

Special Points of Interest:

The Association is selling Valet Parking Spaces, please contact the office for more information

- Advertisement Rates in the Newsletter are :
- ◆ \$75 for 1/4 page
- ◆ \$125 for 1/2 page
- ◆ \$175 for 3/4 page
- ◆ \$200 for full page
- There will be a \$10.00 charge on all advertisements on our classifieds section (web-page) with a minimum 3 month advertisement.

Parking rentals will increase from \$150 a month to \$180 in March 2012.

Interested in Pest Control for your unit? - Contact the office!

Look out for the new equipment fitvibe will be installing (at no cost to the Association) in the GYM this month.

Front Desk would like to remind all residents to please use the fob access card to enter the building!

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La Perla Ocean Residence

Capital Paint wins the bidding for the paint project

It's been a longtime goal on the Board's agenda to paint our building's exterior, bring back its luster and safeguard the building's structure. So, after carefully reviewing four bids for the project, the Board selected Capital Paint after consultation and extensive research. Special thanks goes to Dean Carlson for developing the project specifications.

Capital Paint comes with a great deal of experience, they are highly professional and will start the job without payment upfront, allowing the Board time to assess funding options. Total cost is \$309,038, (not including the cost of stucco repair). The Board felt confident that Capital Paint would adhere to the paint specifications.

The Association is hoping for an early February start, and expects the project to be completed within four months.

Why paint now? Typically, a new building's paint coat has a useful life of 3-5 years; The building was painted before the 1st closing, probably back in 2005. That's 7 years ago. Also, there are several open cracks in the stucco which allow water intrusion into the building, causing additional weathering and deterioration. The water that enters the stucco has caused staining and de-bonding as some homeowners can testify from their balconies. If the Association decided to defer the painting maintenance, then the prolonged moisture intrusion would cause unknown damage to the building structure and interior finishes, causing the Association substantially more in the future. Mr. Carlson has estimated that perhaps 3,000 square feet of stucco needs repair.

We will keep everyone posted on the scheduling of the project and

whether it will impact you on any level.

Friend us on FACEBOOK for live updates. We are "La Perla Condominium"!

This is a huge undertaking and we ask for everyone's patience. Don't hesitate to contact the Association office with any questions or feedback.

The bidders came in as follows

Miami Dry Wall: \$324,400

Capital Paint: \$309,038

Florida's Choice: \$349,956

Coast to Coast: \$266,913

New Committees Formed

At our last meeting 01/09/12, the Board announced their roles as officers for the Association and asked for volunteers to help with Committees. The following members volunteered

Rules & Regulations/Fines Committee:

Cruzita Rodriguez, Anna Shafranov & Susan Mel-amud

Social Committee:

Helen Dick & Erica Focaro

Landscape Committee:

Lorne Kliman, Roberto Rodriguez, John Dick & Tim Lanham

We thank you all for volunteering and we look forward to working with you in 2012!



