



MEETING SKY-HIGH EXPECTATIONS WITH SINGLE SOURCE DESIGN

From initial architecture planning to final building acceptance, FINFROCK is a one-stop-shop to get the building you want.



Modern art-deco panels give a unique architectural and functional flair to the building by serving as a kinetic art display and providing shade.



The DualDeck® Building System revolutionizes durable concrete material and cuts construction time down significantly by allowing sub-trades to work on the project in concurrent phases.



With an iconic look visible from Interstate-4, tall LED spires adorn the front of Lake House. They can be programmed to change colors for holidays and celebrations, making Lake House a luminary landmark in downtown Orlando.

FINFROCK®

WE MAKE IT EASY TO GET THE BUILDING YOU WANT

LESS RISK

FINFROCK has made the leap other construction companies have not to incorporate the design, integration of sub-trade systems into the manufacturing of the structural components, and construction into one single source of responsibility for the customer. By doing so, we dramatically reduce your risk.

LESS COST

FINFROCK's in-house teams work with you as a partner from the onset, using your functional, aesthetic, and economic requirements to develop concepts that work within your budget. We provide a guaranteed price before the completion of design documents and compress schedules to give you predictable costs and on-time completion.

LESS TIME

As a vertically integrated company, FINFROCK conducts work in multiple phases of a project simultaneously. With multiple disciplines moving forward at the same time, schedules are significantly compressed.



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Apopka, Florida 32703

For additional information about our company,
successful projects and our process, visit www.finfrock.com.

EXPERIENCE
A NEW WAY
TO BUILD

MIXED USE

OFFICE

STUDENT HOUSING

HOTELS

MULTI-UNIT RESIDENTIAL

PARKING STRUCTURES

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FINFROCK®

Solutions

LAKE HOUSE ORLANDO
STUNNING ARCHITECTURE
AND FUNCTIONAL DESIGN



LEADERS IN MULTIFAMILY DESIGN AND CONSTRUCTION

VOL 21 • ISSUE 1

LAKE HOUSE:

SETTING THE BAR FOR LUXURY IN ORLANDO

Multifamily buildings are among the most in-demand and continuously evolving commercial real estate markets across the nation, with over 11,000 units under construction in Central Florida alone. Fueled by the highly competitive marketplace, developers are under increasing pressure to offer a great location, comprehensive amenity packages, modern units, and sophisticated mixed-use space at a realistic cost-to-build. As a leader in multifamily design and construction, FINFROCK reduces owner risk and cost. Our experienced team of in-house architects, engineers, and contractors collaborate on every project to deliver award-winning living spaces.

In partnership with OneEleven Residential, our latest project is Lake House, downtown Orlando's newest upscale, mixed-use multifamily project located across 2.4 acres on the shores of Lake Ivanhoe. This is the

latest market-rate multifamily project to utilize FINFROCK's innovative DualDeck® Building System.

The nine-story luxury towers feature 252 custom-home-level apartment and townhome units in a variety of studio, one-, two- and three-bedroom floor plans averaging 991 square feet along with more than 36,000 square feet of ground-level commercial space and structured parking. The walkable proximity to downtown, access to parks and recreation, and other entertainment options make Lake House an attractive option to renters interested in living in an urban core.

With an array of architectural features from modern art-deco patio panels that serve as a kinetic art display to ornamental LED spires, Lake House benefits from a unique and valuable level of architectural design input from multiple neighborhood

