

**LUXURY CONDOMINIUM REAL ESTATE EXEC MARK PORDES
NAMED SOUTH FLORIDA BUSINESS LEADER “MOVER & SHAKER”**

AVENTURA, FLORIDA - MARCH 2011 – Mark Pordes, President and CEO of Pordes Residential Sales & Marketing, South Florida’s premier luxury condominium firm, has been named to South Florida Business Leader’s Movers & Shakers list.

In fact, Pordes personifies a “Mover and Shaker.” The downturn in the high-end condo sales market has been a boom to his young company and has led to many career-making deals. His name is associated across the region with such exclusive projects as Canyon Ranch Living Miami Beach and ONE Bal Harbour.

Pordes is known in the global real estate circle for his vision, energy and ability to strategize, oversee and run sales and marketing for condominiums as well as repositioning fractured condo projects. His achievements on behalf of major developers are unprecedented in the industry. An ability to assemble, train and motivate talented sales teams has created consistent value for the major developers who have employed him during his 25 years in the industry.

In early June 2010, Pordes pulled off the year’s largest residential sale in Palm Beach, Broward and Miami-Dade counties when he negotiated the sale of 150 units at the luxury 2700 North Ocean condominium towers on Singer Island in Palm Beach County. The deal was valued at roughly \$120 million.

With three multi-million dollar deals in recent months and more in the works, Pordes is transforming the condominium market by pioneering bulk sales in a way that’s a win for investors, developers and lenders.

Pordes and his team offer full support, up-to-date research, and executed plans generate sales at some of the best-known condo projects in South Florida, such as Terra Beachside, their most recent project on Miami Beach. He started the one-year-old company after working for 10 years as vice president of Residential Sales for Turnberry Ltd, one of South Florida’s most prestigious development firms.

He oversaw Turnberry’s portfolio in South Florida and the Bahamas including The Residences at Atlantis in Paradise Island, condo hotels Fontainebleau II and Fontainebleau III in Miami Beach, Turnberry Village and Porto Vita in Aventura. Pordes has been credited with sales of 5,000 units and some \$1 billion.

Pordes is an up and coming natural Mover and Shaker. Pordes Residential is making headlines and history in the high-end residential real estate industry, especially in South Florida.