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La Perla*



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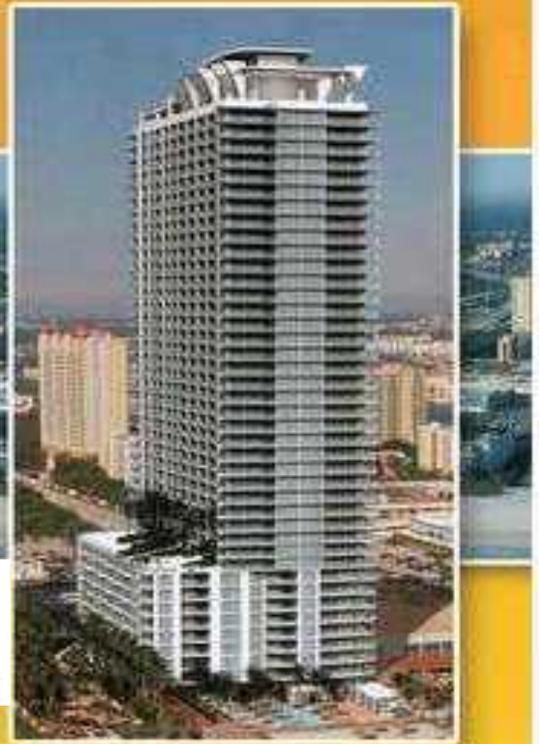
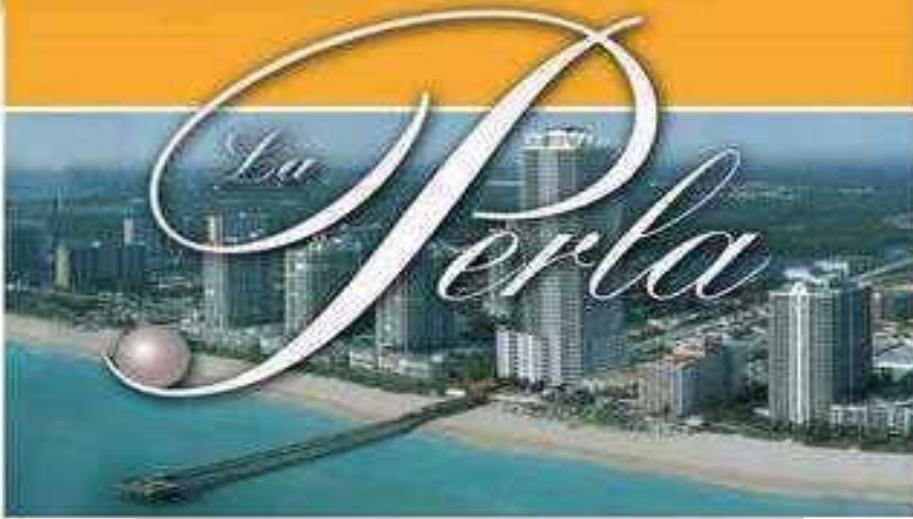
RE/MAX
Kelly Salinas P.A.
Cell: 954-643-5487
kellysalinas7@gmail.com
www.kellysalinas.remax.com



The most recent sales at La Perla
La Perla, Sold Units since May 2011

		SALE PRICE	CLOSE DATE
UNIT#1907	2/2	\$480,000	05/02/2011
UNIT#703	1/1	\$355,000	05/04/2011
UNIT#3810	1/1.5	\$389,000	05/06/2011
UNIT#2405	1/1.5	\$349,000	05/09/2011
UNIT#1405	1/1.5	\$310,000	05/19/2011
UNIT#3208	2/2	\$545,000	05/31/2011
UNIT#3304	3/2.5	\$555,000	05/31/2011
UNIT#1409	2/2	\$460,000	06/17/2011
UNIT#3001	3/2.5	\$515,000	06/28/2011
UNIT#2310	1/1.5	\$350,000	06/30/2011
UNIT#1401	3/2.5	\$460,000	07/15/2011
UNIT#2805	1/1.5	\$363,000	08/17/2011
UNIT#2804	3/2.5	\$530,000	09/01/2011
UNIT#2209	2/2	\$450,000	09/14/2011
UNIT#3704	3/2.5	\$565,000	09/15/2011
UNIT#3506	3/2.5	\$540,000	10/17/2011
UNIT#2906	3/2.5	\$550,000	10/31/2011
UNIT#3002	2/2.5	\$750,000	11/15/2011
UNIT#1710	1/1.5	\$420,000	11/15/2011
UNIT#3807	2/2.5	\$540,000	12/21/2011
UNIT#3909	2/2	\$510,000	12/21/2011
UNIT#3007	2/2	\$545,000	12/30/2011
UNIT#2004	3/2.5	\$567,100	01/05/2012

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DECORUS REALTY
SUNNY ISLES BEACH, FL



MARTHA
BELLOMARE

An informed resident is our best asset

Nobody said that living in a community association would be easy. Put a bunch of people together with diverse backgrounds, interests and pets and ask them to live in harmony? Not so simple. But there is one sure way each resident can help prevent potential problems and foster a positive, welcoming living environment: **be informed!**

Before the Board moves forward with any decision, a tremendous amount of research, discussion and debate goes into it. Not even the smallest detail is based on someone's whim or personal bias. That includes recent decisions including:

- New Gym Equipment
- Heating in the building
- The Monument
- Storage spaces
- Purchasing parking spaces from the City
- CO for the building
- Legal battle against the developer
- Painting the building

Most Board meeting agendas are based on items that develop from the previous meetings. For example, the painting and waterproofing issues have been agenda items

since February 2011. The storage and parking issues have been discussed since approximately the beginning of time and the Board only recently came to consensus (and one that has yielded La Perla revenue I might add).

