

SOUTH FLORIDA: A REGION ON THE RISE



A close-up portrait of an elderly man with white hair and glasses, looking slightly to the left. He is wearing a blue suit jacket over a blue and white striped shirt. The background is a blurred outdoor scene with green foliage and a white building.

STEPHEN ROSS
FOUNDER & CEO, RELATED ROSS

A REGION WHERE BUSINESS HAS THE EDGE

As business leaders face rising costs, regulatory complexity and intensifying competition for talent, Florida's Gold Coast has become increasingly attractive for CEOs, founders and investors seeking:

- A pro-growth environment
- A deep talent pool
- A high-net-worth client base
- Global connectivity
- A vibrant, safe and diverse quality of life



MIAMI-DADE COUNTY



BROWARD COUNTY



PALM BEACH COUNTY

A 70-mile, three-county innovation corridor
with winning conditions

#1 GDP growth among major U.S. metros
over the past three years

#1 New business formations per capita

#3 Talent attraction in the U.S.

\$1T+ Regional GDP

7 m Total population

*Source: Florida Council of 100, U.S. Census Bureau

THE NETWORK, TALENT AND INFRASTRUCTURE TO SCALE

Capital is already concentrated here. Talent is scaling with it.

Financial, AI and technology firms are establishing a durable presence.

South Florida is an optimal place for growth—not a temporary migration.

AI / TECH
ANCHOR FIRMS

Firms like Palantir, D-Wave Quantum, ServiceNow, and Anaplan have opened regional operations or strategic hubs

FINANCIAL
ECOSYSTEM

A dense network of financial firms like Citadel, Elliott Management, Point72, BlackRock, Goldman Sachs, KKR, JP Morgan, Morgan Stanley, Wells Fargo and Citi

HNW
INVESTORS

Ellison, Bezos, Page, Griffin — among the high-profile investors and executives with growing stakes in Palm Beach and Miami

PRO BUSINESS
ENVIRONMENT

0% state income tax; 5.5% flat state corporate income tax (compared to 7.25% in New York); specialized training grants, incentives and tax exemptions

ACADEMIC
PIPELINE

Vanderbilt (WPB grad campus), FAU, UM, FIU, UF and other nationally ranked universities

CONNECTIVITY

Direct domestic and international access via MIA, FLL, PBI with total annual passenger volume over 92 million

TALENT

Lifestyle, cost advantage, and career mobility continue to drive in-migration

WEALTH
MIGRATION

#4 fastest-growing wealth hub in the world

FLORIDA'S GOLD
COAST

A FUTURE-READY TALENT POOL

*Florida ranks #1 for talent attraction
and development—three years running*

South Florida snapshot:

+2%

Annual job growth (outpacing national average)

