

La Perla Ocean Residence



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Building-Link coming our way!

Over the years, La Perla Condominium has become busier and busier. Hundreds, if not thousands of families and suitcases are coming through the door!

Although we heard a few owners mention how quiet it was, there were still more rentals in 2015 than 2014 (including both paying and non-paying).

As an owner, if you felt your apartment wasn't rented as much as the previous year, it may only be because you now have more competition! There are now officially more owners renting their apartments than ever before!

Obviously the Management Office is affected by this increase in rentals with the constant flow of traffic. In the past few years, the office has added 1 full time and 1-part time member to the staff and had to open on weekends just

to deal with the influx. If we didn't add staff, then obviously no condo work would get done.

In total there were 1,162 recorded registrations in the office in 2015. On average it takes us 30 minutes to register a family. This does not include guests staying over 30 days who have to go through an application, that process alone takes an hour. As you can imagine, that is a lot of work!

But of course, the office is and should be dealing with more than just registrations. So the Management team and the Board have been looking at ways to improve the office and push some of the workload back to the owner. In March/ April, the Association will roll out Building Link to all the owners. Building Link is a property management soft-

ware that has multiple uses for the staff, owners and residents.

One of its many functions is that the owner will input his or her guests themselves. Owners will be able to access Building Link through an app on their phone and upload their guests instead of emailing the office. The office is then notified by the system. Of course guests will still need to be approved by management and all activity is monitored by the office and the Board. The owner will also be responsible for uploading emails, photos and phone numbers for his/her guests.

Other functions that will benefit the residents will be requesting your car from valet through the app, reserving the party room on-line, and residents will be able to create work orders for the common areas.

More information will follow before the rollout!

Managers Column

From the Board and Management, we would sincerely like to wish all our residents and members a very Happy New Year!

Our survey to owners finally went out just last week. A link was emailed to all owners in English, Spanish and Russian. If everyone can please return it by February 10th so we can prepare and analyze the results for you in our next newsletter. If you have not received the survey, please email swalshe@akam.com for the link and we will forward it to you.

The information we have received so far has been very insightful. We've already received over 70 responses and it's clear on what the majority of those members who completed the survey are thinking. For example, a lot of the members agree on enforcing a 2 person per bedroom rule regardless of length of stay and agree that every owner should be made to carry insurance. These are 2 very important issues in the building right now.

The motive for this survey was to see if the membership wanted these changes to happen as these are the complaints we hear at Board Meetings. In order to make these changes to the Condo Docs, the Association needs 66% of the owners to vote. We already know how difficult it will be getting everyone to vote!

Looking on with the year ahead, we have some great projects in 2016. At our last Board meeting on 01/20/16, the Board voted for Vasile Elevators to refurbish the interior of each elevator cab. The Elevator cabs will be upgraded at no extra cost to the owners as the Board have already put money aside in the reserves for this item. Renderings will be in the office shortly and we expect this upgrade to be completed by the end of April or the beginning of May.

We will also hope to clean up the valet ramp by installing fountains and benches in the green space. We will have a few proposals to bid on shortly.

At the Board Meeting 01/20/16, the Board also decided to defer the pool repair until at least October this year which will be one of 2

quiet periods in the building. Once the job begins, it will take more than 3 weeks.

There was some other business taken care off at our last Board Meeting that will hopefully address the issue of certain owners renting out their unit more than 12 times a year. The Board voted to change a rule that would only allow guests to use the facilities as long as they are with the resident. Currently the rule for section 35, C, page 13 reads :

C. *Guests and/or visitors must be staying at the property and be registered with Management through the front desk in order to use the facilities and amenities at La Perla. If a guest/visitor is not staying at the property (and not registered), the unit owner must be with the guest/visitor during the use of any amenities at the La Perla.*

The Board has changed the rule that it now reads:

C. *All guests and/or visitors must be accompanied by a resident, tenant or owner during the use of any facilities and/or amenities at La Perla. Facilities and/or are only available to residents/tenants and owners.*

In simple English, if a non-paying guest is staying in the unit without the owner or resident being present and the guest is not paying, the guest will have no access to the amenities. We understand this may upset some owners, but the proposed change is a direct result of the rules being violated by a few. It has been well documented that some renters are encouraged to say that they are not paying in order for the owner to maximize the amount of rentals they can have each year. In 2015 there was 242 non-paying registrations (if each registration has on

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average 3 or 4 people). That works out at around 700 extra people using the Associations amenities. We predict the amount of “non-payers” will decrease significantly!

