

# The Fontainebleau Experience

An Interview with Jeffrey Soffer, Chairman and Chief Executive Officer, Fontainebleau Development

**EDITORS' NOTE** Jeffrey Soffer is the Chairman and Chief Executive Officer of Fontainebleau Development, a premier real estate development group specializing in large-scale lifestyle developments within the hospitality, retail, residential, and commercial sectors. One of the country's most highly regarded real estate developers, Soffer has been the steward of Fontainebleau Development's vision and growth, and his influence can be seen in the creation of multiple award-winning projects in South Florida, Nevada, and abroad. Soffer has evolved Fontainebleau Development from a regional leader into one of the most creative and dynamic organizations in modern real estate. Following the company's acquisition of the historic Fontainebleau Miami Beach resort, Soffer oversaw a \$1 billion expansion, transforming the iconic



Jeffrey Soffer

property into one of the country's most sought-after beachfront playgrounds. Famed for architect Morris Lapidus' emblematic curvilinear façade and whimsical interior elements, the 1,504-room Fontainebleau Miami Beach now features two new luxury all-suite towers, 12 restaurants and lounges, a 40,000-square foot spa, and a dramatic oceanfront pool-scape. On December 13, 2023, Fontainebleau Las Vegas, a 67-story luxury resort and casino on the northern end of the Strip, opened to global accolades. Certified by the Green Building Initiative with three Green Globes, Fontainebleau Las Vegas features 3,644 luxury hotel rooms and suites, 550,000 square feet of customizable meeting and convention space, 150,000 square feet of gaming space, a collection of world-class restaurants and shops, exquisite pools, vibrant nightlife, and vitality-enhancing spa and wellness

offerings. Fontainebleau Development's portfolio also includes JW Marriott Turnberry Resort & Spa, a 300-acre, AAA Four Diamond Mediterranean-style luxury retreat that includes two championship golf courses and the award-winning Tidal Cove Waterpark, and the Four Diamond Hilton Nashville Downtown. Additionally, Soffer has created numerous South Florida residential landmarks, including Turnberry Ocean Club Residences, Turnberry Ocean Colony, Porto Vita, Turnberry on the Green, SeaGlass, and has expanded the company into suburban Washington DC and The Bahamas with successful high-rise residential developments. Currently, Fontainebleau Development has partnered with Starwood Capital Group on 1 Homes Jupiter Island to bring 26 oceanfront estate residences to life ranging from 4,000 to 6,000 square feet. Located just 30 minutes from Palm Beach, 1 Homes Jupiter Island residences will offer expansive terraces, sweeping ocean and intercoastal views and luxury amenities.



Fontainebleau Miami Beach



Island cabana at Fontainebleau Miami Beach

**COMPANY BRIEF** Fontainebleau Development ([fbdev.com](http://fbdev.com)) was founded by Jeffrey Soffer, continuing the decades of success that his father, developer Don Soffer, had achieved in southern Florida. The company now serves a broader range of audiences, interests, partners, and investors – while sharing the same vision to outperform expectations. Fontainebleau Development is positioned as the preeminent leader in country clubs, golf courses, high-end retail, gaming and entertainment, resorts and hospitality, yachting, aviation, and luxury residential..

### How do you define Fontainebleau Development's mission and purpose?

At Fontainebleau, our goal has always been to raise the standard for luxury, design, and service – whether it's in hospitality, real estate, retail, or entertainment. These are the pillars that define the Fontainebleau experience. We've designed and built destinations that merge timeless elegance with innovation tailored to meet what our guests want. What we create is visually beautiful and it's designed to enhance the way people live and enjoy life. That is how we continue to lead in the luxury market.

### What have been the keys to Fontainebleau Development's strength and leadership in the industry?

You have to be able to see beyond what already exists – even beyond what you can build right now. My dad, Don Soffer, had that kind of vision when he first developed the land that eventually became Aventura, Florida. He knew how to bring the right people and resources together to turn his ideas into reality. That same mindset has stuck with me, and it's what keeps me driven as I work to grow the Fontainebleau brand.