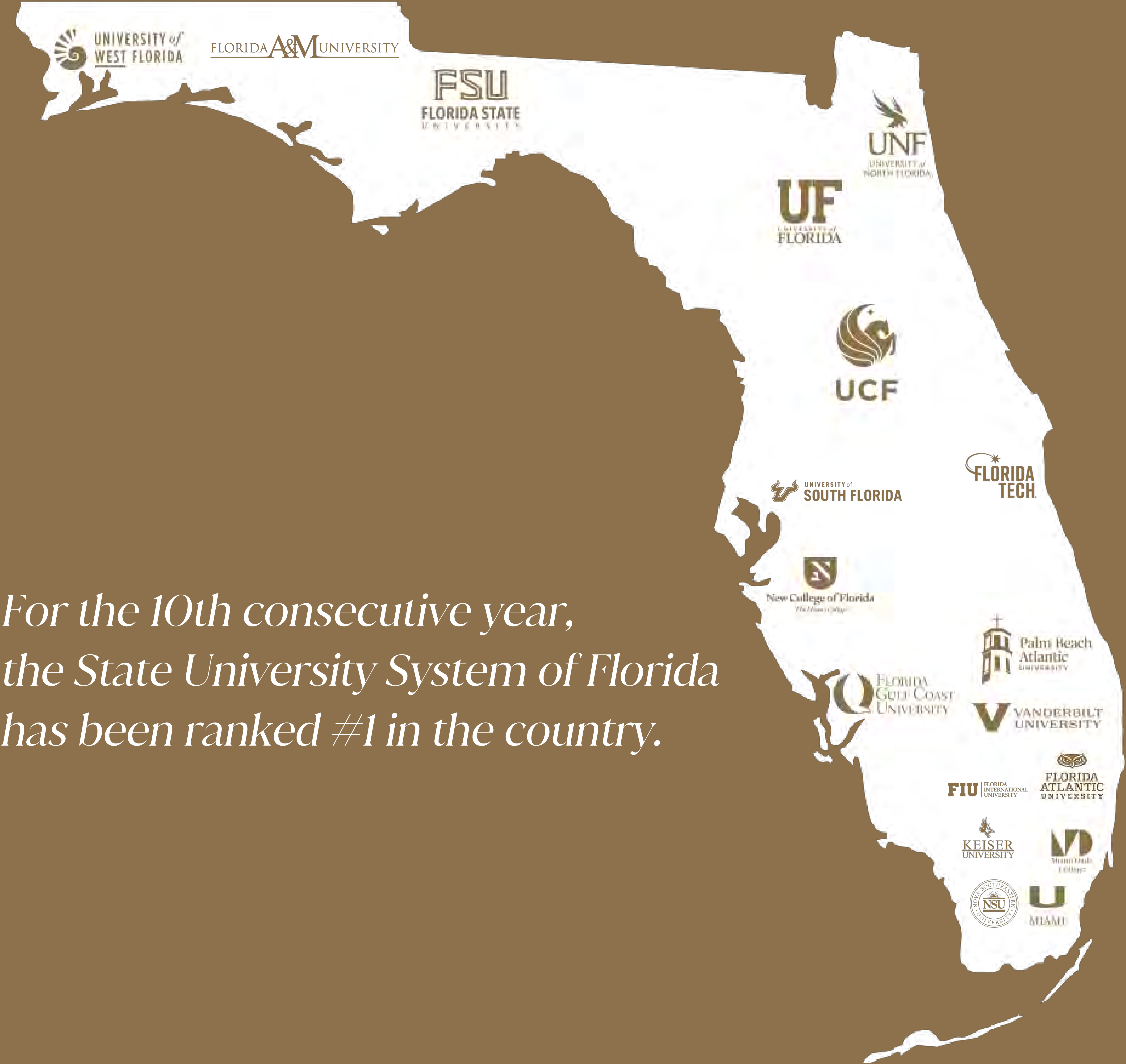
3.3M

Labor force

22 days

Median time to fill a tech role (vs 26-day avg)

*Source: Lightcast 2024 Scorecard, U.S. News & World Report 2025, CBRE 2025 Scoring Tech Talent Report, Bureau of Labor Statistics



*For the 10th consecutive year,
the State University System of Florida
has been ranked #1 in the country.*

A REGION CONNECTED BY AIR, RAIL AND ROAD

*Easy to get around locally—and connect with
the region and key markets across the country*

-  Central area in Florida’s Miami–Orlando corridor
-  Three international airports within 90 minutes,
including proposed \$12bn expansion at PBI
-  High-speed rail via Brightline and regional transit
via Tri-Rail
-  Convenient highway access

