



For Immediate Release

**REPLAY DESTINATIONS BREAKS GROUND ON
ASCENT AT THE PHOENICIAN® IN SCOTTSDALE**

SCOTTSDALE, ARIZONA – (November 24, 2020) – [Replay Destinations](#) ('Replay') has broken ground on [Ascent at The Phoenician®](#), a planned private residential community located adjacent to The Phoenician®, a Luxury Collection Resort in Scottsdale, Arizona. Ascent at The Phoenician® will sit at the foot of Camelback Mountain overlooking the Phoenician® Golf Club and will become a true legacy property in one of Arizona's most celebrated locations.

Replay and its award-winning local design team gathered* for an intimate outdoor dinner nestled at the base of Camelback Mountain, the future site of the private homeowner pool and fitness amenity. In the act of breaking bread, (using a historic handwritten cornbread recipe from Jokake Inn, one of the early hotels at the site dating back to 1926) Replay and its partners officially "broke ground" and launched Ascent at The Phoenician®. The experiential team at Cloth & Flame, based in Phoenix, created a traditionally Southwest evening to celebrate the groundbreaking.

**Guests and staff took COVID-19 tests prior to the groundbreaking.*

"We've assembled an outstanding design team that represents the best of Arizona for Ascent at The Phoenician®," said Jeremy Pfile, Director of Development for Replay Destinations. "After years of entitlement and design work, we are excited to celebrate this important milestone with our partners and development team to officially launch a true legacy project."

Replay's development team for Ascent at The Phoenician®, based in Phoenix, thoughtfully curated their design partners from the Valley's best talent: Nelsen Partners, an architecture & planning firm founded in 1990; Vallone Design, a leading, full-service interior design firm specializing in exquisite residential and commercial projects; Floor Associates, a landscape architecture and planning firm; and bulthaup Scottsdale, a globally-recognized company producing premium kitchens custom-made in Germany.

Infrastructure construction is expected to finish in early fall of 2021 by Tiffany Construction Co. The first phase of luxury residential homes will be constructed by PWI Residential Construction anticipated for completion in Spring 2022. Future phases will be built out over the next several years.

"It was the perfect evening in one of the most iconic desert settings in the Valley. One of our famous Arizona cotton candy sunsets gave way to the twinkling city lights below as we enjoyed a first-class menu and the fantastic company of Ascent at The Phoenician®'s design partners," said Leslie Jenkins of Russ Lyon Sotheby's International Realty, a listing agent for Ascent at The Phoenician®. "It was one of the most creative groundbreakings I've attended. It was breathtaking as I imagined what future Ascent homeowners are going to enjoy on a daily basis. Ascent at The Phoenician® has captured the imagination of our clients and the market response we are getting to owning a home in this storied location is overwhelmingly positive."

Ascent at The Phoenician® will consist of approximately 195 properties, including condominiums at the base of Camelback Mountain and Ascent Golf Villas along the first fairway of the Phoenician® Golf Club. The planned private pool and fitness amenity tucked up against Camelback Mountain will be an intimate gathering place for wellness, socializing and relaxation. Home designs will feature contemporary architecture integrating warm, natural materials, expansive windows and large outdoor living areas. Residents will also have a limited opportunity to join a Phoenician® Amenity Access Program that provides Ascent real estate owners with access to resort amenities, including the pools and fitness facility, as well as preferred pricing for golf, spa, food and beverage, and other services.

Reservations are now being accepted for the first release of luxury homes within the Ascent community – a limited collection of 30 golf villa homes situated on the first fairway of the new Phoenician® Golf Club and adjacent to the golf clubhouse and new Phoenician® Tavern Restaurant. Ranging from two bedrooms to three

bedroom and den/office plans, the homes will offer spacious indoor living transitioning to generous outdoor living. Priced from \$1,785,000, the Ascent Golf Villas offer private two-car garages with additional storage. Generous outdoor living areas include spectacular upper level patio decks opening to views of the golf course and Camelback Mountain. Priority reservations are being accepted via a formal Reservation Agreement along with a \$5,000 refundable deposit. Reservation holders will have the ability to select a home at pre-construction pricing.

With more than \$2 billion in real estate projects undergoing planning and development, Replay has properties in some of the world's most sought-after settings. The development team for each property immerses themselves in the experiences of each location, delving deep into its stories and uncovering its specific character to help refine each real estate offering. Replay values opportunities for learning, building connections, being active and living like locals just as much as a community's architecture, landscapes and interiors.

Joe Bushong and Leslie Jenkins of Russ Lyon Sotheby's International Realty are the listing agents for Ascent at The Phoenician®. For more information on real estate opportunities, call 480-534-4086 and to register for updates visit ascentatthephoenician.com.

###

Current Projects

In addition to Ascent at The Phoenician®, Replay's current development projects include: Half Moon Bay Antigua, an ultra-luxury destination that includes a Rosewood hotel, estate lots and branded residences; Ka'upulehu in Hawaii, a private residential community on the Kohala Coast; Lift Park City, prime ski-in, ski-out residences at the base of the largest ski destination in the United States; Mill District Healdsburg, a mixed-use development in the heart of Sonoma wine country that includes a boutique hotel, retail and luxury condominiums; One Ocean Bahamas, a luxury condominium high rise community overlooking Nassau Harbour; and YOTELPAD Park City, a new concept in condominium living at the base of Park City Mountain in Utah.

About Replay Destinations

Replay Destinations is a fully integrated real estate development company headquartered in Vancouver, Canada specializing in the destination home sector. With operations in the continental United States, Hawaii, Mexico, and the Caribbean, Replay's team of strategists, planners, designers, marketers and builders create authentic and enduring places that become must-visit destinations for guests and potential real estate purchasers alike. Working with visionary private equity firms, landowners, municipalities, other developers and families with legacy holdings, Replay creates places that the marketplace thinks of first and likes best, which in turn enhances the destination's economic impact and market awareness. Replay's outlook is global, long term and broad-based, and is supported by strong, goal-oriented, time- and budget-sensitive business practices. Replay was founded in 2007 and has more than \$2 billion in real estate in planning and development. Visit www.replaydestinations.com for more information.

Media Contact

Michelle McGinty, DRA Collective
Tel: (310) 704-7834
michelle@dracollective.com