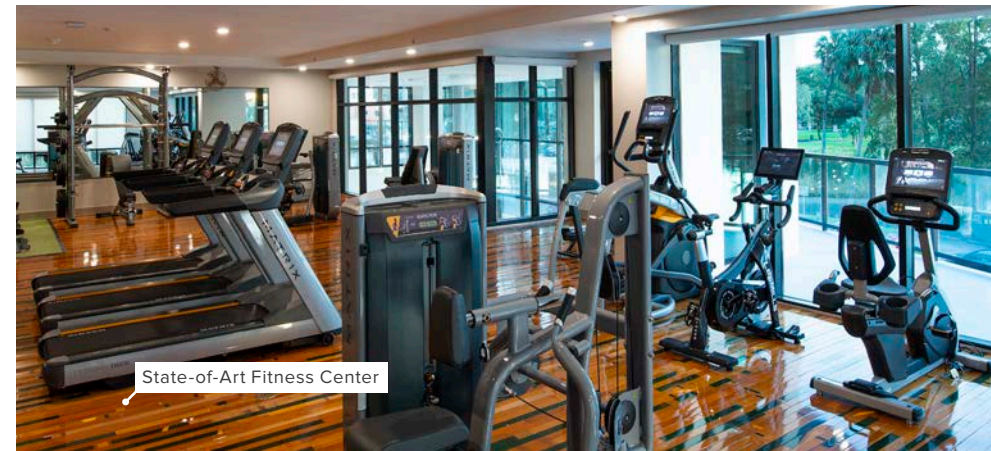
associations. Through the conceptual design phase, representatives from several groups worked directly with the developer to formulate a design based on two guiding principles—honor the neighborhood's historical character and create a new landmark within the City of Orlando.

Because of FINFROCK's single-source of responsibility and vertically integrated business model, projects like Lake House can be advanced through predictable costs and guaranteed on-time delivery. As the architect of record, structural engineer of record, precast concrete manufacturer, and design-build contractor for the project, FINFROCK is the single point of contact for the client from groundbreaking to ribbon-cutting. The apartments opened for leasing just eight months after the last structural piece was placed.

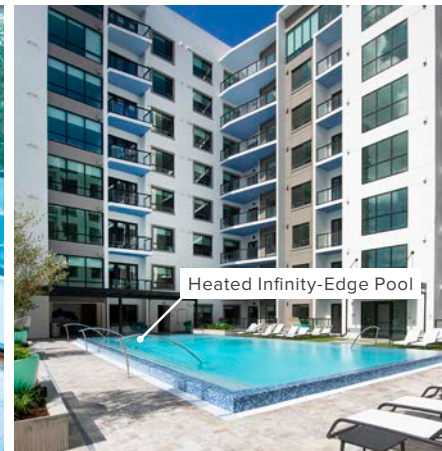
MULTIFAMILY CONSTRUCTION: CONTEMPORARY AMENITIES

Carefully selected through owner collaboration and our in-house design teams, Lake House offers a higher standard of urban living with amenities that capture the attention of desired tenants. Residents will come home to sophisticated and high-tech units that rise above the heart of downtown. On

every project, FINFROCK works with the client to determine the aesthetic and economic requirements of the building. We guarantee the accuracy and completeness of our design, lowering your project risk