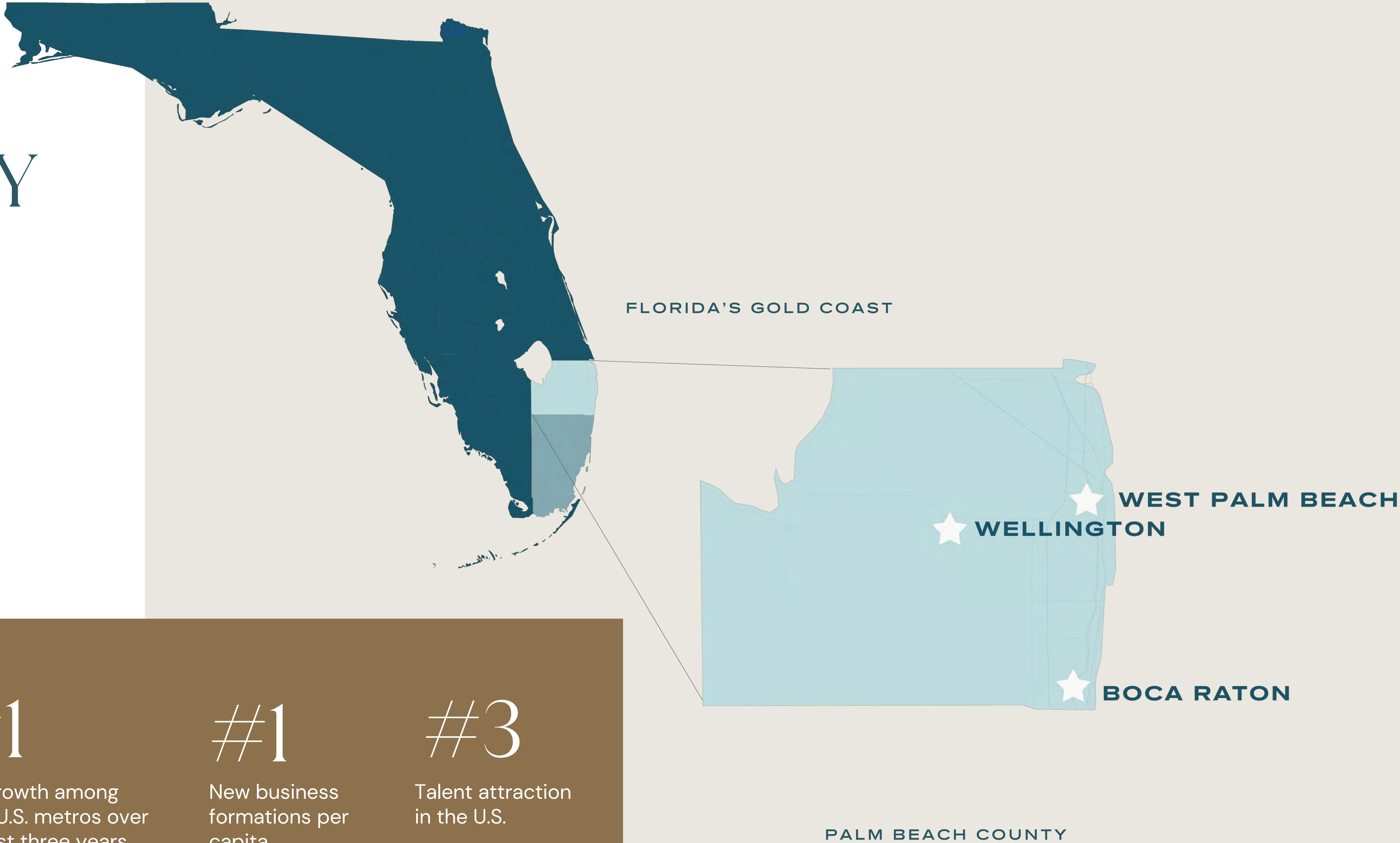


WHERE WE OPERATE AND WHY

*Rooted in Palm Beach County.
Anchored in West Palm Beach.
Planting a flag in Boca Raton & Wellington.*

- A pro-growth environment
- A deep talent pool
- Prestigious universities
- Innovative leaders and companies
- Access to capital
- A high-net-worth client base
- Global connectivity

#1	#1	#3
GDP growth among major U.S. metros over the past three years	New business formations per capita	Talent attraction in the U.S.



PALM BEACH
COUNTY

PALM BEACH COUNTY – A KEY DRIVER OF FLORIDA’S ECONOMY

Located at the center of the Miami to Orlando business corridor, the county is positioned as a vital hub for economic activity and development. The vast land area provides the capacity for expansion and fosters a thriving environment for commerce and innovation.



#4

in the world for the fastest
growing wealth hubs

\$140.5B

Total annual GDP

#1

In the nation for wealth migration

#2

In the nation for competitive
talent attraction 2024–2025

68

Billionaires and
71,000 millionaires

45.2

Median age

\$20.6B

of wealth moved to Florida, Palm Beach
County was the #1 recipient

10th

Largest school district in
the nation, and Rated-A

PALM BEACH COUNTY

GREAT PLACES TO LIVE AND LEARN

Housing diversity within 30 minutes to West Palm Beach attracts professionals and families



JUPITER



WELLINGTON



PALM BEACH ISLAND



WEST PALM BEACH



PALM BEACH GARDENS



BOCA RATON



DELRAY BEACH



LANTANA

Diverse options for excellent, A-rated schools



OXBRIDGE ACADEMY ROSARIAN ACADEMY
Est. 1925



SAINT ANDREW'S SCHOOL • SPANISH RIVER HIGH SCHOOL • THE KING'S ACADEMY



PALM BEACH COUNTY | WEST PALM BEACH

WEST PALM BEACH: THE CENTER OF COMMERCE AND CULTURE

Distinct advantages

- Dynamic urban center of commerce, culture and entertainment
- Connected city
- Home to leading firms
- Hub for talent from across the county and region
- Modern and expanding healthcare
- Adjacency to Palm Beach Island



