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**FOR IMMEDIATE RELEASE**

**New Luxury Smart Apartments Now Open in Peoria's P83 Entertainment District**  
*The 330,000-Square-Foot Community, Paradise @ P83, Offers Smart Apartments and  
Upscale Amenities in Peoria*

**Peoria, Ariz.** (Oct. XX, 2020) -- Paradise @ P83, a new luxury apartment community developed by The Opus Group (Opus) along with joint venture partner Principal Real Estate Investors, recently opened in the center of the P83 Entertainment District located in Peoria. Managed by P.B. Bell, the 330,000-square-foot development consisting of three- and four-story buildings is minutes away from Peoria Sports Complex, as well as all of the dining, shopping and entertainment that Peoria area has to offer.

Located at 16601 N. 75th Ave., Paradise @ P83 offers 352 luxury apartment homes with studio, one-, two- and three-bedroom floor plans ranging from 640 to 1,445 square feet. Paradise @ P83 is one of the first communities in the West Valley to offer smart apartments with smart door locks, thermostats and lights; all easily controlled with the MyAPT app by Cox. Additionally, each apartment home features natural stone countertops with a subway tile backsplash, gourmet kitchen islands, GE® stainless steel energy-efficient appliances, walk-in closets with built-in shelving and storage as well as covered parking including resident garages. Each apartment home also comes standard with wood style flooring, 9-foot ceilings, a full-sized washer and dryer and a personal patio or balcony.

“The West Valley is booming right now, and we’re happy to be able to provide luxury housing to Peoria residents,” said Dustin Slack, vice president, real estate development at Opus. “Being one of the only apartments to offer worry-free smart-home living, truly sets us apart, and we know it’ll add additional conveniences for our residents.”

The gated community with controlled access offers elevator- and stair-served buildings with a modern-vibe and lush grounds. Amenities include a 6,000-square-foot vibrant clubhouse and leasing center with floor-to-ceiling windows featuring an upscale kitchen; a Starbucks coffee bar; lounge areas with TVs; and games such as pool, foosball and shuffle board. Residents can also enjoy exclusive amenity areas including a heated

swimming pool and spa, large courtyard with patio dining and grilling stations, business center with coworking space, community dog park and pet spa as well as a 24-hour, 2,000-square-foot fitness center with top-of-the line equipment and a full spin studio. Paradise @ P83 also offers a package locker system, valet trash, electric vehicle charging stations and a shaded playground.

"Working with Opus and Principal Real Estate Investors on this community has been wonderful, and we're honored they chose us to manage it for them," said Chapin Bell, CEO at P.B. Bell. "This unique community is already buzzing with new residents and our leasing team is excited to get to know them and introduce them to all their new home has to offer."

For more information and to book a self-guided or virtual tour at Paradise @ P83, please visit <https://www.paradiseatp83.com/>.

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### **About Principal Real Estate Investors**

Principal Real Estate Investors manages or sub-advises \$5.4 Billion in commercial real estate assets (as of September 30, 2020). The firm's real estate capabilities include both public and private equity and debt investment alternatives. Principal Real Estate Investors is the dedicated real estate group of Principal Global Investors, a diversified asset management organization and a member of the Principal Financial Group®.

### **About The Opus Group**

The Opus Group® is a family of commercial real estate development, construction and design companies headquartered in Minneapolis with offices and projects across the country. Opus operates as an integrated, multidisciplinary team with expertise in development, capital markets and finance; project management and construction; architecture, engineering and interior design. The Opus Group includes Opus Holding, L.L.C. and its operating subsidiaries: [Opus Development Company, L.L.C.](#), [Opus Design Build, L.L.C.](#) and [Opus AE Group, L.L.C.](#) Specializing in industrial, office, residential, student living, senior living, institutional and retail projects, The Opus Group has broad capabilities, deep experience and a proven design-build model that delivers solutions for customers on time and on budget. For more information, visit [www.opus-group.com](http://www.opus-group.com) and follow [@TheOpusGroup](#) on Twitter and [@theopusgroup](#) on Instagram.

### **About P.B. Bell**

P.B. Bell specializes in the development, management and acquisition of multifamily housing communities in Arizona. Based in Scottsdale, P.B. Bell has provided multifamily services throughout the Phoenix metropolitan area since 1976 and remains family-

owned. Committed to quality product and service, P.B. Bell's portfolio includes Class A, B and C products and its clientele range from global investment firms to individual owners. As a leader in the multifamily housing industry, P.B. Bell has earned multiple awards for its design, development and management services. For more information, visit [www.pbbell.com](http://www.pbbell.com) or call 480.951.2222.