### How critical is a commitment to sustainability as part of Fontainebleau Development's culture and values?

Sustainability is a big priority for us – especially when we're designing luxury residences and hotels. These days, it's not just the right thing to do, it's what smart builders should be focused on as guests expect

it. They have plenty of options, and they're looking for places that align with their values. That's why we're always pushing ourselves to meet – and exceed – sustainability standards in everything we do.

### What was your vision for creating Fontainebleau Las Vegas, and how has the property been received in Las Vegas?

Fontainebleau Las Vegas is a dream brought to life. It's the very first expansion of our iconic brand – and every detail was designed with care to help shape the future of luxury hospitality in Vegas. The response so far has been incredible, not just locally but from across the country and around the world. And honestly, we're just getting started. Our team out here is amazing – they're creating something special every single day as we build on the Fontainebleau legacy and take it beyond our Florida roots.

### Will you provide an overview of the development of Turnberry Ocean Club Residences in Sunny Isles Beach?

We wrapped up Turnberry Ocean Club in the spring of 2020 – and it's something we're really proud of. It's a stunning 54-story, all-glass tower designed by world-renowned architects Carlos Zapata and Robert Swedroe. And for us, this project was about creating a lifestyle that goes way beyond the walls of a building. That's why our residents enjoy access to a private country club, a marina, and a private FBO, plus top-tier amenities and concierge services. This property is also influencing so much of what we are now designing at our most recently announced residential project, 1 Homes Jupiter Island. That project has broken ground and will offer oceanfront residences with a design inspiration rooted in nature and luxury.



Fontainebleau Miami Beach Bleu Bar

**Will you highlight the strength and expertise of the Fontainebleau Development team?**

Our team is made up of true leaders across the board. We're lucky to have executives with decades of experience in luxury hospitality, real estate, and large-scale development. They've helped shape and run some of the most iconic properties in North America. The Fontainebleau name is known around the world for creating unforgettable luxury experiences, and our team is at the heart of that. They're experts at bringing destinations to life that truly wow both guests and residents. What really sets us apart, though, is that we all share the same drive – for growth, innovation, and always pushing the limits.

**You commit your time and resources to a number of philanthropic causes. What has made philanthropy so important to you, and how do you decide where to focus your efforts?**

For me, philanthropy has always been something really personal. It's more than writing checks – it's about the difference you can make by giving your time, building relationships, and committing for the long haul. Through Fontainebleau Development's Bleau Cares platform, our team gets to support a bunch of important causes, especially groups battling cancer like the Miami chapter of Susan G. Komen, The Sylvester Comprehensive Cancer Center at the University of Miami Health System, and the Miami Dolphins Cancer Challenge. At the end of the day, we want to make a difference and when we decide where to focus, we think about where our efforts will have the biggest impact – places that encourage innovation and show real results.



*Fontainebleau Las Vegas*

**What do you feel are the keys to effective leadership, and how do you approach your management style?**

Like I said before, it all starts with a vision. You need to be committed to the big picture if you want to get others on board with it. Getting the right people in the right roles is key, especially when you're working across so many

different areas. But beyond that, you have to empower your team – give them the freedom to make decisions, tackle problems, and lead with confidence. At its core, leadership is really about being consistent and clear, while still pushing boundaries and staying true to your goals and values.

**With all the success that you have achieved in your career, are you able to enjoy the process and take moments to celebrate the wins?**

Absolutely. Fontainebleau Development has been a family business for decades and getting to learn, grow, and work alongside my family and my children has been the most rewarding part of my career. We live and work in some of the most dynamic markets in the world, so it is easy to enjoy what we are fortunate enough to do each day.

**What advice do you offer to young people beginning their careers?**

Stay curious. Sure, patience and grit matter a lot, but there's no substitute for showing up every day, ready to learn, ask questions, and contribute with ideas. Success comes from being consistent, staying focused, and being bold enough to take smart risks. Also, surround yourself with people who know more than you do and pay attention to how they think and operate. Whether you're in real estate, hospitality, or any other industry, the relationships you build and the reputation you earn are everything. Finally, don't lose sight of the long game. It's easy to chase quick wins, but real value comes from building something meaningful over time. ●



*Resident DJ Tiësto performing at LIV Beach at the Fontainebleau Las Vegas*