By changing this rule, guests who say they are not paying will be issued a different ID card. The ID card will not open doors nor will it get the guest access to the amenities unless the resident/owner is present.

Additionally, the Board approved that FOBS will not be transferrable and are only to be used by owners. Tenants will have to carry ID fobs at all times. All FOB's not in the possession of owners will be turned off by May.

In order to make these rule changes official, the Board mailed out the change to all owners on January 28th notifying the membership of a meeting. The meeting is scheduled

for February 16th at 2pm in the Recreation Room. If approved, the rule change will be in effect by March 17th, 2016.

Also discussed at the meeting was relocating the manager into a different office. As mentioned with all the registrations and guests coming into the office, it is very difficult to focus on the Association issues. The existing management office is currently as busy as Fort Lauderdale airport. It is not a conducive place to get work done at the moment!

In the past 2 years, there has been over 40 sales; only 10 of these units purchased by owners are not being used for short term rentals. Even owners who purchased years ago as a vacation home are now for the first-time renting short term rentals in their condo. The membership is changing and we are adapting to that. But while we need to adapt, we also need to maintain the values, prevent people from abusing the rules and continue to improve the building.

Finally, at the Board Meeting on 1/20/16,

the Board set the date for the next annual election. The Board agreed it will take place on April 11th 2016. The first notice will go out the first week of February. If you are interested in running, please complete the paperwork and return to the management office.

We now have a Community Channel: From your remote control, select On Demand, select Featured and then Community Channel. We will post Association updates there!

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PHOTO OF THE MONTH:



Cool photo taken by resident JoAnn Kania on a foggy morning in January 2016. If anyone has photos you'd like to share, please send them to swalshe@akam.com

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La Perla Market update page:

The purpose of this page is to share with you the most recent sales and rentals in the community to make sure all owners, residents are getting the market value for their units. In this section, we will publish the most recent sales as well as the highest paid rentals (short term and long term) for the past 2 months for each line. **We can only base the information below on what we receive from owners/tenants.** Almost all of the short term rental units are furnished. Sometimes the fees appear higher for various reasons such as residents



Unit Type	Bed	Bath	Den	SQFT	Average Monthly Rate	Highest Monthly Rate
Line 01 Garage Floors (K)	2	2 ½	YES	1,707	\$4300	\$4300
Line 01 (B)	2	2 ½	YES	1,623	\$4200	\$7000
Line 02 Garage Level H)	2	2 ½	NO	1,698	NA	NA
Line 03 Garage Level (J)	1	1	NO	906	\$3500	\$3750
Lines 02 & 03 (A)	2	2 ½	NO	1,602	\$4200	\$6800
Line 04 (G)	2	2 ½	YES	1,715	\$4100	\$5600
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$4100	\$5250
Line 06 (F)	2	2 ½	YES	1,637	\$6450	\$7100
Lines 07 & 08 (E)	2	2	NO	1,423	\$5500	\$7000
Line 09 (D)	2	2	NO	1,266	\$4600	\$5000
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$4100	\$5600
Pent House Floor (L,M & N)	3+	3+	1+	2625	NA	NA

Short Term Rentals:
These are rentals **LESS** than 6 months. →

Unit Type	Bed	Bath	Den	SQFT	Average Monthly Rate	Highest Monthly Rate
Line 01 Garage Floors (K)	2	2 ½	YES	1,707	NA	NA
Line 01 (B)	2	2 ½	YES	1,623	\$4100	\$6000
Line 02 Garage Level (H)	2	2 ½	NO	1,698	NA	NA
Line 03 Garage Level (J)	1	1	NO	906	\$2400	\$2400
Lines 02 & 03 (A)	2	2 ½	NO	1,602	\$3700	\$4100
Line 04 (G)	2	2 ½	YES	1,715	\$3400	\$3700
Lines 05 & 10 (C)	1	1 ½	NO	1000	NA	NA
Line 06 (F)	2	2 ½	YES	1,637	NA	NA
Lines 07 & 08 (E)	2	2	NO	1,423	\$3000	\$3000
Line 09 (D)	2	2	NO	1,266	\$2900	\$3200
Lines 05 & 10 (C)	1	1 ½	NO	1000	NA	NA
Pent House Floor (L,M & N)	3+	3+	1+	2625	NA	NA

