

The amenity one elevator ride away. Residents made it a routine.

Flow Brickell opened a residents-only ARC recovery room in July 2026. In its first 45 days, 105 residents tried it, nearly 1 in 3 came back within 30 days, and 21 chose a membership. Flow has since approved bringing ARC to additional communities.

190

sessions in the first 45 days

105

residents served

30%

came back for a second session within 30 days

98%

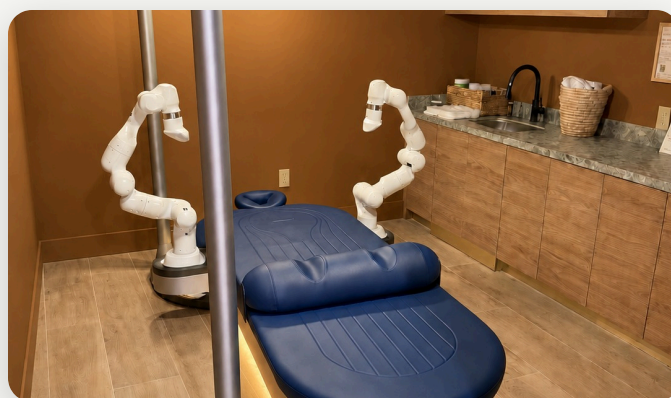
of bookings kept (2% no-show rate)

THE VENUE

Flow Brickell is a luxury residential tower on the Miami River at the edge of Brickell, with a health-conscious amenity program built around fitness, recovery, and community programming. Every amenity has to earn its square footage without adding headcount.

THE OPPORTUNITY

A premium, on-demand recovery amenity residents talk about, open 24/7 to fit any schedule, that the concierge supports with a bodysuit handoff. ARC placed and operates the machine in a converted amenity room; Flow's team introduces it and lets the building's brand vouch for it.



The ARC recovery room at Flow Brickell

WHY IT FIT FLOW'S RESIDENTS

Residents skew toward wellness-and-longevity routines and everyday pain-and-stress relief, the two groups that build the steadiest habits. Convenience is the entire pitch: a one-minute elevator ride, a booking that takes 60 seconds, a session fully clothed with no one else in the room, and a machine that personalizes every session with a 1.1 million-point body scan.

RESIDENT VOICE

"Ten out of ten. It's so personalized, and I'm signing up."

Aubrey · Flow Brickell resident · First session

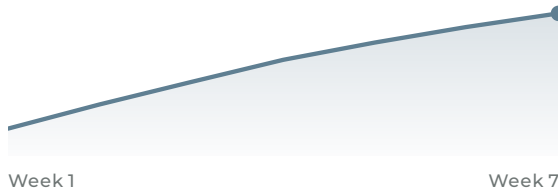
In her words: "Sometimes you don't have time to book and schedule everything. Here you just pop in. The palms are warm, so it doesn't feel like a robot, it feels connected. It scans your body, the pressure was perfect, and next time it remembers your music and your pressure. It really knows you. A much warmer experience than you'd think."

WHAT HAPPENED

Month 2 outpaced launch month.

96 sessions in August, more than the launch month**1 in 3** residents came back within 30 days, most within a week**5 days** median time to return; 19 residents have had 3 or more sessions**21** active Members, with 3 residents upgrading to Unlimited**54%** of bookings made online by residents themselves**21** sessions between 9 PM and 11 PM, when nothing else in the building is open

CUMULATIVE SESSIONS SINCE LAUNCH

190

Membership is central to how residents use the room: 21 have joined, and 3 moved up to Unlimited within weeks. Bookings cluster midweek at midday and on Sunday afternoons, with a real late-evening tail only a 24/7 amenity can serve. Half of all bookings are self-serve, so the concierge lift stays light.

WHAT THIS MEANS FOR A RESIDENTIAL COMMUNITY

FOR THE PROPERTY MANAGER

An amenity that earns its square footage.

105 residents in 45 days with a light concierge lift: 54% of bookings are self-serve, and no-shows are under 2%.

FOR OWNERSHIP

A story for tours and renewals.

Nearly 1 in 3 residents came back within 30 days, most within a week, and 21 chose a membership. That's a routine forming, which is what a leasing tour and a renewal conversation can sell.

FOR RESIDENTS

Recovery one elevator ride away.

Open around the clock, booked in 60 seconds, fully clothed, and personalized by a 1.1 million-point body scan. 21 sessions happened between 9 PM and 11 PM.

WHAT FLOW'S TEAM DOES

- Introduces the amenity in resident communications and programming
- Hands out a laundered bodysuit and points to the amenity room
- Displays ARC signage and names an on-site champion

WHAT ARC HANDLES

- The machine, delivery, install, and configuration at no cost to the venue
- Booking, payment, memberships, and the AI receptionist that answers the phone
- Maintenance, monitoring, bodysuit inventory, launch marketing, and Member support

WHAT'S NEXT

Fill Friday and early-morning windows through resident programming, feature the amenity in leasing tours and renewal conversations, and grow the Member base from the repeat cohort. Flow's leadership has approved expanding ARC to additional Flow communities, adding this high-demand amenity to an already deep suite of health-conscious offerings.



PROOF POINTS

Named a TIME Best Invention of 2024. · Aescape technology is deployed at premium operators including Equinox, Life Time, Four Seasons, and Ritz-Carlton. · A 1.1 million-point 3D body scan personalizes every session. · More than 175,000 massages delivered.