RELATED ROSS OFFICE
COLLECTION

A PORTFOLIO BUILT TO HELP COMPANIES SCALE

In downtown West Palm Beach



10 CITYPLACE
464,000 RSF



15 CITYPLACE
492,000 RSF



360 ROSEMARY
313,000 RSF



35 CITYPLACE
455,000 RSF



CITYPLACE TOWER
300,000 RSF



PHILLIPS POINT
475,000 RSF



ONE FLAGLER
267,000 RSF



ESPERANTE
256,000 RSF



ONE CLEARLAKE
221,000 RSF



477 ROSEMARY
84,000 RSF

WEST PALM
BEACH

HOME TO LEADING FIRMS

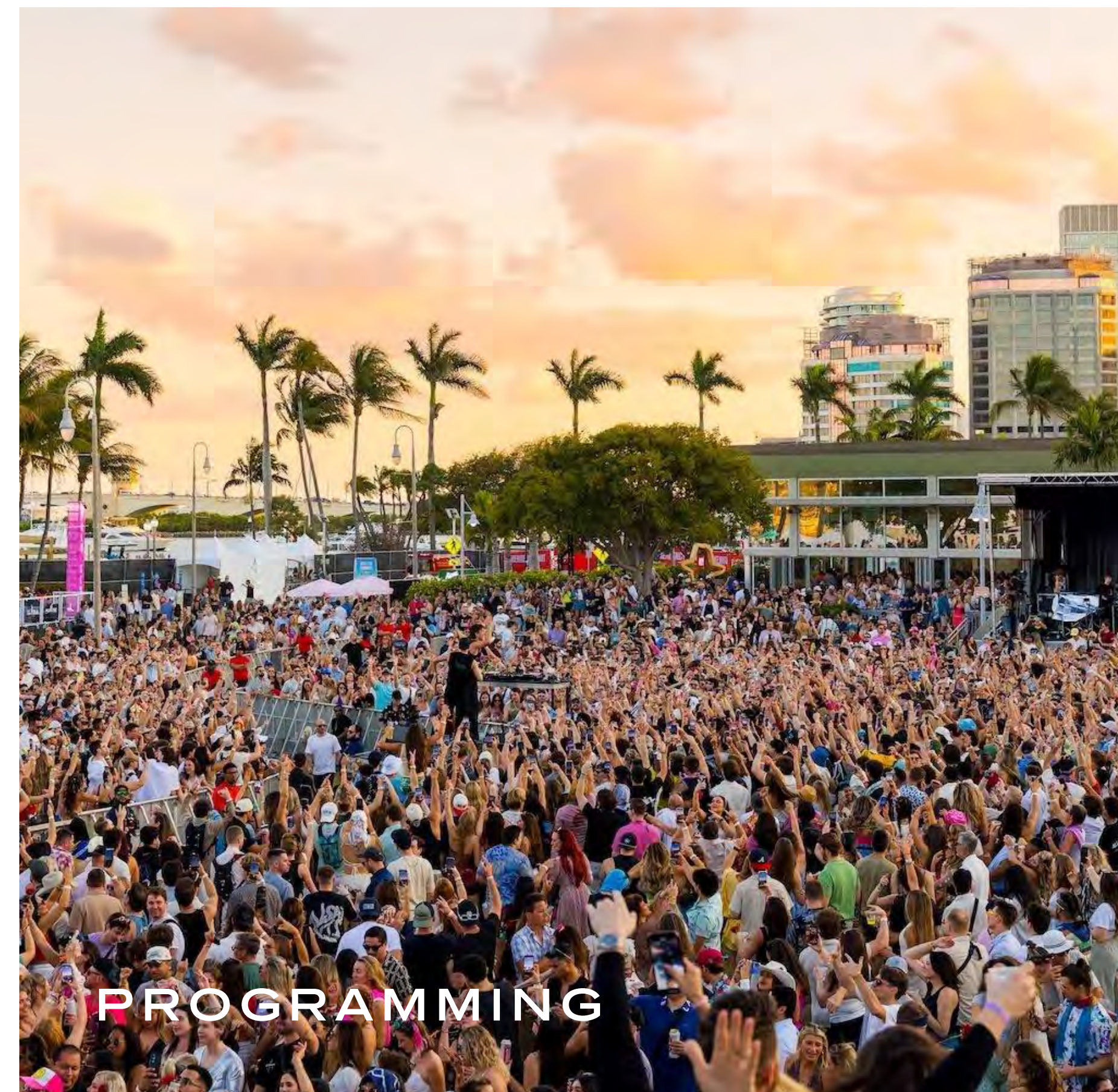
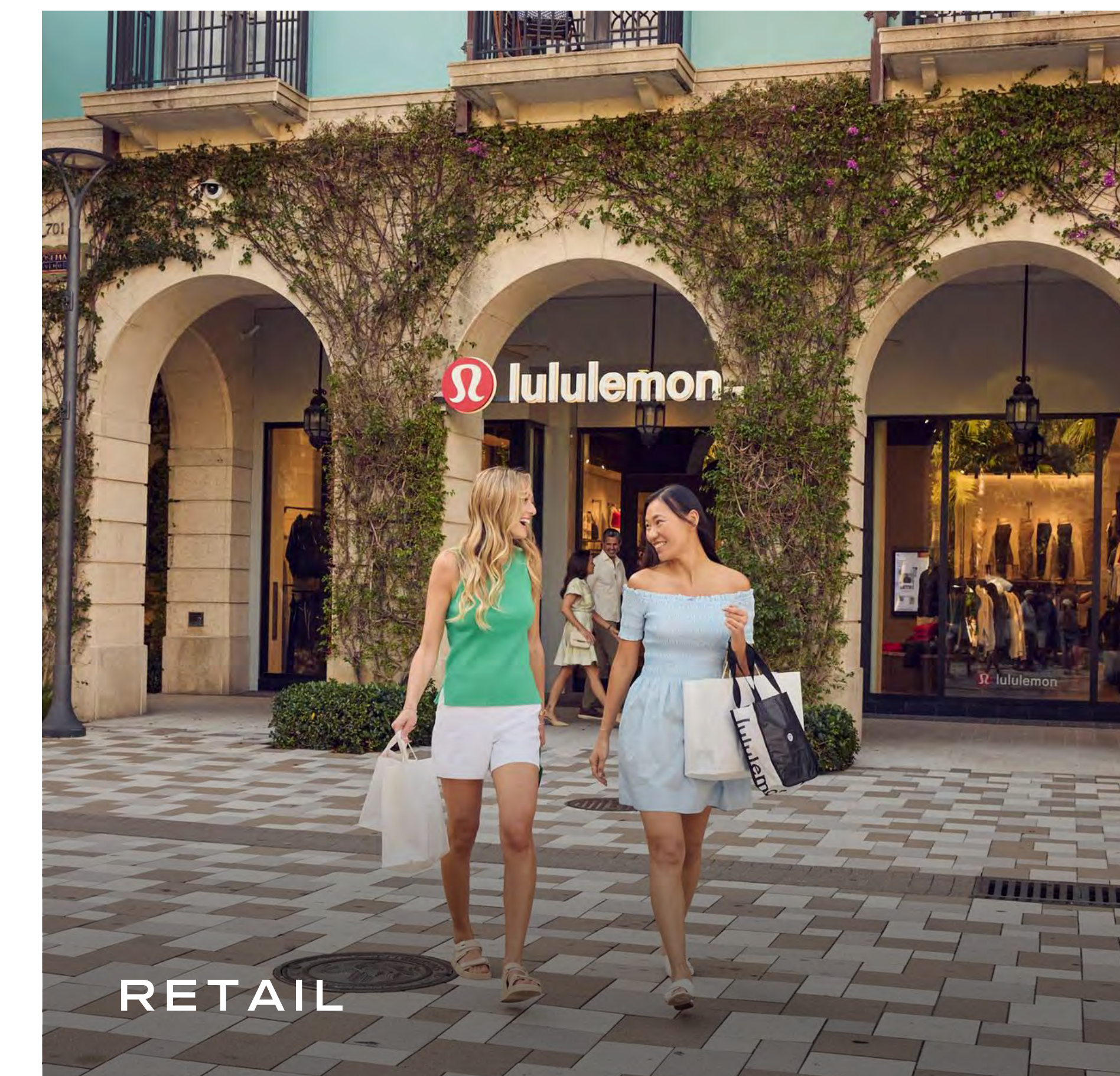
Direct access to the firms and decision-makers that fuel ongoing deal flow and opportunity



