ZRS MANAGEMENT

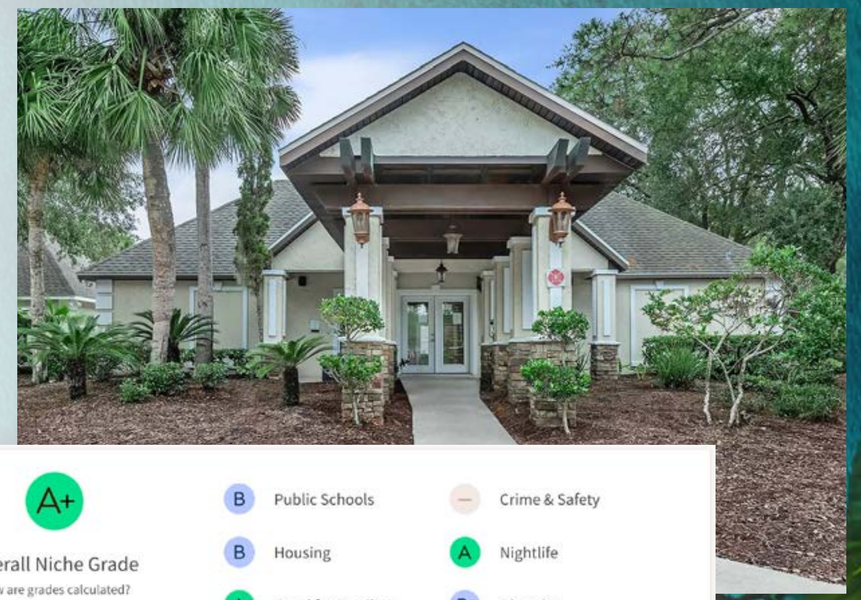
SONOMA SOUTHSIDE CONDOMINIUM RENTALS IN JACKSONVILLE, FL

