



## MINDY PORDES

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**M**indy Pordes knows very well how addictive the real estate business can be. Along with her brother and business partner, Mark Pordes, this passion has led her through decades of achieving impressive successes. Most recently, Pordes closed the largest bulk sale in recent years at a condominium at 2700 North Ocean Drive, for \$127 million. For this real estate wizard, the biggest challenge isn't making a sale – it's balancing her thriving business with all-important time with her family. "As a mother of two, I find it's essential to have a solid team to delegate responsibilities to in order to make time for family," Pordes says. "If there's one thing more fulfilling than making a deal, it's seeing and participating in a thriving family life!"

**Extra Edge?** "Having been in the market for the last 20 years, I've seen many phases in the real estate industry. I've learned to adapt to new market trends. These are skills you learn by doing – not by reading or hearing from others."

**Lessons Learned?** "I never to pre-judge people – I stay focused, consistent, diligent and loyal to my clients."

**Strategies for Success:** "It's always been about servicing the client and nurturing relationships I build, while still upholding the same values in absolutely everything I do."

**2011 Trends?** "As some of the area's prime real estate continues to get absorbed, prices will climb and create overall stabilization of the South Florida luxury real estate market."

## MICHAEL JAY INTERNOSCIA

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**W**hen the market in South Florida shifted, Michael Jay Internoscia didn't admit defeat. Instead, he reinvented himself, expanding the developments he represented to include projects in Houston, Texas and Nassau. "Every time we start a new development for sale it's like opening a new business," Internoscia says. "The thrill of the new challenge is amazing." In the past year, Internoscia's team at Pordes Residential secured the exclusive listings on four high-profile Miami Beach developments, once troubled, now highly successful Terra Beachside. And Internoscia is far from finished – he's in the process of launching a nationwide broker relationship management system that's easier and more effective for agents to utilize than before.

**Extra Edge?** "It's hard to teach someone to have that extra edge. One just has to have it in them. As a leader, it's my job to find people with the 'extra edge' and help them channel it into success. I'd say my extra edge is relentless pursuit, commitment to the end, and service."

**Lessons Learned?** "I always strive to work hard, deliver results and stay loyal. It's a small real estate world out there!"

**Strategies for Success:** "It's my philosophy to nurture relationships with real estate agents that drive the marketplace. Without them the developments that light up the Miami skyline would not exist."

**2011 Trends?** "I see the new development projects dwindling inventory to very low levels. This is happening a lot faster than anyone predicted. It shows the resiliency we have here in Miami."

