

## **Pordes Residential Expands: Hires New Agents at ONE Bal Harbour**

Miami, Fla. – Pordes Residential Sales & Marketing, the leading marketing firm focused on selling South Florida luxury condominiums and condo-hotels, recently made two new hires at ONE Bal Harbour. Etty Sorrentino and Heloisa Arazi have joined the firm as realtor associate and sales executive respectively.

“We are pleased to announce our new additions to the team,” said Mark Pordes, CEO of Pordes Residential. “They come from a strong sales background and bring a following of important contacts to our firm.”

Etty Sorrentino has been working in residential real estate for more than a decade. Prior to joining Pordes Residential she worked at Turnberry International Realty as a realtor associate. Sorrentino received her bachelor’s degree from the University of Miami in psychology. She also studied gemology at the Gemological Institute of America (GIA) in Israel.

Heloisa Arazi brings more than 10 years of experience in residential sales, leasing and management. The Brazilian native previously owned an Italian restaurant in downtown Miami while pursuing a career in the real estate industry. Arazi focuses on luxury condominiums in Aventura, Sunny Isles, Bal Harbour and Miami Beach. She holds a bachelor’s degree in hospitality management from Florida International University.

ONE Bal Harbour’s 124 ocean-view condo-hotel residences is located at the tip of the Atlantic Ocean and Haulover Inlet between Aventura and South Beach. The condo-hotel tower residences boast the coveted AAA Five Diamond award for its unparalleled quality, location, luxurious views and five star service. 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.

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### **ABOUT PORDES RESIDENTIAL SALES & MARKETING**

Pordes Residential Sales & Marketing is South Florida’s leading luxury, oceanfront residential real estate marketing firm working with lenders and investors to reposition assets in the condominium and condo-hotel markets. The firm’s most recent projects include Canyon Ranch Living Miami Beach, ONE Bal Harbour, Peninsula II, Marina Grand and Terra Beachside. Pordes Residential also has brokered South Florida’s largest bulk sales, including Nobe Bay in Miami Beach, Trump Hollywood and 2700 North Ocean in Palm Beach County. His time-tested strategy injects new life into projects and has proven to deliver a lucrative exit for investors. Learn more at [www.PordesResidential.com](http://www.PordesResidential.com)

Media Contact: Julie Talenfeld of Boardroom Communications. 954-370-8999.  
[jtalenfeld@boardroompr.com](mailto:jtalenfeld@boardroompr.com). <http://www.boardroompr.com>.