PALM BEACH COUNTY | WEST PALM BEACH

AN UNRIVALED LIFESTYLE FOR EARLY TO MID-CAREER PROFESSIONALS

- Attainable housing
- Vibrant dining, arts, and cultural scene
- Outdoor and wellness environment with green space and active amenities
- Professional sports and active recreation
- Walkable neighborhoods



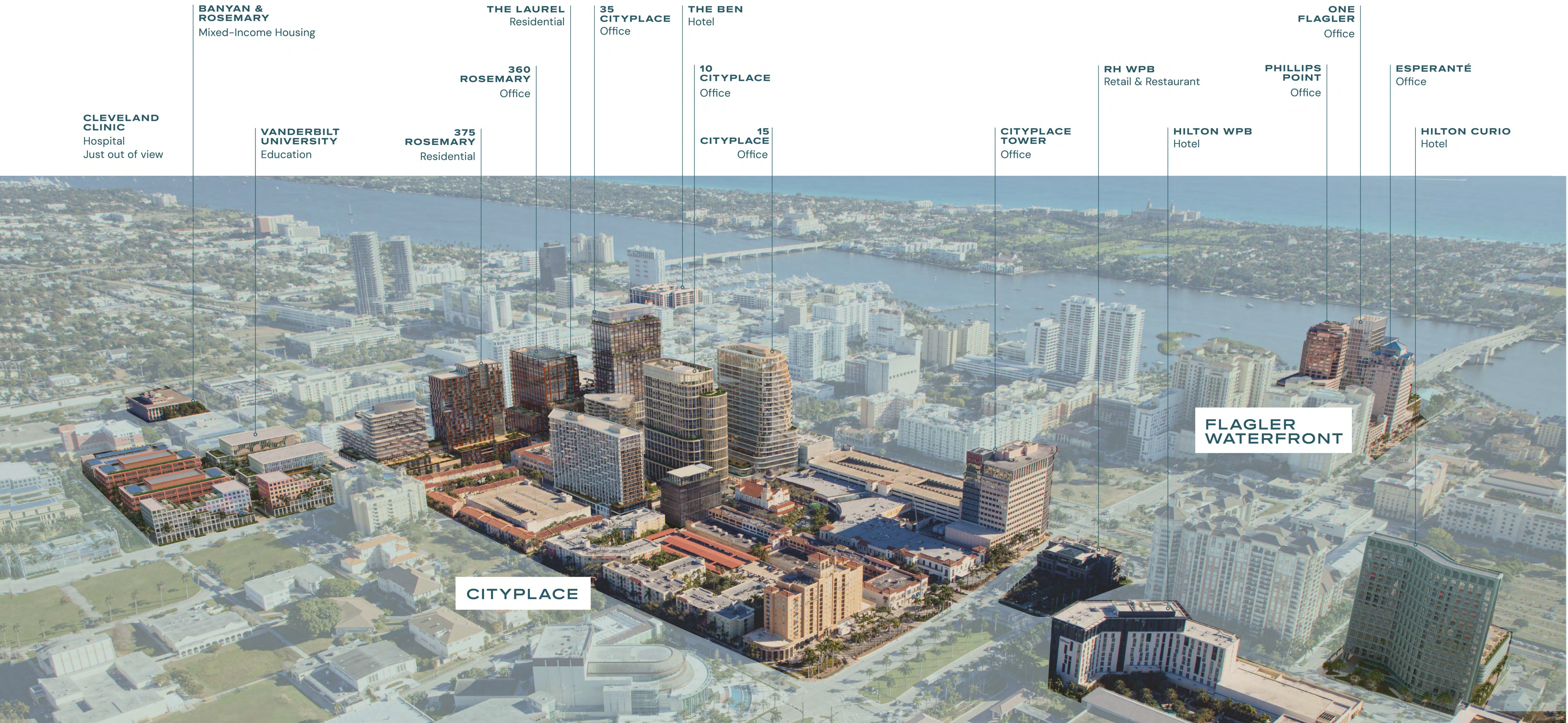
OUR IMPACT: DESTINATIONS

DOWNTOWN WEST PALM BEACH 2000



OUR
IMPACT

INVESTING IN DOWNTOWN WEST PALM



**CLEVELAND
CLINIC**
Hospital
Just out of view

**BANYAN &
ROSEMARY**
Mixed-Income Housing

**VANDERBILT
UNIVERSITY**
Education

**375
ROSEMARY**
Residential

**360
ROSEMARY**
Office

THE LAUREL
Residential

**35
CITYPLACE**
Office

THE BEN
Hotel

**10
CITYPLACE**
Office

**15
CITYPLACE**
Office

**CITYPLACE
TOWER**
Office

RH WPB
Retail & Restaurant

**PHILLIPS
POINT**
Office

**ONE
FLAGLER**
Office

ESPERANTÉ
Office

HILTON WPB
Hotel

HILTON CURIO
Hotel

**FLAGLER
WATERFRONT**

CITYPLACE

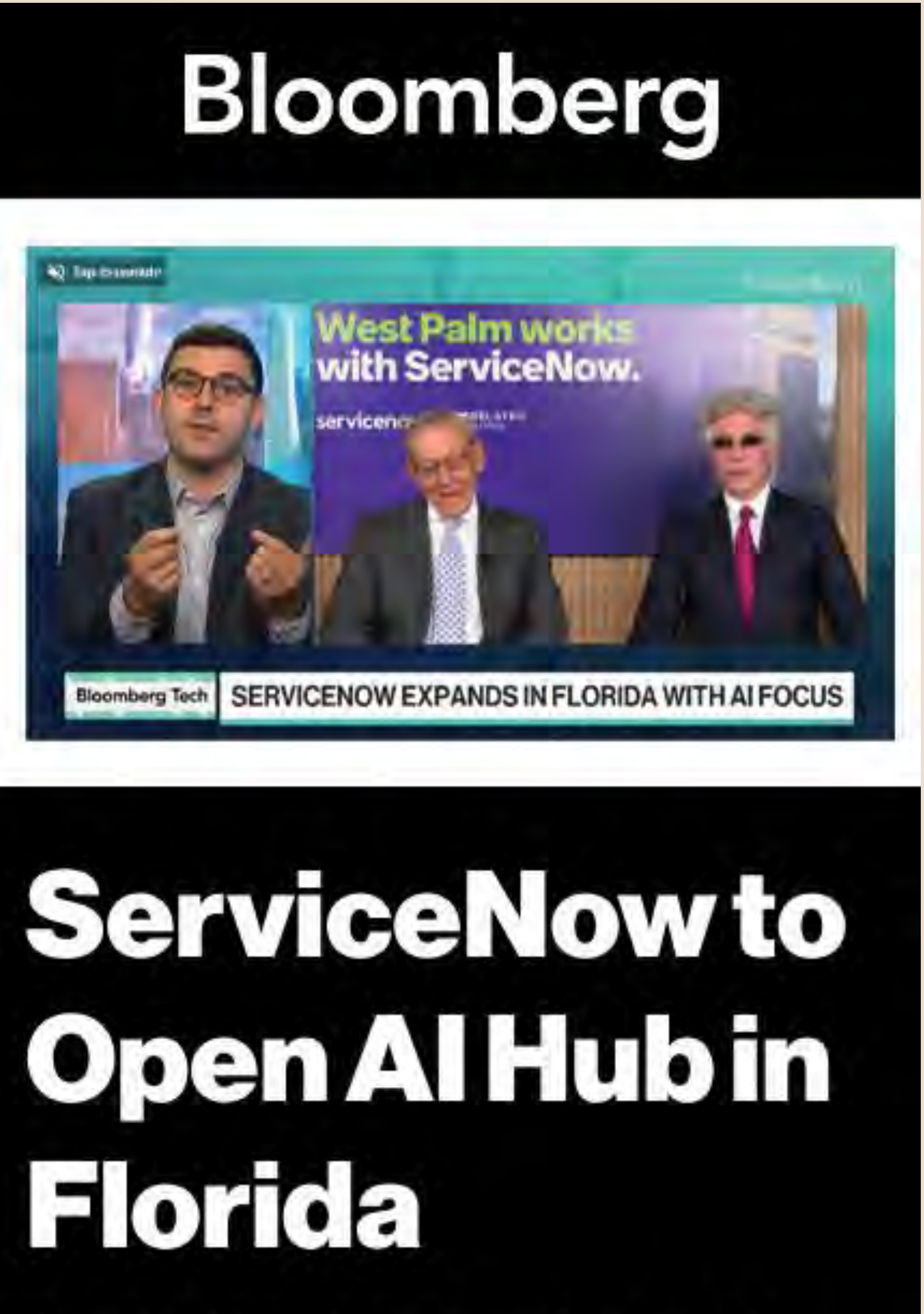
WELLS FARGO AND SERVICENOW CHOOSE WEST PALM BEACH FOR EXPANSION

When you think about some of our largest competitors, I think it is unique that we moved our wealth business down here. I couldn't be more excited about the position we're in".