Prior to a meeting, the Board receives their agenda and a package containing all information/research/history. The Agenda package helps each member prepare for the meeting and make informed decisions. At our last Board Meeting, a resident accused the Board of making a decision within five minutes. We wish! But that is simply not the case.

If all owners reviewed the minutes over the past year they would be sending roses to each member of the board. (Kidding of course). My point is, it's a long and sometimes tedious process with a lot of checks and balances.

You can find the minutes to every meeting on our website at laperlasunnyisles.com (as soon as they are approved at the following meeting). When a Board member and a unit owner do not sit down in the same room to discuss issues, our entire community suffers and our positive environment begins to sour. We allow all members to speak and try to



"The alarm didn't go off, my car wouldn't start, missed the bus, my back's aching, haven't had a raise in two years ..."

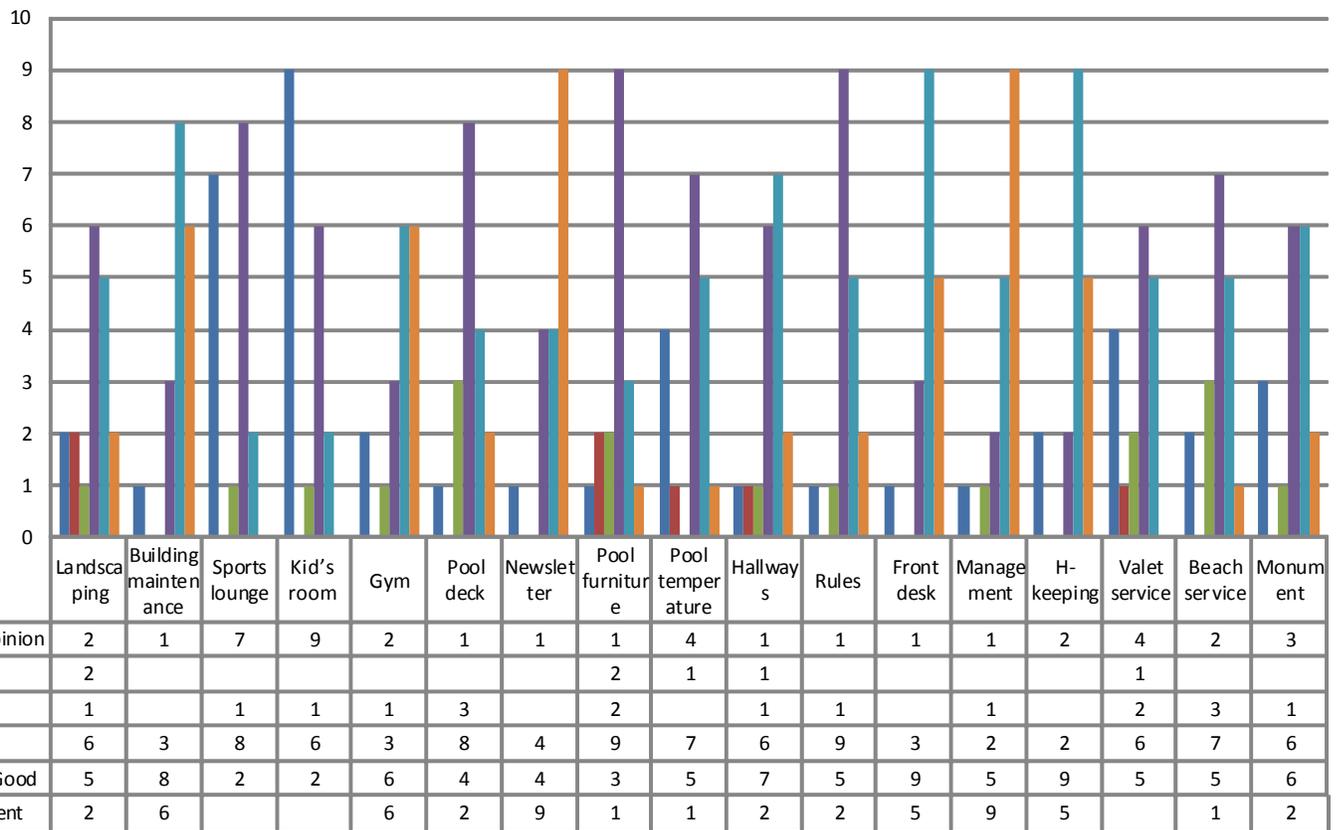
facilitate productive, constructive meetings. You can improve our community by participating. You absolutely have the right to complain and critique Board decisions— it's the American way. But it's best if you take the time to educate yourself first. Management pledges 100% full transparency on Board decisions. Feel free to come by and ask questions, request documents or visit our website for the meeting minutes at laperlasunnyisles.com

