

TRD insider interview: George Mato talks Ritz-Carlton Miami Beach

Newest development is 60-percent sold

May 11, 2015 10:30AM

George Mato, vice president of sales for Ritz-Carlton Residences Miami Beach, met up with *The Real Deal's* Managing Editor Ina Cordle during the magazine's [Broward Real Estate Forum & Showcase](#) to talk about his latest project in Miami Beach.

Ritz-Carlton Residences Miami Beach, a [luxury residential development](#), will offer all the amenities of a Ritz-Carlton hotel, which Mato describes as "lock and leave" convenience. More than 60 percent of the project's planned 111 residences and 15 stand-alone villas have been sold.

Mato said the project's Mid Beach location — on the site of the former Miami Heart Institute — is "next to nothing, but close to everything." As far as who's buying into the project, he said a lot of local homeowners from areas like North Bay Road are giving up houses in favor of the convenience of a condo.

The forum was held at the Design Center of the Americas in Dania on April 23. It featured two panels: a discussion about [foreign investors'](#) role in the future of South Florida's real estate market, and the evolution of [Broward County](#) as a development and housing hot spot.

Watch the behind-the-scenes interview here:



— Sean Stewart-Muniz