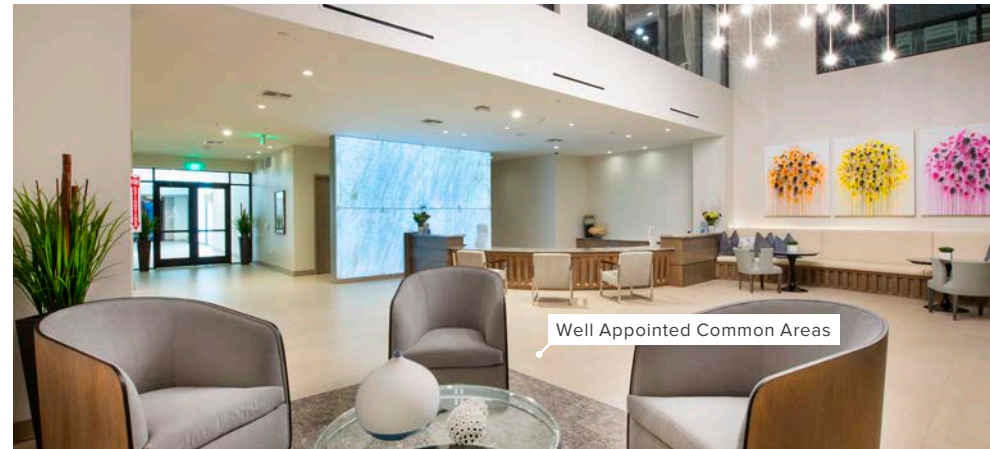


State-of-Art Fitness Center



Heated Infinity-Edge Pool

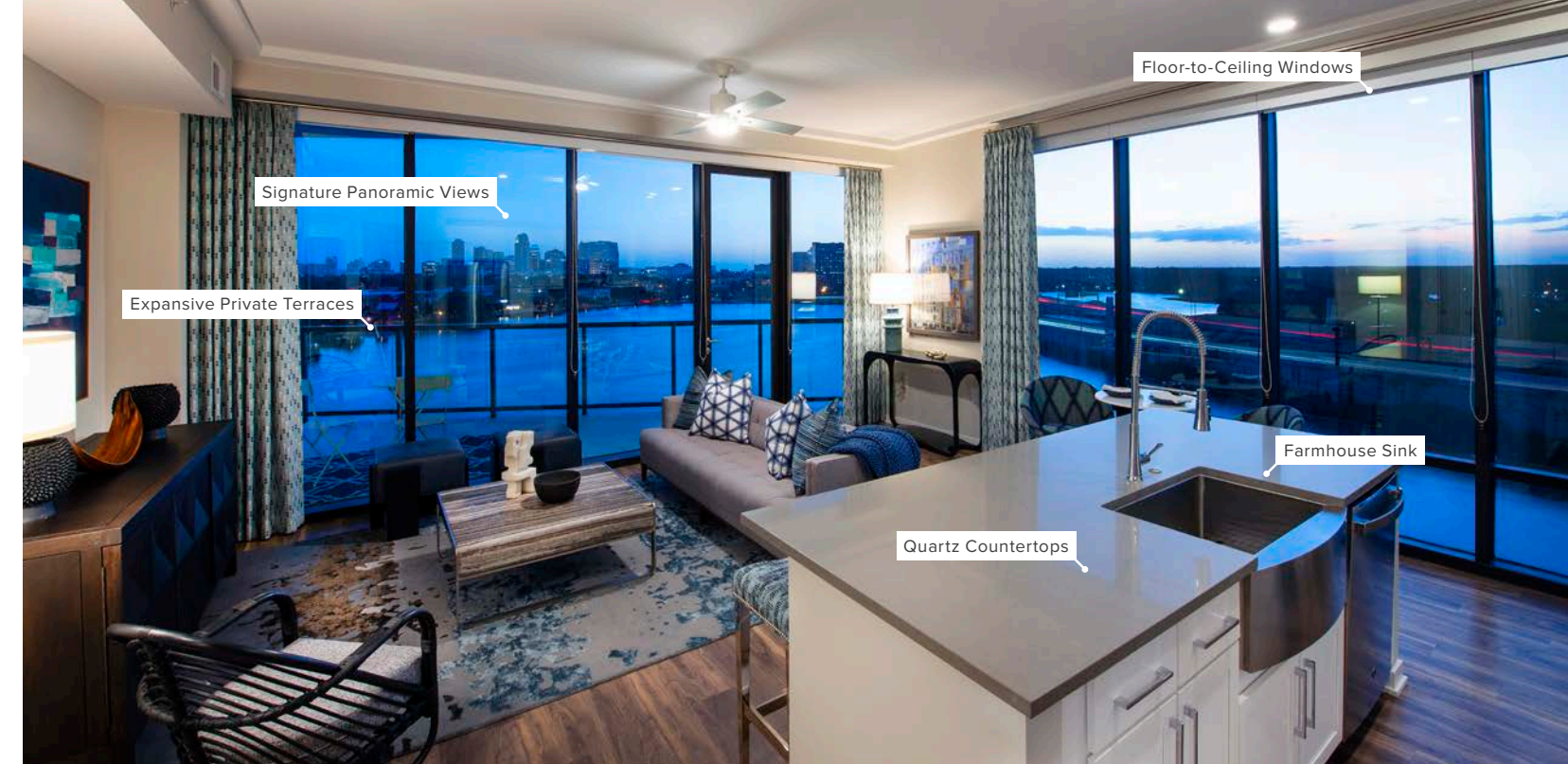
With custom finishes and exclusive features that multifamily developers want, Lake House rises above the rest of the market.