Question of the month:

What type of community do you wish to co-create:

- A) One that is gripped with controversy, ill will, distrust, gossip and accusations?
or
- B) One that is productive, transparent, fosters vigorous debate and informed decisions for the good of all residents?

Owner's Survey 2012



Owner's Survey

Thank you to all members who participated in the survey. This is our second year completing the survey. With your contributions, the Board last year built a monument at the front of the building, upgraded the Gym equipment and worked earnestly to improve some of our services. Please see the results of the 2012 survey below:

What do you like best about living at La Perla Condominium?

Location, location, location has been our top response.

What do you like least about living at La Perla Condominium?

The biggest headache for our residents has been the public beach and Newport hotel. This creates congestion to our entrance and noise. Another concern has been the volume of short term renters. Our residents feel that they are strangers who don't contribute to the upkeep of the building.

What is the number one issue in your mind for the association?

We had a wide variety of answers to this question. Once again we saw a dislike toward short term rentals, public beach & the Newport hotel. Additionally residents want improvements such as painting the building but would like to keep cost as low as possible.

Others mentioned things like the parking decal and the internet service.

With the increase of fees for 2012, do you think condo fees are too high? (circle one)

YES 12
NO 6

Have the following services improved over the past year?

	Yes	No
Valet	8	5
Beach Service	11	5
Front Desk	13	3
Management	14	2
Housekeeping	13	3
Pool Area	7	8
Gym	14	4

Starting March 1st, the Association will charge residents \$25 for opening residential units with our Emergency Key

Did you buy your unit as an investment to rent?

Yes 2
No 15

Do you agree that short term rentals are good for the building

Yes 2
No 15

How do you feel about short term rentals?:

The feedback was mostly negative towards short term rentals

Have you ever lived in a condo community before?

Yes 10
No 7

The question on upgrades turned out to be a tie converting the 5th floor room into a theater, increasing the pool area and building a fountain at the valet area

How do you feel in regards to a small Special Assessment to paint the building?

The majority of Homeowners agreed for the most part an assessment is reasonable as it will help maintain the value of the building. Some argued that painting the building is unnecessary; we advise the members to review the newsletter from August 2011. Others recommended we use pooled reserves, unfortunately the lack of votes at our Budget meeting prevented the Board from utilizing this option and as The Board only do one budget a year, this is not an alternative until next year!

Proudly selling La Perla and...
raising the bar!

Kate Smith

Luxury Homes and Distressed Properties Specialist

Direct: 786.412.8510

<http://katesmith.advantarealty.com>



Corporate Office: 3956 Town Center Blvd, Suite 329 Orlando, FL 32837

Realtor's Corner: La Perla Market Stats

La Perla continues to be one of the best beachfront buildings in SE Florida to call home, even when just a second home. Accurately described as "affordable luxury", this newer building offers ocean views and style at a modest price tag, and unbelievably low maintenance fee. When working with Buyers I mention three reasons, why I consider La Perla the most desirable building to consider:

1. Superb product at superb location;
2. Sensible maintenance fees, relaxed condo rules and policies;
3. Highly efficient Management and Condo Board.

I am pleased to see the sales and the pricing going up during the last quarter. Here are the current statistics: there are 19 units for sale on the market, 13 sold during the last 6 months, 4 pending sales. The breakdown:

1-Bedroom: 4 for sale, ranging from \$419,000- \$430,000; 2 sold: \$363,000- \$420,000.
2-Bedroom: 12 for sale, ranging from \$525,000- \$1.19M; 7 sold: \$450,000-\$750,000; 3 pending sales: \$479,000-\$548,000.
3-Bedroom: 2 for sale, ranging from \$729,000- \$750,000; 4 sold: \$540,000- \$567,000; 1 pending sales: \$600,000.

