

REAL ESTATE JOURNAL

South Florida BUSINESS JOURNAL

»» Top 10 Deals of the Year

5. Real estate marketing veteran Mark Pordes saw an opportunity to bring a new sales strategy to builder Dan Catalfumo's stagnant luxury condominium project.

So, Pordes approached Catalfumo, CEO of Palm Beach Gardens-based Catalfumo Construction and Development, in late 2009 about the 242-unit 2700 North Ocean project. By the time the deal was done, Pordes had shepherded a bulk sale of all the unsold units to an investment group that saw the upside of owning new waterfront construction facing little competition on Riviera Beach's Singer Island.

Complexities of the deal included convincing Catalfumo to sell out and convincing lender Fifth Third to let investment group Lionheart Capital assume the loan, which was current and had about 15 months remaining on its term.

"It was tough to bring it in for a landing," said Mark Pordes, president and CEO of Pordes Residential Sales & Marketing in Aventura. "We really represented both buyers and sellers, and there was a lot of pressure to keep both sides in reality. It was a deal that was created, as opposed to a deal that was just out on the market."



Lionheart Capital purchased 146 of the 242 condo units at 2700 North Ocean, now the Ritz-Carlton Residences.

Initially, the agreement was for the investors to become partners with Catalfumo. But, as negotiations continued, Pordes persuaded the investment group to become the sole owners.

Lionheart, comprising the Miami-based Flagler Group and New York-based investment firm Oz Holdings, and with backing from private investment firm Elliott Management Corp., purchased 146 of the 242 condo units at the resort-style project for \$120 million, an average of \$570 a square foot. The deal included assumption of an \$86 million loan from Fifth Third Bank, plus \$31 million in equity. The balance of the deal costs came from closing costs and other fees.

"There were a lot of moving parts in getting the banks to agree," Pordes said.

The overall price makes it among the largest bulk condo sales in South Florida.

"I think the timing was good," Pordes said. "Dan's a developer and a builder, and not as much a sales and marketing guy."

Within months of the June

2010 closing, the new owners had brought the Ritz-Carlton flag to the property, now known as Ritz-Carlton Residences. The twin towers' amenities include a heated lap pool, infinity-edge lagoon pool, state-of-the-art cinematic theater, fitness center, 24-hour staffed security, concierge, social rooms and pool club with private grill.

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2700 North Ocean bulk sale

- **Address:** 2700 N. Ocean Drive, Riviera Beach
- **Players:** Mark Pordes and Mindy Pordes, Pordes Residential Sales & Marketing; Dan Catalfumo, Catalfumo Construction and Devel-

- opment; Lionheart Capital; Oz Holdings; and the Flagler Group
- **Value:** \$120 million
- **Scope:** The bulk sale of builder Dan Catalfumo's luxury unsold condo units to Lionheart Capital.