

Luxury Vegas High-Rise Undergoes Facelift

Written by Ashley Loose



As if Las Vegas didn't already exude luxury and service, The Martin, a high-rise residency off The Strip, is set to be renovated with an astounding \$3 million price tag, offering its residents even more than before.

The Martin, the 45-story tower of effortless and glamorous living, is undergoing construction until it's expected completion date this December. Already possessing 372 sprawling one- or two-bedroom floor plans complete with advanced technology and designer touches, the remodeling of common areas is set to enhance the ultimate luxury of the tower. The library, lounge, pool, spa and fitness center, and conference rooms will be among the areas under construction.

According to a press release, renovations are being done by "a world-class team of hospitality, design and architectural firms." The Kor Group, based in Los Angeles and famous for the development of the Viceroy Anguilla and Viceroy Santa Monica resorts, are going to be in charge of "sales and marketing, interior design and [the] Effortless Ownership program."

In addition to the aesthetic changes to The Martin, the Effortless Ownership program, which will offer five-star services and amenities, is being introduced to its residents.

David Sotolov, senior vice president at iStar Residential, the company who owns The Martin, urges buyers to consider an investment even under such strict economic constraints. "Despite the state of the Las Vegas real estate market over the last couple years, we have maintained strong sales that continue to gain momentum as the market recovers," Stolov said in a press release. "The Martin is a once-in-a-lifetime opportunity...which can and will never be replicated again at these price points."

Prices range from the mid \$200's to more than \$1.5 million; more than 100 residencies have already been sold. Units are between 1,035 and 1,962 square feet and penthouses are an astonishing 3,653 to 13,000 square feet. For more about The Martin, visit www.themartin.com.