

La Perla Ocean Residence

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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 \$15.00 charge on our website with a minimum 3 month advertisement.

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Board Approve New Beach Furniture!

Great news! At our Board Meeting 08/20/13, the Board voted to purchase new lounge chairs and umbrellas for our Beach service.

In the past few meetings, the Board had been discussing this issue and also received an offer from Blufin to provide new equipment with an extended 4 year term. However, the Board declined for 2 reasons:

1. Blufin's performance; and;
2. The Association would not own the furniture until the end of the 4 year term.

Mr. Lanham, our newest Board Member, had been researching and pushing the agenda hard. Mr. Lanham toured manufacturing companies and came across the

design below.



A picture from the factory: almost there!

This is very similar to what the W Hotel in Miami has recently purchased. The design is very chic and will set the building apart from the Newport. While it's more expensive than the standard chairs we currently use, I think you will all agree, the building deserves a 5 star feel.

Mr. Lanham and the Board agreed to move away from the strap chairs favoring the sling chair. They also decided

to get a high quality foam pad with a sunbrella material cover that will have a zipper so the cushions can be washed more frequently. The colors have changed too with a light blue for the lounge chair and a navy blue for the umbrellas and the cushions.

In the end it was very hard to get companies to bid on the entire project but we managed to get 2 serious bidders. Source Hospitality and the winning bid from Millennium Awnings. The Board agreed to purchase 130 chairs, cushions and 65 umbrellas. This is more than what we currently have.

We are 100% certain this is a necessary step in maintaining the values of the building and improving the quality of life

Continued on page 2

LOOKING TO BUY, RENT OR SELL?

Smith Associates, Inc.

The **HIGHEST SALE** for unit 4003 at \$870,000 by

Sylvia Smith Levine | CIPS

President | Licensed Real Estate Broker

Cell | Text **305.975.0880**

E-mail: Sylvia@2InvestWise.com



Continued from page 1

for our residents and guests.

No Beach service provider is ever going to make that investment for a client, as their profit margins seem to be much less than a \$1,000 a month.

We have also ordered a tent for our beach staff similar to what you might see at the Jade and our new furniture will be covered in the evenings to make sure it is protected from the elements.

We hope to have the furniture in place by November. A big thank you must go out to Daniel Hart (resident) who introduced us to Millennium Awnings and helped saved the Association thousands of dollars.

Thanks Daniel!



Another image without the cushion

Managers Column

Even though the high season has slowed down at least until mid-November, there's been a lot happening in the building. Great work and thanks goes to our Board Members on purchasing the Beach Chairs, cushions and umbrellas for the building. We love the design and it won't be long before we will have them on the beach for or residents to enjoy.

Meanwhile, at the end of August, Board Members Ron Isriel and Erica Focaro met with the City Manager Christopher Russo the Chief of Police Fred Maas, Captain Dwight Snyder and Director of Cultural & Community Services, Susan Simpson. The City staff requested the meeting after conducting an analysis at Pier Park.

Any improvements they could achieve were only at staff level and not at the policy level which is bestowed on the Commissioners. That

said, we believe the meeting was very positive and their actions proves they have acknowledged Pier Park is a serious concern for residents of La Perla Condominium, Sunny Isles Beach residents in general, and beach goers.

In the meeting they offered to:

- Install an attendant on weekends and holidays to keep the flow of traffic moving. The attendant will also attempt to keep pedestrians of the driveway. (This is already in effect).
- To build a walkway on the south side of the park so beach goers do not have to walk through the driveway.
- Install rumble strips at the entry of Pier Park. This will slow down incoming traffic from Collins Ave. (This has already been completed).

We are still hopeful there is a chance that the City will relocate the parking

spaces once the new parking garage is complete (most likely in 2015). However, this can only be approved by the City Commissioners. Our Board Secretary Ron Isriel is focused on getting this accomplished. Mr. Isriel is lobbying both Miami-Dade County (who has a say in the matter) and the City of Sunny Isles Beach Commission. We hope to have more progress soon.

But for now, the changes the City staff have made have been so far helpful. Again, we thank all the members who took the time to write to the Commissioners to vent their frustrations. This was extremely supportive in achieving what we've got done so far. As always, we will keep you posted.

It's Budget time again and our Treasurer Erica Focaro has almost finalized the numbers. The mail out will go out to all members in the middle of the October with the meeting tentatively scheduled for November 6th. The bad news is there will be an increase in



Livio Bellomare
(305)-785-9069

English,
Italian,
French,
Spanish

Your In-House Realtors!!!

