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As Turnkey Living Reshapes Luxury Real Estate, Fully Furnished Residences Take Center Stage at the Soon-to-Open Ritz-Carlton Residences, Naples

With a Temporary Certificate of Occupancy now in hand and final installations underway, fully furnished residences are giving buyers a rare, move-in-ready path to Naples' most coveted address

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As turnkey, lock-and-leave living becomes one of the most sought-after features in luxury real estate, **STOCK Residences**, the luxury condominium division of national powerhouse STOCK Development, is offering fully furnished, move-in-ready residences as an option within the remaining inventory at **The Ritz-Carlton Residences, Naples**.

With a Temporary Certificate of Occupancy (TCO) now secured, final installations are underway and residents are expected to begin moving into the six-acre Gulf-front enclave within weeks.

The turnkey trend is most visible across the project's seven remaining Bay Residences – situated in the project's two Bay buildings along Vanderbilt Lagoon and the private marina – where every home is fully furnished and finished by acclaimed interior designers, including Soco Interiors and Marc-Michaels Interior Design. Among the Bay offerings is Bay Residence 607, a three-bedroom, three-and-a-half-bath penthouse offered at $6.5 million and appointed by Soco Interiors. The same move-in-ready advantage extends to select Tower Residences as well.



"With the community entering its final stretch toward welcoming its first residents, buyers can go to contract and be living in a fully finished, designer home within weeks, not months," said **Brian Stock**, CEO of STOCK Development. "We have engaged some of the industry's top interior designers, and the receptivity to the concept has been compelling."

That timeline holds across the collection. Contracts signed as early as mid-October could mean move-in before the end of the year.

"For buyers who live out of state, or even locally but simply don't have the bandwidth to manage a home from afar, this changes the calculus entirely," said **Claudine Léger-Wetzel**, Vice President of Sales & Marketing for STOCK Development. "They're not coordinating contractors, waiting on furniture deliveries, or flying in for inspections. They're buying a finished home and living in it almost right away. That kind of simplicity, at this level of luxury, is increasingly rare – and increasingly in demand."

The scarcity extends across the broader community as well. With a limited collection of residences remaining across the Tower and Bay collections, The Ritz-Carlton

Residences, Naples — the first and only Ritz-Carlton branded residences in the market — continues to advance toward a near-complete sellout. The 128-residence enclave, positioned between the Gulf of Mexico and Vanderbilt Lagoon just steps from Vanderbilt Beach, has drawn sustained interest from both longtime Naples residents and out-of-state buyers seeking new, move-in-ready construction along the Gulf.



Owners will have access to more than 50,000 square feet of resort-caliber amenities delivered through The Ritz-Carlton's signature service model, including the 28,000-square-foot Vanderbilt Club, a 22-slip private marina, spa and fitness facilities, residents-only dining led by Executive Chef Indrajit "Inder" Suryawanshi, and an array of indoor and outdoor lounges and social spaces.

The project's architecture is led by Curts Gaines Hall Jones (CGHJ) Architects, with interiors by **Cristian Pinedo** of SUSURRUS and landscape design by Booth Design Group.

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