

REAL ESTATE BISNOW

2 Trends in Miami Multifamily



Is Miami **multifamily** running out of steam? (Nothing lasts forever except taxes, after all.) Lionheart Capital CEO **Ophir Sternberg** (snapped with **Irene Horuzhik**, his fiancée) tells us no: he predicts 2015 will be another strong year in condo sales. Lionheart's development, **The Ritz-Carlton Residences, Miami Beach**—which has 111 units and 15 stand-alone villas—has managed to sell 50% since kicking off last spring at price points from \$2M to \$40M. **Word-of-mouth**, he says, has been particularly important in attracting buyers for the property, both **domestic and international**, a dynamic that applies marketwide.