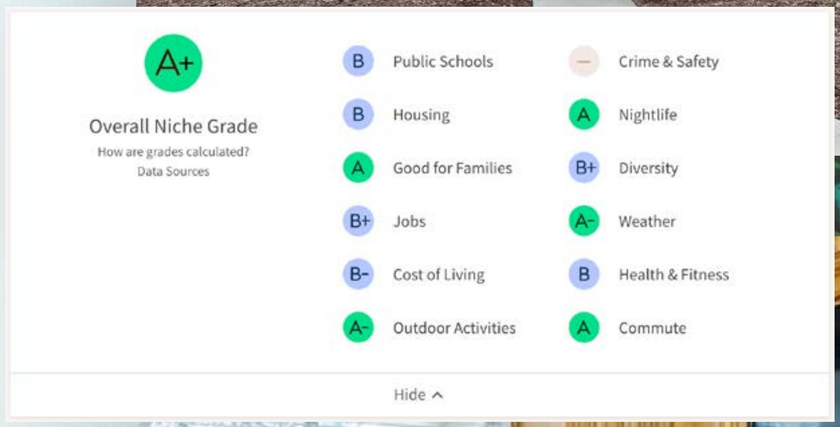
PROPERTY REBRAND NAME DEVELOPMENT

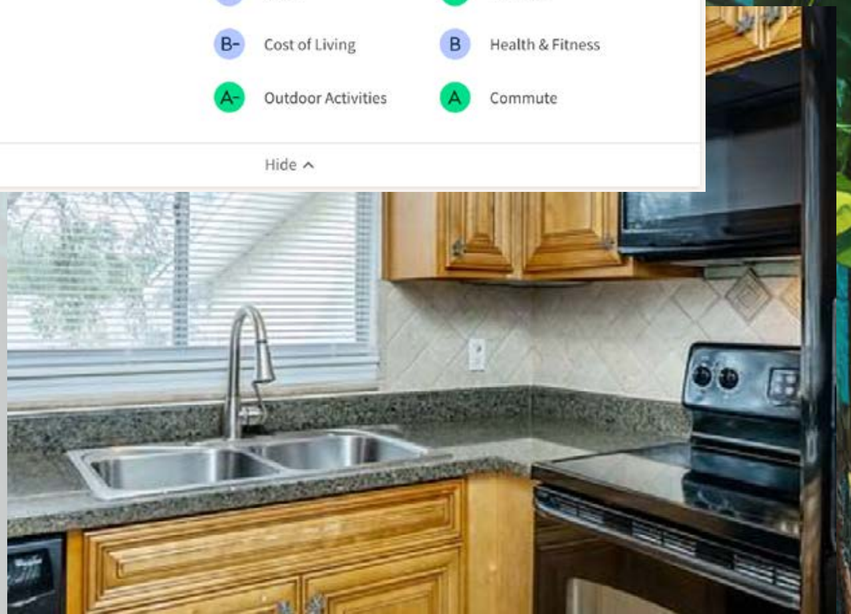
ABOUT THE PROPERTY

Sonoma Southside Apartments in Jacksonville, Florida, offers a sophisticated living experience within a serene, park-like setting. The community features one, two, and three-bedroom floor plans, each designed with fully-equipped kitchens, spacious closets, and screened-in patios or balconies that invite natural light and provide a cozy atmosphere. Residents can enjoy two sparkling swimming pools, a state-of-the-art fitness center, and an elegant clubhouse, all contributing to a comfortable and upscale lifestyle.

Conveniently located at 7740 Southside Blvd, Sonoma Southside is just minutes away from St. Johns Town Center, offering a variety of dining, shopping, and entertainment options. The community is also in close proximity to major highways, providing easy access to the greater Jacksonville area. Pet-friendly policies and beautifully landscaped grounds make it an ideal choice for those seeking a tranquil environment without sacrificing modern conveniences.









CURRENT LOGO

CURRENT BRANDING

The current branding of Sonoma Southside Apartments reflects a modern, upscale aesthetic with a focus on tranquility and comfort. The branding uses a calm color palette, featuring shades of beige and other neutral tones that evoke a sense of nature and serenity, aligning with the property's park-like environment. Typography is refined and contemporary, using both serif and sans-serif fonts that convey sophistication and simplicity. The branding emphasizes the luxurious amenities, peaceful living atmosphere, and convenient location, appealing to individuals seeking both relaxation and easy access to Jacksonville's vibrant offerings.

TARGET AUDIENCE





AGE: PRIMARILY ADULTS AGED 25 TO 45, INCLUDING YOUNG PROFESSIONALS AND ESTABLISHED FAMILIES

LIFESTYLE: RESIDENTS VALUE CONVENIENCE, FITNESS, AND A COMFORTABLE LIFESTYLE IN A PEACEFUL SETTING. THEY ENJOY ACTIVE LIVING, PROXIMITY TO DINING AND ENTERTAINMENT, AND A COMMUNITY-FOCUSED ATMOSPHERE.