AT YOUR SERVICE

Livio & Martha have lived at La Perla since the beginning of time. If you need to sell, rent or buy, they are your #1 realtors.

With over 10 years experience in luxury buildings and currently residing at La Perla, who else would you call??

They currently manage several units for short-term and long term rentals at La Perla

They are available 24/7 and deliver outstanding customer service!



Martha Bellomare
(305)-785-9069

English,
Spanish,
Italian



bellomareinvestments@yahoo.com

Optimar International Realty

Sunny Isles Beach

the maintenance fees, the good news however; it's only a 2.7% increase.

Some of the main reasons for the increase are :

- ◆ we've added line items to our reserves which increases the annual contribution for 2014 by \$40,000.
- ◆ Cooling tower and Air Handlers repairs are becoming more common as the building gets older.
- ◆ Also while we are happy to see the building busier than in previous years, this has caused increases in water bills, valet service and floor care maintenance.

The Board are once again encouraging home owners to vote on the pooled reserves rather than straight line reserves. Straight line means we must use the reserves ONLY for the specific line-item whereas with pooled reserves we can use any of the reserve funds to address any line item issue that may arise without having to wait to have the full funding. Voting for pooled reserves can help avoid a Special Assessment.

Did you know, we've never had a quorum for a Membership Meeting?

It's true, we need 109 units (33.3%) to vote on Membership business. The most votes we've ever had was 54 in 2013. The good news we are collecting more each year! In your mail out package there's a Proxy, please complete it and mail/fax or scan the proxy back to me at swalshe@akam.com

Other projects that are ongoing:

We recently removed hedging on the south side of the pool area. The long term plan is to extend the deck into that area making the pool deck bigger.



The pool area already looks bigger

Once we begin permit work for the pool heaters, we will add the paving project to that permit. There is a 12 week turnaround time on manufactur-

ing the pavers.

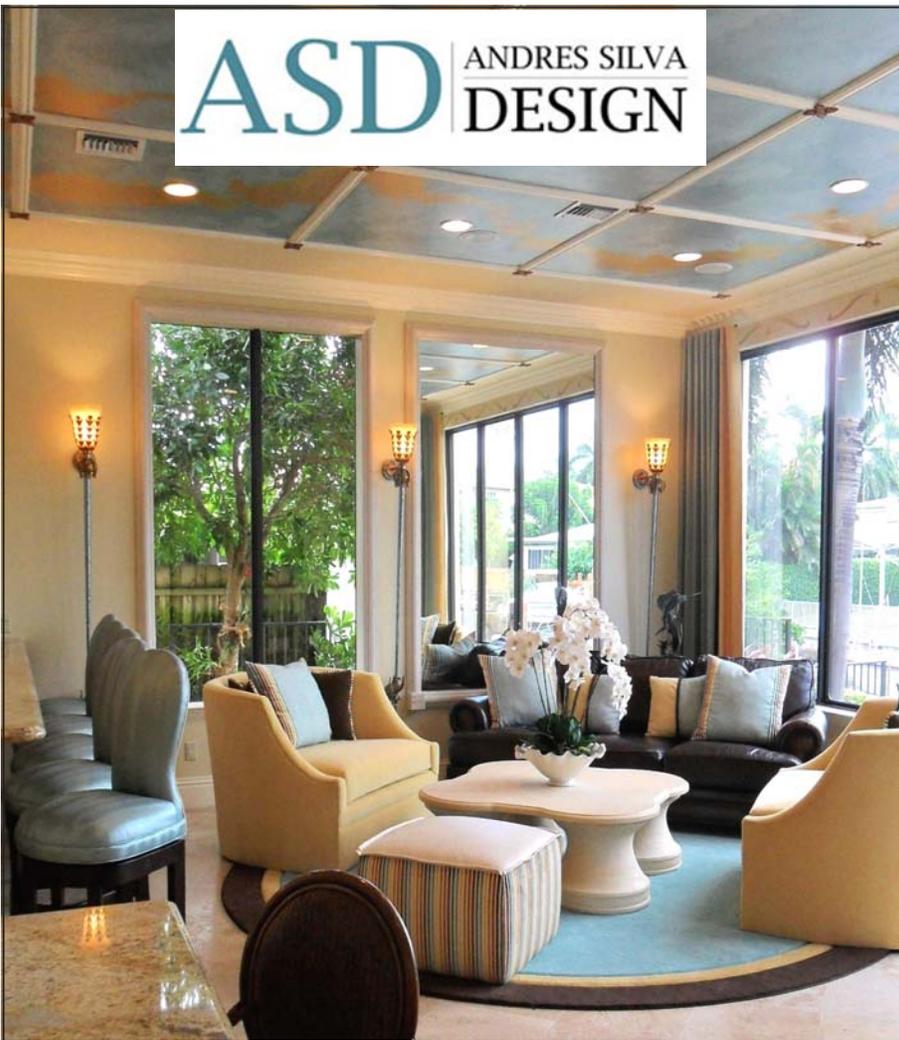
We are currently getting ready to purchase the heater which has a 5 week turnaround time. Instead of installing the heaters outside, they will now be installed on a raised platform inside of the pool room, of course this will also take longer than anticipated and we just recently purchased a cheap heater to maintain the pool temperatures until the new equipment is installed.