Long Term Rentals:
← These are rentals **MORE** than 6 months



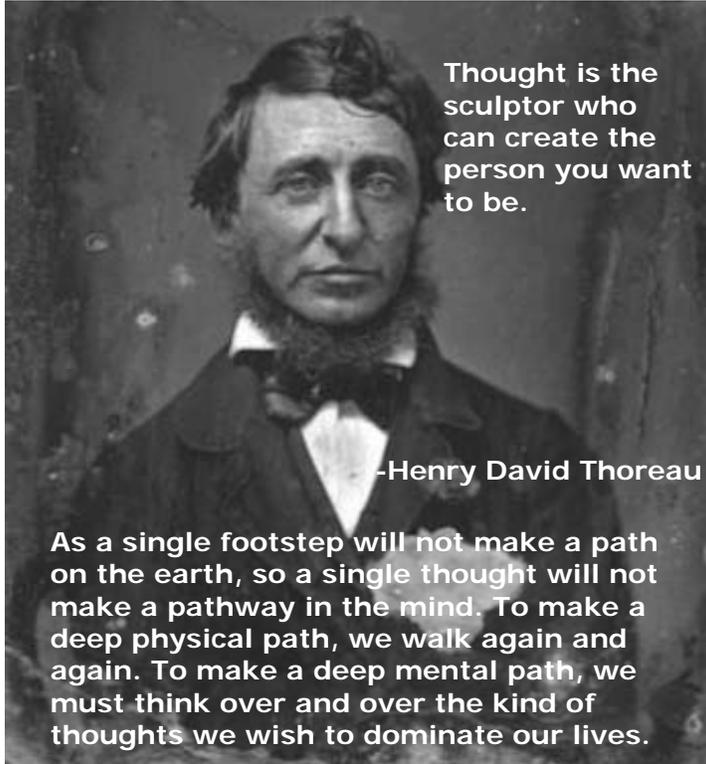
Type	Unit	Date Sold	Price	Price Per SqFt.	Unit SqFt
AR	2903	8/14/2015	\$ 977,250	\$ 560.12	1,602
D	1809	8/24/2015	\$ 750,000	\$ 592.46	1,266
C	2010	8/31/2015	\$ 642,018	\$ 642.18	1,000
A	2002	8/24/2015	\$ 1,083,287	\$ 676.20	1,602
D	2209	12/9/2015	\$ 730,000	\$ 576.62	1,266
D	1909	12/14/2015	\$ 762,500	\$ 602.29	1,266



THE BUZZ



Thoughts to Ponder:



Thought is the sculptor who can create the person you want to be.

-Henry David Thoreau

As a single footstep will not make a path on the earth, so a single thought will not make a pathway in the mind. To make a deep physical path, we walk again and again. To make a deep mental path, we must think over and over the kind of thoughts we wish to dominate our lives.



Wrap the crown of a bunch of bananas with plastic wrap

They'll keep for 3-5 days longer than usual.

Ask Eliana:

Q: How much is valet parking for guest?

R: Valet rates change depending on the duration of your guest visit, tenants can purchase parking validation coupons to lower the cost. The Parking Validation coupons are now \$30 for realtors, owners, and tenants.

Q: Is there a printer at the business center?

R: No, but we have a wireless printer available for use at the front desk or you can email all print outs to la-perlafrontdesk @akam.com



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Insurance: Why you should bother!

Even celebrities are not immune to water leaks in a condominium. Academy award winning actress Marisa Tomei is being sued by 3 insurance companies because of a leak in her New York condo that damaged 3 other units in the building. The leak from her 11th floor apartment supposedly caused over \$128,000 in damages to the other units, and she is being sued for negligence.

The problems are always a question of alleged negligence, and who is responsible for the repairs. So what is negligence?

Looking at some of our examples at La Perla, it's easy to determine that insurance is important:

Example 1: You may remember a few units had the toilet connection hose separate and caused several thousand dollars to units and common areas. Thankfully, La Perla had insurance to repair the damaged common areas but one home owner unfortunately forgot his policy lapsed and it ended up costing him thousands of dollars of repair to his unit.