Well Appointed Common Areas

MAXIMIZING MIXED-USE SPACE: THE PINERY

FINFROCK's ability to create mixed-use spaces that encompass your complete building vision makes it easier to lease restaurant, office, and retail options that will resonate with tenants and add diversity to the neighborhood. FINFROCK gives developers a significant edge with an award-winning design team that can deliver precast structures in a wide array of exterior finishes and architectural details. Our unique construction methodology incorporates exceptionally long, column-free spans, allowing optimal flexibility for creating dramatic and eye-catching open spaces that become the perfect canvas for any concept. Nestled in the modern art-deco aesthetic of Lake House is The Pinery. This upscale restaurant pays homage to the project site's history as a pineapple farm and offers guests a seasonal Florida-fresh menu inspired by the region's charm. The restaurant sits comfortably within 4,200 sq. ft. of ground floor space – and will seat up to 150 guests with a variety of inside tables, a bar, and patio seating overlooking skyline views of downtown Orlando.



Signature Panoramic Views

Expansive Private Terraces

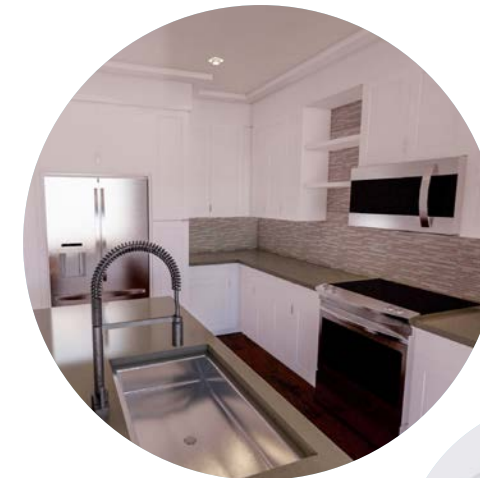
Quartz Countertops

Farmhouse Sink

Floor-to-Ceiling Windows

DESIGN WITH VIRTUAL REALITY

Even at the conceptual phase, Virtual Reality (VR) can be an effective means of exploring the relationships between spaces, such as the impact of light on a room at a given time of day. At FINFROCK, our architects integrate VR hardware with Building Information Modeling (BIM) software to allow our clients to truly understand the spatial qualities of a project in greater detail than just a 2D or 3D model. Working with our design teams, our clients can visualize countertop finishes, fixtures, and colors for various build-outs –and make changes in real-time. Our owners benefit from evaluating architectural options for the project and are assured that our teams iron out any design errors or serviceability issues before breaking ground on construction. As a result, VR technology allows our clients to have more design input choices and be assured that the design choices will be made within the budget.



