ZRS MANAGEMENT

SUNRISE ON THE GREEN APARTMENTS IN SUNRISE, FL

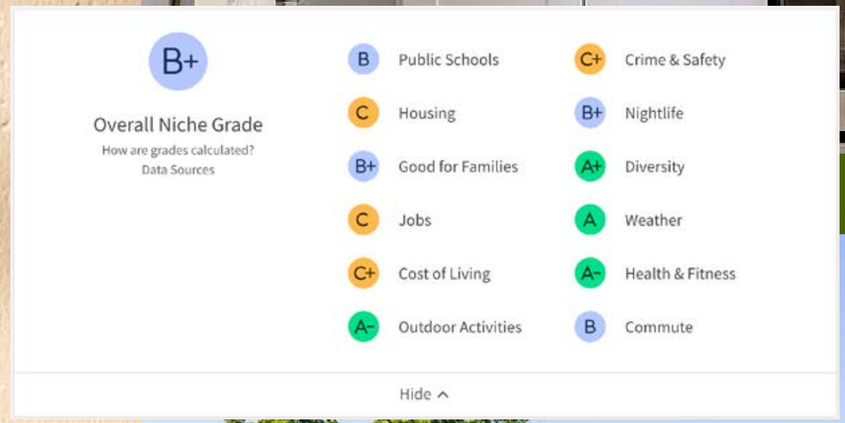
PROPERTY REBRAND
NAME DEVELOPMENT

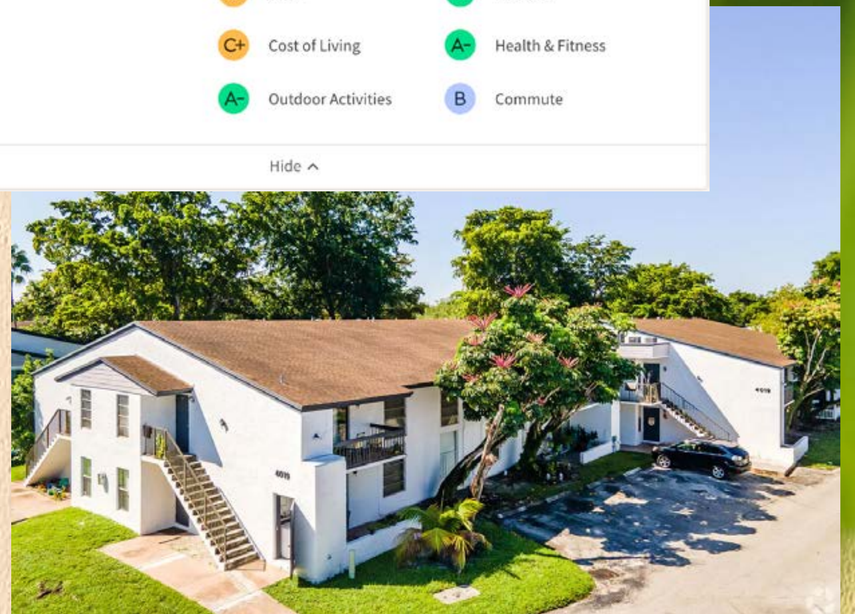
ABOUT THE PROPERTY

Sunrise on the Green, located at 4001 N University Dr in Sunrise, Florida, offers a range of studio, one, two, and three-bedroom apartments designed to provide a comfortable and modern living experience. Each unit features an all-electric kitchen equipped with a dishwasher, spacious closets, central air and heating, and a personal balcony or patio, ensuring residents have both convenience and a touch of luxury.

The community has a variety of amenities to enhance the resident experience, including access to a nearby golf course, a picnic area with barbecue facilities, a tennis court, and a laundry facility. For added convenience, the property offers assigned and guest parking, on-call and on-site maintenance services, and is situated close to public transportation and major freeways, making commuting and daily errands effortless.









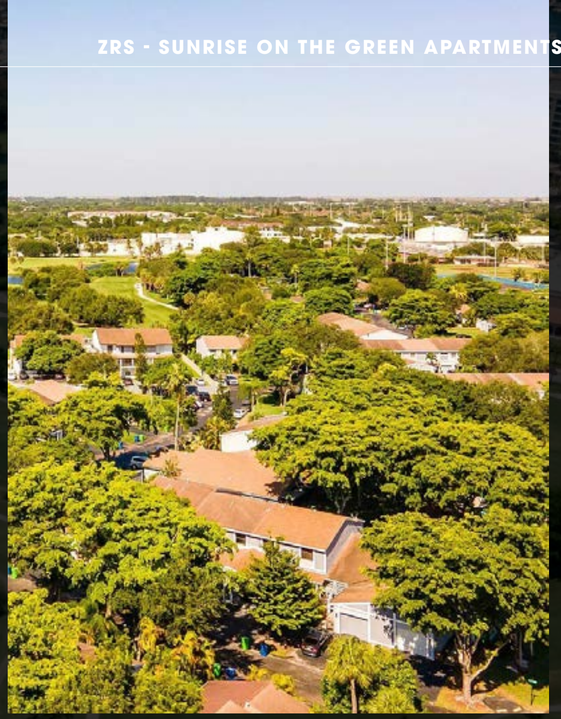
CURRENT LOGO

CURRENT BRANDING

Sunrise on the Green Apartments in Sunrise, Florida, presents an inviting brand identity that reflects its golf course community setting. The branding prominently features a color palette inspired by the natural surroundings. Complementary earth tones, primarily yellow and gray, are utilized to evoke a sense of warmth and tranquility. The typography is modern and clean, enhancing readability while conveying a contemporary aesthetic. Overall, the branding emphasizes a blend of luxury and nature, appealing to those seeking an upscale yet relaxed living experience.