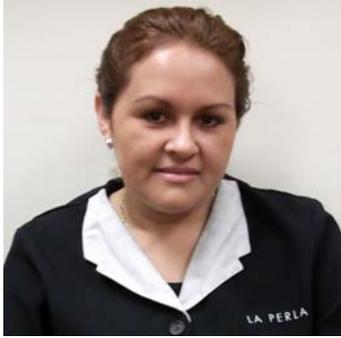
Outlook for the housing market in 2012, SE Florida:

- Buyers' agents will be busy. South Florida sales were strong in 2011, despite sluggish national numbers.
- Economic conditions and consumer sentiment will continue to improve during this election year.
- Foreclosures will decrease gradually.
- Short sales will increase. Banks appear more willing to let owners sell for less than they owe.
- Interest rates will remain low. Count on historically low mortgage rates for as long as it takes to get the economy back on track.

To get the most up-to date stats, speak with a real estate professional, who really knows the market. Real estate is a serious business, get a PRO!

Kate Smith, Realtor®, ABR, CRS, E-Pro, TRC, LHM, CDPE, SFR
Cell: 786.412.8510 katesmith@advantarealty.com

Meet the Staff:



Vanessa has been working as a housekeeper at La Perla since 2009. She is in charge of maintaining the Lobby through the 12th floor in flawless condition for all our residents. Consider the constant traffic, sand and water that is constantly in our lobbies and elevators!!

Vanessa's is from Nicaragua . She is married with 2 children and has lived in the US for 21 years.

We've never heard Vanessa complain!

What do you like best about working at La Perla

A: I love the ocean

Q. What is your least favorite thing about La Perla

A: The constantly wet hallways.

Q. What's the last Album you purchased?

A. Gilberto Santa Rosa, a Puerto Rican salsa singer. They call him The Gentle man of Salsa

Q. What has been your favorite movie in the past year?

A: I don't really watch movies but I Like action or romance movies

Q. What do you like to do on your spare time ?

A. Spend time with my family especially my children

Q. Where is your favorite place to go on vacation?

A: Nicaragua, my hometown

Q. What is your favorite meal

A: All types of Shrimp dishes.

Q. If a Lion fought a Tiger: who would win?

A: The lion because of his strength

Q. What is your favorite TV Show

A: La Hija del Mariachi (The Daughter of the Mariachi)

Q. What was the last book you read

A: The Bible

Thanks Vanessa

Pier updates

Ok, so nobody thought it was going to happen!!



A rendering of the new Pier from La Perla's Pool area

This months newsletter was done and dusted by Friday 01/20/12, when we received an email from City Hall requesting we attend a meeting to discuss the update on the Pier. Hold the press!! We scheduled a meeting for Monday morning on 1/23/12 and Roberto Rodriguez (President), Erica Focaró (Treasurer) and Stephen Walshe (Manager) attended the meeting with City officials.

The meeting was informative but let's not bore you with the details

Here's what you need to know:

- * Expect construction of the Pier to begin in 2 weeks (exact date not known).
- * Installing the Pylons into the ground should take up to 2 months. They expect

to install 2 per day. Expect a lot of noise disturbances during the day. Land base work to be complete in April .

- * The footprint will be the exact same as the old pier.
- * 40 pylons will be installed on land while 60 will be installed on the ocean
- * There will be no public parking at Pier Park during this period, (Wohoo!!!) however expect big machinery coming through the area.
- * Sea Grape trees by La Perla are being removed.



- * Expect construction work on Saturdays also: 6 days a week!
- * **The construction barrier will extend to almost the length of our Beach; parallel to where we store the beach furniture. Unfortunately, this means that we may not be able to provide a Beach service on our beach front during this time. We have discussed the option of relocating**

to the south-side of the Life guard station with the City, however, that appears unlikely. We are also in discussion with the Newport (via the City) to see if they will allocate us some space or furniture. We are waiting to hear back from the City manager on the Newport's decision. It is possible that we may have to freeze our Beach service for 2 months!



A rendering of the new Pier from La Perla's Sea wall.

- * The City/project manager are confident there'll be no interference/issues with the paint project. We have spoken with Capital Paint and Dean Carlson and they are confident this will not interrupt the paint project. The Painting of the building will go ahead as planned.

