

Lionheart Capital Taps Premier Sales Group and ONE Sotheby's International Realty to Handle Sales and Marketing of The Ritz-Carlton Residences, Miami Beach.

Laurie Ingber and Carolyn Ellert of Premier Sales Group are joined by Mayi de la Vega of ONE Sotheby's International Realty for sales and marketing of the luxury residential development.

Lionheart Capital, developers of **The Ritz-Carlton Residences, Miami Beach**, announced today that **Premier Sales Group** and **ONE Sotheby's International Realty** will exclusively handle the sales and marketing of the project. **Premier Sales Group**, led by owners and brokers **Laurie Ingber** and **Carolyn Ellert**, is leading the exclusive sales and marketing nationally, while **Mayi de la Vega**, Founder and CEO of ONE Sotheby's will focus on the international sales and marketing of Miami Beach's most exclusive new residential building.

"By merging these two powerhouse firms, we have assembled an extremely strong and unique global sales and marketing team for The Ritz-Carlton Residences, Miami Beach," says **Ophir Sternberg**, CEO of Lionheart Capital. "Two firms of this caliber working side-by-side on the same project is a rare occurrence and speaks volumes of the quality and unprecedented nature of the project."

With a combined 40 years of experience and over three billion dollars of high-end residential real estate, Premier Sales Group prides themselves on their ability to fully immerse themselves in every aspect of a project and successfully match the right buyers with each development. Since it opened in 2000, **Premier Sales Group** has excelled in the South Florida real estate market by creating a new identity for each development to fit a specialized niche market and appeal to the most discerning buyers. From acting as the liaison between builders, developer and media partners to designing sales pitches and marketing campaigns, the Premier team excels by personally working with the developer and providing input at the project's earliest stages in order to position it for maximum profitability from inception.



“The Residences in Miami Beach is unlike any other project on the market or coming to the market,” said **Carolyn Ellert**, co-owner of Premier Sales Group. “Offering the legendary service and style indicative of The Ritz-Carlton brand and the Italian modern aesthetic of designer **Piero Lissoni**, this development will change the Miami Beach real estate landscape, elevating the standards and expectations of buyers of luxury living in South Florida.”

Since its founding just five years ago when **Mayi de la Vega** merged her boutique real estate firm with the internationally-acclaimed Sotheby’s brand, **ONE Sotheby’s International Realty** has quickly expanded to eight regional offices and over 350 agents. With over 20 years of experience and an unparalleled knowledge of the luxury market, de la Vega and her team successfully serve buyers, sellers and investors of high-end real estate with the utmost reliability and integrity. With solid international partnerships in places such as Brazil, Russia, London, Italy and France. ONE Sotheby’s has a global reach, allowing them to strategically market projects in all target markets.

“The Ritz-Carlton Residences, Miami Beach is an exceptional development with unrivaled features and amenities that will draw international attention,” said **Mayi de la Vega**. “This property is situated in a prime residential neighborhood location in Miami Beach, which will help satisfy great demand for luxury residences of this caliber through a world renowned brand.”