— BARRY SOMMERS, WEALTH CHIEF, WELLS FARGO

“The AI innovation economy has a new epicenter in the Gold Coast of Florida. This will be a compelling magnet for talent, a strong engine for growth, and a dynamic hub for America’s AI leadership.”

— BILL MCDERMOTT, CHAIRMAN AND CEO, SERVICENOW



WELLS
FARGO

100+

senior executives
relocating to One Flagler

\$16B

annual revenue from
Wells Fargo wealth division

SERVICENO
W

850

jobs by 2030

\$1.8B

economic impact

Source: Fox Business & Bloomberg

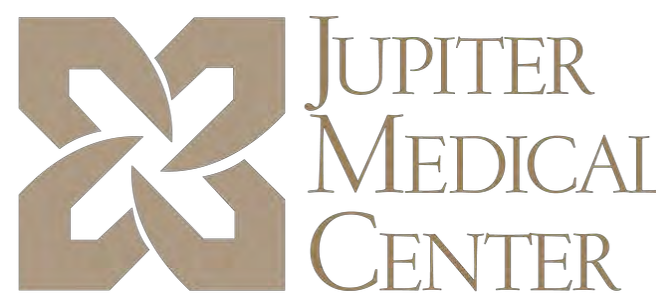
WEST PALM
BEACH

RENOWNED HEALTHCARE HAS MOVED IN

The healthcare sector in Palm Beach County is a vital and growing part of the local economy led by Cleveland Clinic.

Corporate migration has attracted healthcare providers to the market with hospitals, concierge and out-patient medicine.









A WORLD-CLASS, TECH-FOCUSED GRAD SCHOOL ARRIVING 2028-29

A 300,000 SF graduate campus in West Palm Beach will create a sustained pipeline of talent



- College of Connected Computing
- Owen Graduate School of Management
- Vanderbilt University School of Engineering
- The Wond'ry – Vanderbilt's Center for Innovation and Design

7	\$7.1B	35K	\$520M
acre campus	economic impact during first 25 years	jobs	investment



