

Pordes Redefines South Florida's Luxury Condominium Market

Executives at Pordes Residential Sales and Marketing are driving the revival of South Florida's luxury condominium market.

Examples can be seen throughout the region. Since October, they sold more than \$40 million in real estate at Canyon Ranch Living Miami Beach – the only oceanfront Canyon Ranch hotel, spa and residences in the country. Within 45 days of taking an equity stake in ONE Bal Harbour – the premier condo-hotel address in the upscale enclave – Pordes has closed six contracts with more pending.

The company delivered the largest upscale bulk condo transactions in South Florida in 2010, including 2700 North Ocean in Singer Island, now a Ritz-Carlton Residences. At Fontainebleau III, the Pordes team brokered a 25-unit bulk sale, thereafter sold them at retail pricing in less than six months. The move confirmed bulk purchases can be a successful and profitable business model.

How has the firm driven such success? Pordes handles the entire positioning, sales and marketing process, from contextual asset appraisal, to competitive market analysis to planning and implementation of local, national and global sales campaigns.

Founder and New York native Mark Pordes – who helped drive some \$1 billion in sales at Aventura, Turnberry Isle and Williams Island – credits the confluence of a resurgent economy, unique product and savvy marketing to prospective buyers from across the Northeast U.S., Latin America and Europe.

“This market and current moment represent a rare opportunity to get into what is undeniably the country's hottest real estate destination,” Pordes said.

“As the premier oceanfront new condominium sales and marketing organization in South Florida, Pordes has found its niche working with developers and lenders to reposition



Vice President of Operations, Michael Sadow, President & CEO, Mark Pordes, Director of Business Development, Mindy Pordes, Vice President of Sales, Michael Internoscia, and Senior Vice President of Operations, Eric Finkelberg

their assets”, said Michael Sadow, the company's Vice President of Operations.

“We help our partners successfully define their assets and establish their competitive advantage,” added Michael J. Internoscia, the firm's Vice President of Sales. *“For partners, we maximize ROI, while buyers discover the best properties and investment opportunities across South Florida.”* ↑



Pordes Residential
Sales & Marketing

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