TARGET AUDIENCE





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

LIFESTYLE: RESIDENTS VALUE A BALANCED LIFESTYLE, ENGAGING IN BOTH PROFESSIONAL AND LEISURELY ACTIVITIES. THEY ARE LIKELY TO EXPLORE NEARBY DINING AND SHOPPING. THEY OFTEN TAKE INTEREST IN OUTDOOR ACTIVITIES AND RELAXATION.

LOCAL COMPETITORS

ATWATER
APARTMENT HOMES

SUNRISE
VILLAGE APARTMENTS

SOLÉ
AT SUNRISE

DELAMAR
APARTMENT HOMES

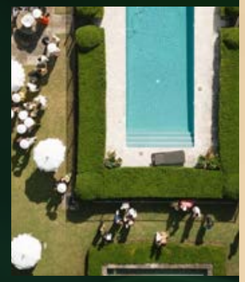
sereno
live modern by luxcom

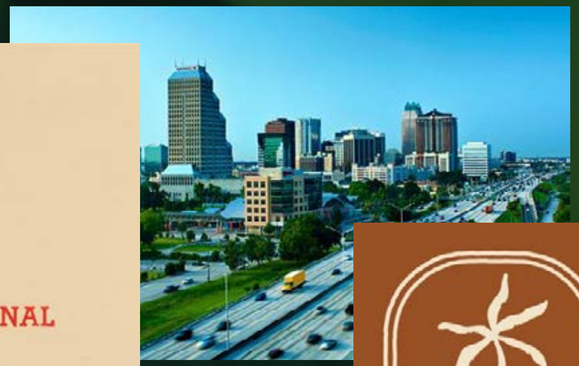
TAMARAC
VILLAGE

INNOVO
LIVING ON SUNRISE

VISTAVERDE
SUNRISE

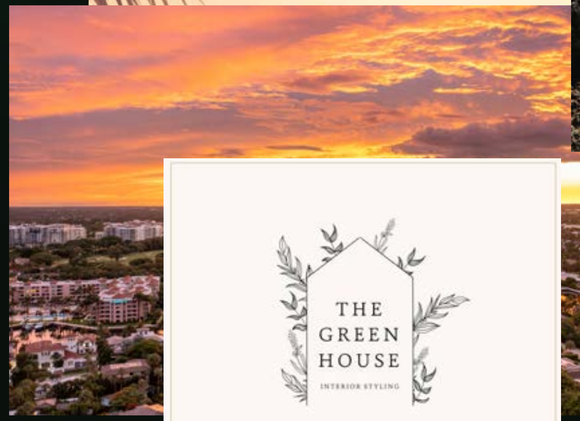
Westgate
ON UNIVERSITY

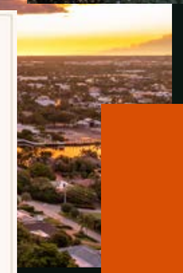












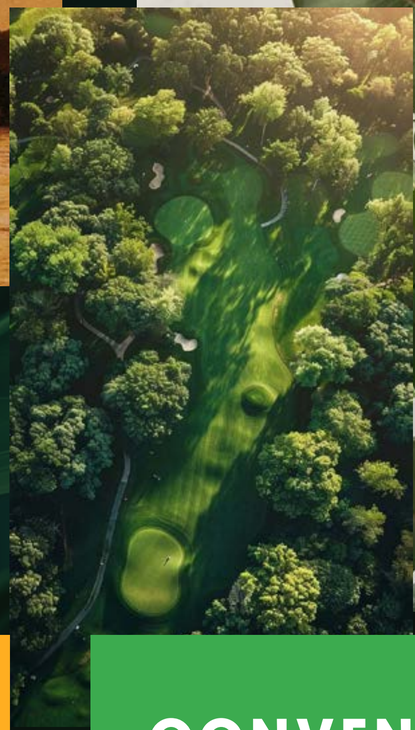












VIBRANT

LEISURELY

CONVENIENT

NAME CONCEPTS

ACTIVE, SOCIAL & URBAN

Highlights the property's connection to local attractions and city life

Appeals to urban professionals seeking modern convenience

"Bluff" suggests a prominent, elevated position with great views and exclusivity

Emphasizes community, connection, and a shared lifestyle

NAME CONCEPTS

NATURE-INSPIRED, RELAXED & ELEGANT

A mix of warmth and nature/stability for a balanced feel

Suggests elegance and leisure, “Veranda” evokes images of open-air relaxation spaces ideal for a Florida lifestyle

(Portuguese/Spanish for “Green Breeze”) Evoking a refreshing atmosphere with ties to Florida’s breezy climate and open green spaces

(Latin/Spanish for “Tree / Sun”) This name blends nature and light, with “Arbor” symbolizing the greenery and “Sol” evoking warmth and energy

NAME CONCEPTS

BRIGHT, OPTIMISTIC & LUXE

(Derived from “Sol,” Spanish/Italian for “Sun”) A clever play on the word “sunrise” while a unqiue word of its own

Symbolizing guidance, safety and community, while highlighting an optimistic lifestyle

(Derived from “Sol,” Spanish/Italian for “Sun”) A bright, elegant name that connects to “Sunrise” while adding an upscale, Mediterranean feel

(Spanish for “Green Light”) Symbolizing a fresh start and forward movement, also hinting at the golf course and green spaces

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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