the property and the overall community.

WHAT DUE DILIGENCE SHOULD I DO BEFORE PURCHASING?

Before closing, it is important to:

- **Talk to your lender and insurance agent** to understand financing and coverage requirements
- **Carefully review HOA documents** (bylaws, rules, and CC&Rs)
- **Evaluate the HOA's financial health**, especially reserve funds
- **Ask about past or upcoming assessments**
- **Understand fees, fines, and communication processes** within the HOA
- **Have your Brett/Robinson agent introduce you to one of our rental specialists**

A thorough review upfront helps you avoid surprises and ensures the property aligns with your expectations.



SCAN THE QR CODE TO LEARN MORE

BRETT/ROBINSON PROPERTY MANAGEMENT
CONTACT US TO SEE WHY SO MANY
PROPERTY OWNERS HAVE JOINED
OUR FAMILY!

B^e - ou R
Beach
Family



PROPERTY MANAGEMENT

HAVE YOU CONSIDERED PLACING YOUR CONDOMINIUM ON A VACATION RENTAL PROGRAM?

The possibilities are endless in a partnership with Brett/Robinson Vacation Rentals! Enjoy the benefits of our 40 years of expertise and new commission structure. Let us help turn your property into a moneymaker!

MOST VISIBLE ONLINE PROPERTY MANAGEMENT COMPANY

As the Alabama Gulf Coast's premier rental management provider, we promote your investment property across all mediums and throughout all advertising portals available.

COMMISSION STRUCTURE

1-2 Units	18% Commission
3-4 Units	17% Commission
5-9 Units	16% Commission
10-19 Units	15% Commission
20+ Units	14% Commission



QUICK TURNAROUND RENTALS

Our local team diligently cleans and maintains your unit in preparation for same-day arrivals.



EARNINGS & OVERSIGHT

Continuous data analytics to execute an effective revenue management strategy for your individual property.



MARKETING

The best Marketing Team on the Gulf Coast will drive success year-round.



NO ONLINE TRAVEL SITE FEES

Promoting your rental to sites like VRBO, HomeAway, and Airbnb is a complimentary service.



FREE MAINTENANCE

No stress, no labor costs. Only pay for parts and materials.



24/7 STAFF AVAILABLE

Personalized service from dedicated staff whenever you need us.



Brett/Robinson Vacation Rentals exceed all aspects of services offered by other rental management companies we have used. Our rental income has doubled and one of our units is the top revenue producer for the complex. I highly recommend anyone looking for a full-service experienced rental management company to consider Brett-Robinson.

– Lois, West Memphis, Arkansas



MONEY MATTERS

Brett/Robinson Vacation Rentals consistently outperforms the market by maximizing occupancy and average daily rates. We also minimize your operating expenses and focus on providing a truly convenient experience. Our local team leverages home town expertise, market knowledge, and professional education to earn industry accolades as the superior choice in Coastal Alabama rental management.

OUTSTANDING MARKETING

We have the largest and most aggressively funded marketing team on the Gulf Coast. Your property will be featured across email, print, social media, more than 20 unique online travel agencies such as VRBO and AirBnB, and our website which is visited by more than two million guests a year!

EFFICIENT AND CONVENIENT FINANCIAL MANAGEMENT

Brett/Robinson is the market leader because we maximize each unit's year-round revenue. We supplement your peak summer season with increased off-season bookings, including large groups and special events. We provide personalized service and large-scale consumer reach that no small vacation company can offer. Our Owner's Portal provides a personalized page where you can view reservations, maintenance work orders, and monthly financial statements. Earnings are Direct Deposited monthly to the account of your choice, and all city, county, and state taxes are collected from the guest and disbursed on the owner's behalf.

FREE MAINTENANCE

We provide a comprehensive, proactive property care program with FREE MAINTENANCE. You will never pay labor charges for work completed by our team. If your repair requires an expert, you will only pay the fee from the vendor. No additional administrative fees, convenience fees, or mark-up on parts/materials.

OPTIONAL COMMISSION PROGRAMS

Most owners leave it all to us, but we offer a range of competitive commission options including "Bookings-By-Owner Plus Brett/Robinson" (**BBO+BR**) and "Bookings-By-Owner" (**BBO**) at reduced commission rates!

INDUSTRY-RECOGNIZED PROFESSIONAL REVENUE OPTIMIZATION

Our full-time Professional Revenue Management team continually analyze data to build and execute an effective revenue management strategy for each property on our program. Our team has earned their reputation as experts who regularly provide thought leadership for this market and others across the Vacation Rental Industry. You'll also receive regular updates on the data they analyze and strategies they deploy through our *Rev Up!* Revenue Management Blog.



My wife & I have been staying with Brett/Robinson for 12 years now & we will be back next year. Over the years everyone we have encountered who works for Brett/Robinson has been great, professional, polite, courteous, friendly—you couldn't ask for a better group of people or a better rental agency. If you do ever encounter a problem, they promptly make it right. I highly recommend Brett/Robinson Vacation Rentals.



5 stars, James & Ann S.

FOR MORE INFORMATION: www.BRowneradvantage.com

GALE BRANKSTONE: 251.948.1889 · galeb@brettrobinson.com

MELINDA LAW: 251.948.1863 · melindal@brettrobinson.com

RENTAL COMPETITOR COMPARISON



Free In-house Maintenance 24/7



X

X



Free Professional Photos



?

X



Free Online Travel Agency sites management



?

X



Free social media management and promotions



?



Free email marketing management



?



Free print advertisements in regional and national publications



X



Free digital advertisement utilizing search engine optimization



X



24/7 Housekeeping



X

X



24/7 Local Management Team Access



X

X



24/7 Guest Services Support



X

X



Quick turnaround of rentals



?

X



Owner's website allowing 24/7 access to reservations, maintenance and analytics



?



Wide range of competitive commission options including Booking by Owner Plus B/R & Booking by Owner proprietary programs



X

X



Proven and consistent record of superior and substantial financial return



X

X



Your feet on the ground during tropical weather activity. Constant storm updates, no cost preparation and protection, plus quick post-storm recovery



X

X



need not be built

PRE-CONSTRUCTION PRICES

NOW SELLING PHOENIX PERDIDO

DIRECT, GULF FRONT, COASTAL LUXURY

Low density, with only 30 residences. All units are four-bedroom, double master suite units, with the exception of two six-bedroom penthouses with triple master suite units.

Amenities Include

- Heated, Gulf-Front Lazy River
- Three Parking Spaces per Unit
- Semi-Private Elevators
- Electric Grill on Each Balcony
- Quartz Countertops
- Spa-Inspired Bathrooms
- Premium Appliances and Laundry Setup

THESE CONDOS ARE SELLING FAST.

Call 850.858.0258 now to learn more or visit PhoenixPerdido.com today.
16557 Perdido Key Dr, Pensacola, FL 32507