TWO NEW SCHOOLS TO BOLSTER AN A-RATED K-12 EDUCATION

Diverse options for excellent A-rated schools

94

A-rated schools

137

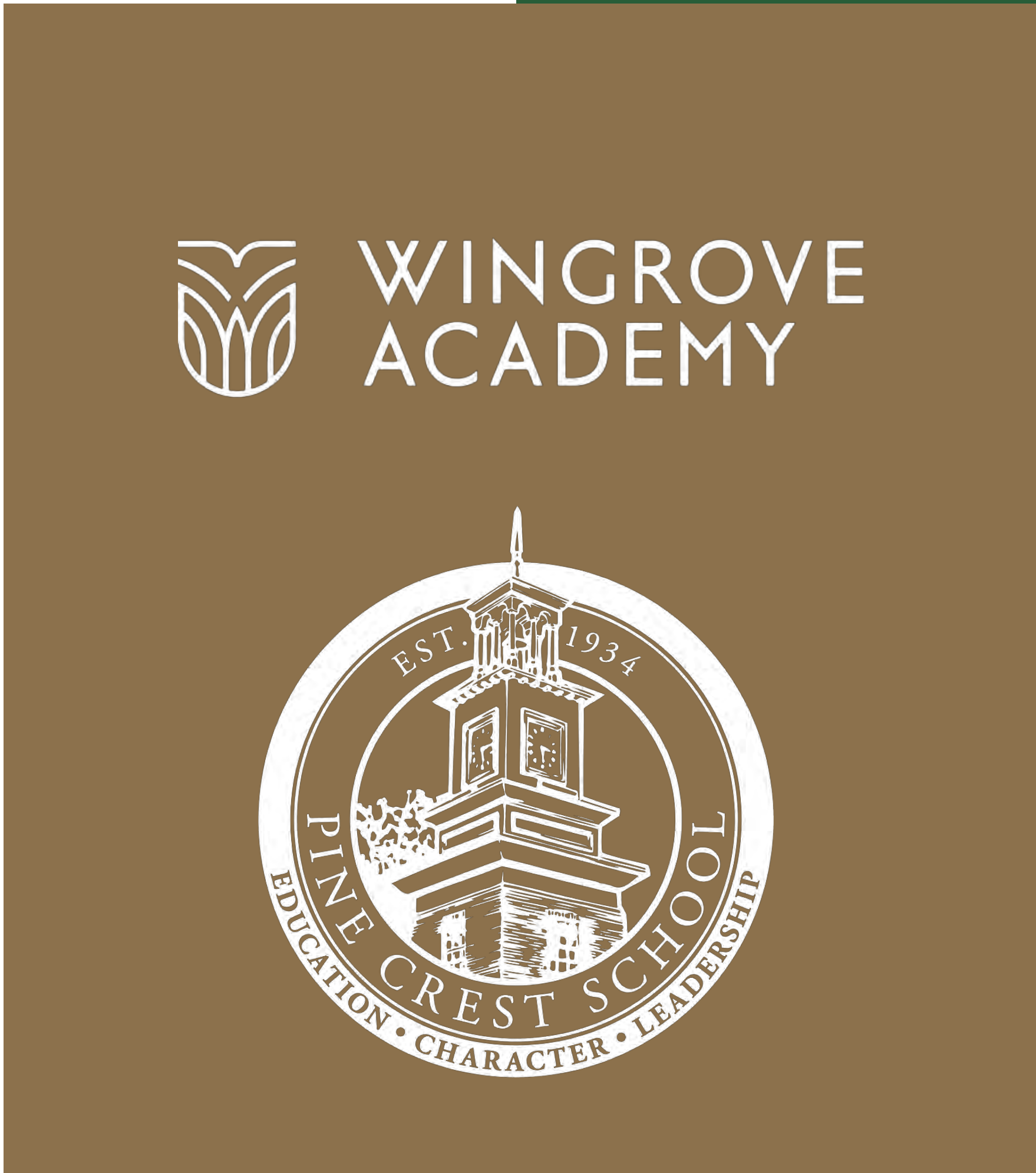
Private schools

190K+

Students

90%

Graduation rate



The
Greene
School

OXBRIDGE ACADEMY



DONNA KLEIN
JEWISH ACADEMY

THE
BENJAMIN
SCHOOL

ROSARIAN ACADEMY
Est. 1925

WELLINGTON
PRESCHOOL & PREPARATORY SCHOOL

BOCA PREP
INTERNATIONAL SCHOOL
USA



AMERICAN HERITAGE
SCHOOL



CARDINAL NEWMAN

COMMUNITY INVESTMENT THAT LASTS

Thriving communities where investment strengthens both people and place

\$15M

Invested since inception in 2023

150

WPB Elementary Students sent to Summer Camps in 2026

350+

Scholarships through the Emerging Scholars

100+

Non-profit Partners



HEALTH
& WELLNESS



EDUCATION &
MENTORSHIP



CAREERS &
ECONOMIC
MOBILITY



CULTURAL
EXPRESSION &
PRESERVATION

BE A PART OF IT



 RELATED
ROSS

RELATEDROSS.CO
M