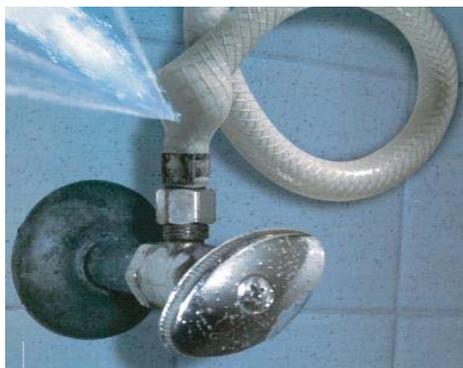
Example 2: The unit is rented. A hot water pipe that is situated underneath the AC unit snaps off (either someone stood on it or apparently something fell on it. The AC closet is not a storage room!)

The water runs down and damages 2 units and common areas. Thankfully this happened at 9am and the staff moved quick to prevent more damage and shut off the water. The tenant had no idea how to shut off the water, did not realize the water was causing

damage below and calmly went to the front desk to advise of a leak in his unit and then went out for breakfast! (Seriously, he went to breakfast!)

The staff rallied to prevent more damage. Had this happened at 3am, the result could've been very different. The owner of the apartment where the leak came from had insurance, but it wasn't required due to the staff acting so quick. The units below had minimal damage so no claims were necessary but plenty of cleanup work and repair left for the employees!

Example 3: A leak from the dishwasher next door damages the wooden floors and you don't have insurance. The damage wasn't caused by you. Your neighbors' insurance may not cover your loss. So now you have to fork out the money to replace the floors and baseboards. You can sue your neighbor for damage, but that will take a while and you may not be able to collect on a court judgment. In the end, you'll be cursing yourself for not spending the money to protect yourself from these nightmare issues.



Replace your hose connection pipes every 7 years!

Unfortunately, Florida law no longer requires condominium owners to

carry homeowner's insurance. You can see what the consequences can be if you don't have adequate coverage. A small expense might save you a lot of aggravation in the long run.

In the survey we ask this question if you think all owners should be forced to carry insurance. Thankfully, the majority of owners agreed.

It is clear that if you don't carry insurance, you are taking a huge risk. We want you to get insurance so you are protected!

If you are an investor, please make sure your Insurance agent knows you rent out your unit or your coverage may be declined because you have the wrong type of policy.

Finally, it seems January 2016 had more leaks than I care to remember, mostly because all of the affected units were occupied. It's clear that appliances are getting old. Check your water lines behind your refrigerator and your hose connection pipes to your toilets. Consider getting a service agreement for all your equipment in your unit. It may cost you a small amount of money but you may save money in the long run!



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UNIT 2001	3BR / 2.5BA	UNIT 4107	2BR / 2BA
UNIT 2608	2BR / 2BA	YOURS COULD BE NEXT!	

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Meet the Staff:



Jonathan Pedraza

Q. How long have you been working in La Perla ?

A. I've been working at La Perla for three months

Q. How many siblings do you have ?

A. I have a sister

Q. What is your favorite song ?

A. I enjoy a lot of 80s music, but my favorite would have to be by Def Leppard– Under my wheels.

Q. What is your favorite genre to read?

A. I like to read about motorcycles/cars and keep myself updated.

Q. What is your favorite sport to watch ?

A: Football

Q. What is your favorite hobby ?

A. I like mountain biking.

Q. What did you do before this ?

A. I had a job in the restaurant industry.

Q. What is the most spontaneous thing you have ever done ?

A. I took a spontaneous vacation in August with my dad, we went dirt bike riding in the mountains located in the northern part of New York

Q. What was the most interesting job you've ever had?

A. Working as a part-time realtor for my father.

Q. What is your favorite movie of all time?

A: Batman The Dark Knight Rises

Q. What is your favorite TV show?

A: I like watching Friends

Q. You can invite three famous (dead/alive) people from history/or Celebrities to your dinner party. Who would you pick?

A: I would invite Janet Jackson, Pitbull, and Fat Joe. All my guest would be musicians I think that would definitely make it fun.

Q. What do you like best about working at La Perla?

A. The beautiful location and a great work schedule.

Q. What do you like least about working at La Perla?

A. Having to pick up and throw away garbage people leave behind in the beach area!

Q. Where do you see yourself in 5 years ?

A. Pursuing a career in the medical field. I'm interested in becoming a radiologist.

Thanks Jonathan!

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