We'd like to remind everyone that this is beyond our control, we will do our utmost to get information to all residents as soon as it becomes available. For those owners who have guests coming to La Perla throughout the year. Please make sure to advise them of construction of the Pier. If it's any consolation, there probably is no better time to paint the building!!



Services for Absentee Owners

**ALFA Management Group helps busy people like you
to achieve a balance between your needs and obligations**

ALFA Management Group – for those who value their time. If you wish to save your time and energy –
entrust the management of your home or office to ALFA Management Group.
We speak Russian and English

Don't forget – HAVING it all doesn't mean DOING it all yourself!

Have more time for yourself by having full support from ALFA Management Group:

- Property management with Billing service;
- VIP Concierge services;
- Full mail management (personal, business);
- Construction Supervision;
- Landlord Services;
- Tenant's Eviction Procedure;
- Budget management and Bill processing;
- Vendor/Creditor relations;
- Assistance with real estate services;
- Entertainment and Travel Coordination;
- Party and Events Planning.



The main goal of ALFA Management Group is to help you to:

- ⇒ Minimize your stress and allow you to focus on your priorities;
- ⇒ Provide comprehensive, professional and productive lifestyle management.

ALFA Management Group will stand up for your interests and will:

- ⇒ Conduct the correspondence in your absence;
- ⇒ Care for your accounts releasing you from the issues;
- ⇒ Manage your bills with sensitivity and respect, relieving you of tedious management problems;
- ⇒ Contact all your creditors or vendors on your behalf;
- ⇒ Keep you informed on the daily /weekly /monthly basis.

ALFA Management Group is not just a company, it is a lifestyle!

**If you don't see the service you require – please contact us, as our personal concierge service will
accommodate your request.**

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info@alfamanagementgroup.com
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LA PERLA

ocean residences

LA PERLA PRICE LIST FOR 2012

- Beach ID's \$10 per person
- Parking Sticker (Bar Code) \$10 per car
- * Rental and Purchase Application \$100 Per person
- * Record of Transfer of Assignment: \$50
- Notary: \$10
- Condo Docs on CD: \$25
- Parking coupon book \$30 (allows you to park 10 times)
- * Move in/out fee \$200
- Open unit door with emergency key \$25
- A/C Filters \$8.00 each /\$10.00 with installation
- * Mail Box key \$50
- * Monthly parking rent \$150 (\$180 in March)
- * Pest Control \$125. (Includes 12 months service)
- Copies \$0.25 cents a page
- Envelopes \$0.25
- Faxes:
 - To Send: \$1.00 local \$3.00 International
 - To Receive: \$0.25 a page
- * Access Key Fob \$100
- * Towel Cards \$50
- Towel lost or not returned \$25
- * Balcony door handle \$75 and \$100 with installation
- Shopping Carts Cards: \$25
- * Advertising:
 - \$75 for 1/4 page (discount for 2 months available)
 - \$125 for 1/2 page (discount for 2 months available)
 - \$175 for 3/4 page (discount for 2 months available)
 - \$200 for full page (discount for 2 months available)
 - Web-site \$10 per month with a minimum 3 month advertisement.
- Party Room & 11th floor balcony rentals: See office
- * indicates payment by check /cashiers/Money Order only

If you have a valet or a self parking space to rent or sell, advertise it on our website. To advertise is \$10 per month with a 3 month minimum



The Gym balcony!

We'd like to remind residents to please return the towels on the same day, so we can have fresh towels for everybody the next day.

La Perla and Power Exterminators, are offering pest control to residents for \$125 a year. Please contact the office to get this service

Guests to sign Affidavits

At our recent Board Meeting, a few members voiced their disapproval of members who they claim are abusing the 12 rentals per year rule at La Perla Condominium (Rules & Regulations; section 2, page #5). Coinciding with the survey results (which clearly indicate owners are tired of short term rentals), the Board have asked the office to require all guests to sign an affidavit swearing that the guest has not paid the home owners.

Starting March, before all guests are issued ID's and Bar Codes; will be asked to complete this form. The office will be keeping count. If an owner exceeds the 12 rentals per year. A violation will be issued and the owner may be fined up to \$1,000. Any guest who will have exceeded the rule will not be issued ID's or barcodes or be permitted to use the amenities.

Please consider this regulation in a positive manner and appreciate the necessity of maintaining the property values and esthetic appearances of your community. We sincerely solicit and appreciate your help and cooperation.