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South Florida **HOME**

One Bal Harbour beachfront condo-hotel experiences sales surge

Pordes Residential Sales & Marketing, the leading marketing organization focused on selling South Florida luxury condominiums and condo-hotels, went “old school” – hosting a broker showcase and vodka tasting that resulted in more than a dozen contracts at the exclusive ONE Bal Harbour.

The string of sales followed the event Pordes held for 175 Bal Harbour and Sunny Isles luxury real estate brokers and agents earlier this month. Attendees enjoyed “ONE-tinis” of vanilla vodka, champagne and lychee juice and a caviar bar on a terrace overlooking Baker’s Haulover, and sampled chocolate truffles and red velvet and chocolate cake lollipops from unit models.

Within days, Pordes Residential’s sales team had signed contracts from buyers from across South Florida, New York and South America. One Brazilian buyer bought three units, including a two bedroom for himself and junior suite for his daughter.

Selling prices on the units range from mid-\$300,000s to \$1.7 million for a two-bedroom grand suite. The all-cash closings start this month.

“So many of these parties are all about the hype. We removed the hype and delivered a fantastic event that translated directly into sales,” said Pordes Residential founder and CEO Mark Pordes, a fluent speaker of



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Portuguese who personally escorted the Brazilian buyer through the models. “Pordes’ experience in driving specific, targeted agents through the doors of ONE Bal Harbour condo-hotel’s unparalleled real estate asset proved to deliver remarkable, old-fashioned results.”

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star services. The property includes a 10,000 square-foot spa, a world-class restaurant and bar, an oceanfront pool and beachside service, housekeeping, in-room dining and other high-end hotel amenities.

Pordes also handles onsite sales and marketing for Canyon Ranch Living Miami Beach, and most recently the Fontainebleau. The sales volume and foot traffic in the sales centers are clear indication that the market for luxury residences – especially for luxury condo buyers looking for second or third vacation homes – is recovering fast.

“It’s tremendous to see new buying again in the South Florida market place”, explained

Michael Internoscia, Vice President of Sales at ONE, and previously at Fontainebleau.

“There’s a confidence in the market,” said Mindy Pordes, Director of Business Development with Pordes Residential.

“These transactions show that the proven formula of showcasing the right product to the right audience will result in favorable market response. It’s like the hey-day of condo sales all over again. Buyers are ready to react if the proposition is fair and the value is there.”

For additional information please visit www.PordesResidential.com, or call 786-245-8379.