LOCAL COMPETITORS

LENOX COVE
Apartment Homes

POINTE PARC
AT ST. JOHNS

Evergreen Club
APARTMENTS

The Avenues
A GOLDOLLER COMMUNITY

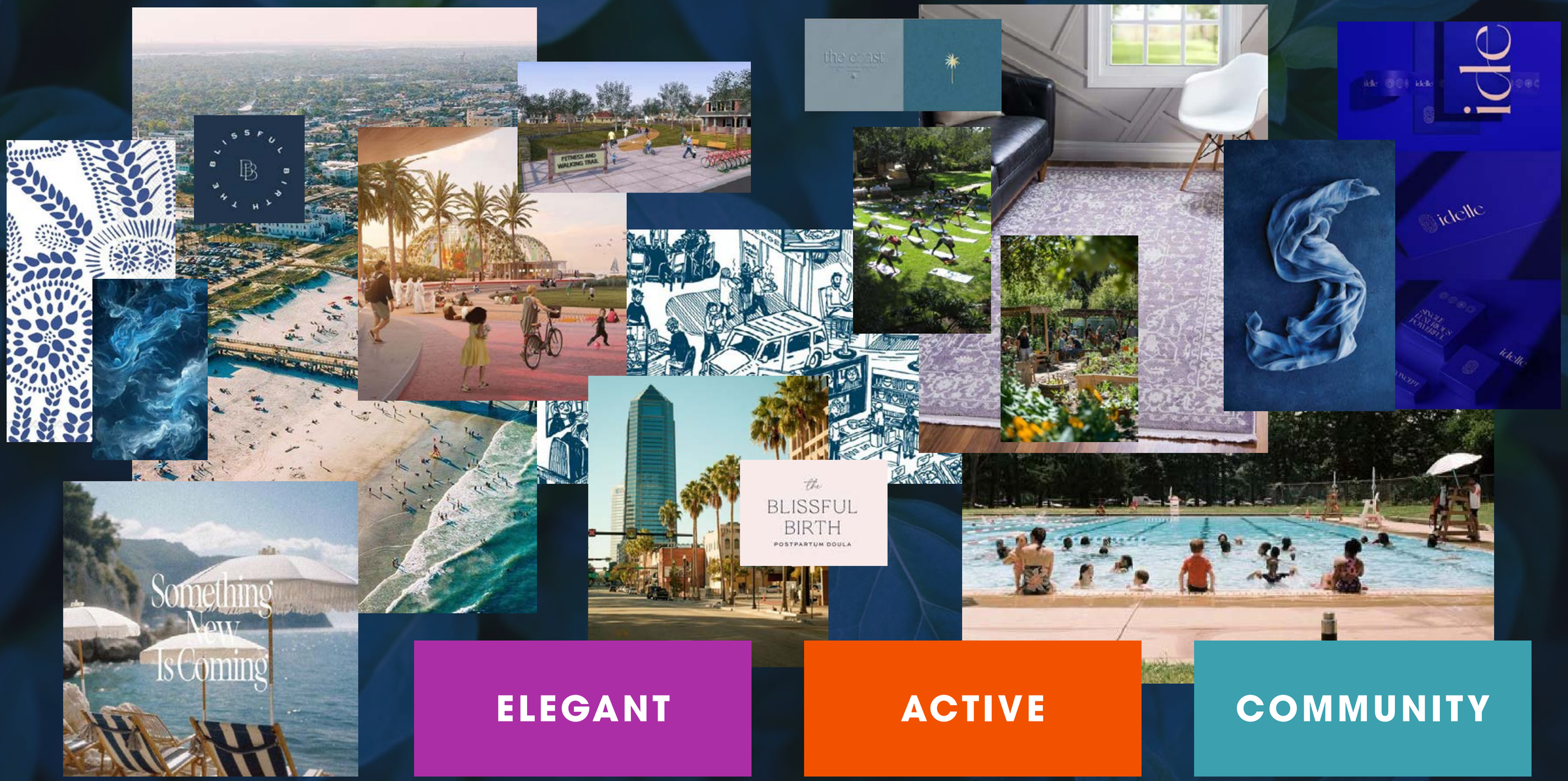
CREEKFRONT
AT DEERWOOD

THE FOUNTAINS
AT DEERWOOD
APARTMENT HOMES

AUBURN GLEN
APARTMENTS

SOUTHSIDE
COMMONS

VILLAS AT
ST. JOHNS


BLISSFUL BIRTH
FITNESS AND WALKING TRAIL
idelle
Something New Is Coming
the BLISSFUL BIRTH
POSTPARTUM DOULA
ELEGANT
ACTIVE
COMMUNITY

NAME CONCEPTS

MODERN, URBAN & ENERGETIC

Suggests a location that's in a vibrant, growing area of a city that offers convenience, modern amenities, and a strong community feel

Suggests a central point of connection while feeling sleek, modern, and location-driven without relying on outdated terms

Markets the property as a central, lively, and social space

Highlights modern city living with a stylish edge

NAME CONCEPTS

SCENIC, RELAXED, & NATURE-INSPIRED

References nearby shore and parklike community, suggesting a peaceful retreat

Reference to Jacksonville's coastal breeze and relaxed, natural atmosphere

A warm, inviting name that nods to Florida's sunny climate and the community's prime location

Reflecting the vibrant atmosphere of Southside and the luxury apartment views, this name evokes energy and upscale living

NAME CONCEPTS

LOCATION-BASED & DISTINCTIVE

Suggests bright, modern spaces and the sunny Florida lifestyle, while adding a refined, luxurious feel

A fresh take on Southside with a focus on contemporary, urban living near key city lines

References Jacksonville's coordinates, creating a unique, location-based identity

References Jacksonville's tides and proximity to the St. Johns River, suggesting natural beauty and movement

Please Note: The names presented will be researched for availability and competitive conflicts, but do not include copyright or registration. Customer is advised to consult trademark counsel to assure compliance with local, state and federal laws prior to purchasing branding materials. Any names provided found to be confusingly similar to other local communities will not count against any limits to community naming options.

Proposed Property Name	Google Hit
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ZRS MANAGEMENT

THANK YOU

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