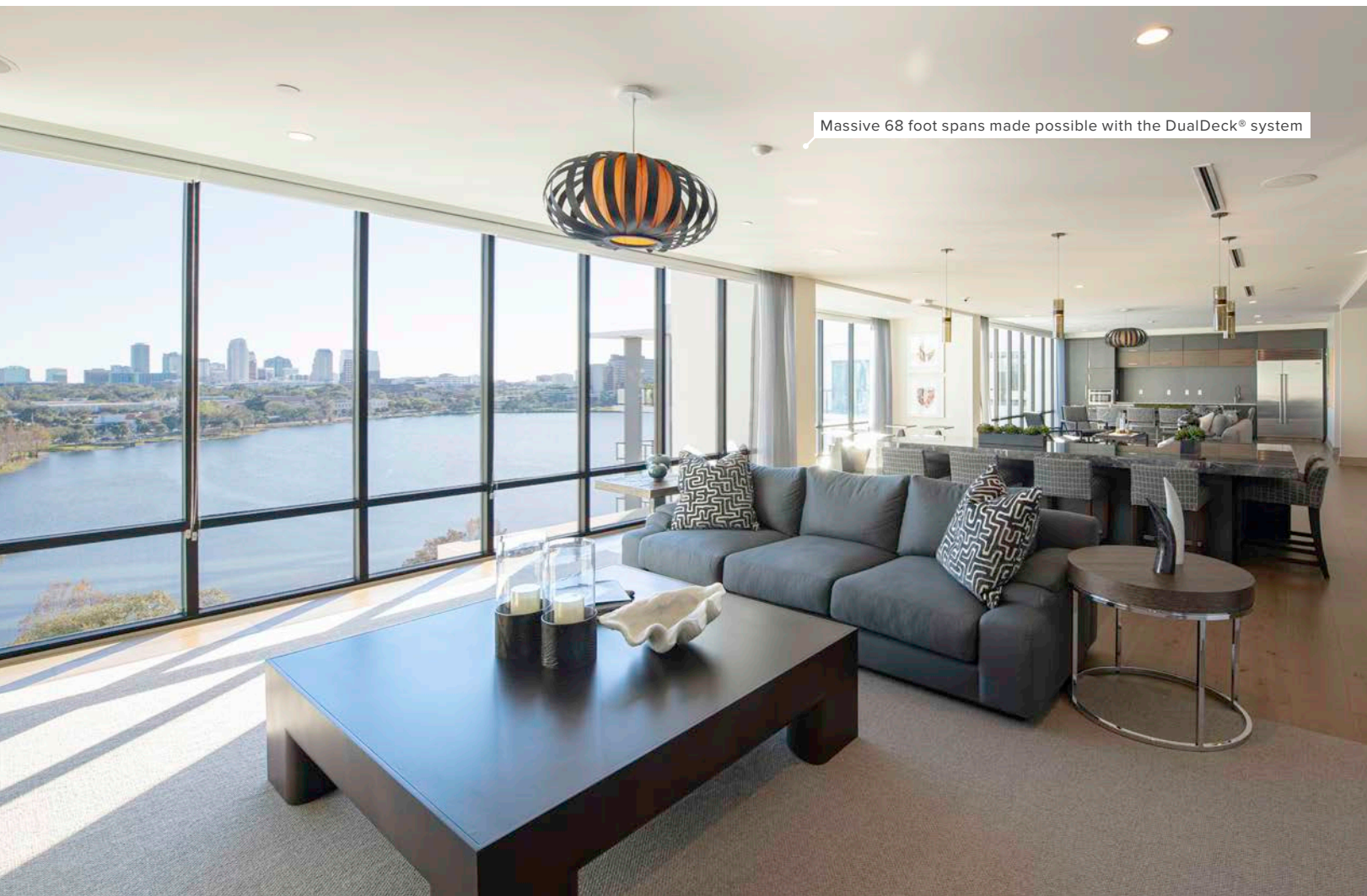
See your building virtually in a full VR simulation so that you can make design choices with confidence.



CHOOSE THE RIGHT BUILDING PARTNER

When you partner with FINFROCK, you benefit from having both an economic advisor and a creative partner for your building project. As your fully integrated partner with in-house design, manufacturing, and construction professionals in-house under one roof, FINFROCK has constant feedback from all teams, as well as an outstanding database of cost information.

TALK TO US FIRST AT finfrock.com



Massive 68 foot spans made possible with the DualDeck® system