Finally a plug for our website:

www.laperlasunnyisles.com; we now have 16 units advertising on our website for rentals. It's only \$45 for 3 months. We receive a lot of phone calls in the office about unit rentals and we always refer them to the website and our newsletter. We know most owners who rent use other sites that charge commissions and don't permit direct access to the client. We're not saying don't use them, but a lot of these clients also don't like going through these websites and contact us for that reason! We think it's \$45 well spent.

We'd love to have more! Please check it out.

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ANDRES SILVA DESIGN is an international interior design firm with the talent and experience to create custom interiors for the affluent clientele.

With a full-service interior design studio, the firm specializes in strikingly beautiful and creative residential design projects.

Our design services include space planning, furniture, window treatments, flooring, interior finishes, lighting and cabinetry. A unique style is created specifically for each client.

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Green Tips: Turn it up!

Is it more economical to turn the A/C up during the day and down at night, or leave it at the same temperature all day?

The urban myth that you should leave your thermostat at the same temperature all the time has been around for decades. The truth is, it takes a lot of energy for your air conditioner to run all day, maintaining an inside temperature that's significantly lower than the outside temperature. On the other hand, if you set your thermostat higher in the morning, the unit will run less during the day, saving you money on your FPL bill. Even if the air conditioner has to catch up when you bring the temperature back down later, it is still more economical to keep your thermostat set higher during the day.

By the same logic, if you are in the habit of lowering the thermostat before bedtime because you prefer a cooler room while you sleep, your cooling costs increase by up to 5% for every degree you lower the temperature! To use less air conditioning at night, turn on ceiling fans – they make you feel cooler even though they aren't technically cooling the house. Of course, when heating in winter, lowering the thermostat setting saves you money because your heater runs less.



EXECUTIVE GROUND TRANSPORTATION AT ITS BEST



LA PERLA AIRPORT SPECIALS

DROP OFF / PICK UP

Includes Meet & Greet at Baggage Claim / Customs

TO / FROM

MIA

Miami International Airport

TO / FROM

FLL

Ft Lauderdale International Airport

SEDAN	\$80
LUXURY SUV	\$100
MERCEDES S550	\$125
10-PASS LIMO	\$110
MERCEDES SPRINTER VAN	\$125

Rate includes all taxes & fees



CALL NOW for hourly service and get **20% OFF BASE RATE**

The rates are TO/FROM *La Perla* to MIA/FLL Airport only. For International pick-up add \$50. All rates include taxes, fees & STC.

Pickups must be from LaPerla. Use promo rate code **LAPERLA2013** when booking.



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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 having pets etc. Please feel free to make comments.

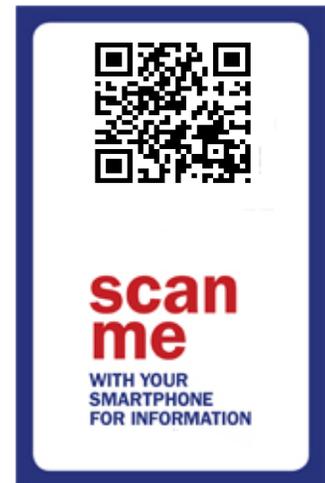


Type	Unit	Date Sold	Price	Unit Sqft	Price Per Sqft
A-R	2503	07/12/2013	\$812,000	1,602	\$ 506.87
D	1509	07/10/2013	\$700,000	1,266	\$552.92
F	2306	07/10/2013	\$850,000	1,637	\$519.24
D	4209	07/29/2013	\$715,000	1,266	\$564.77
E	3908	09/03/2013	\$850,000	1,423	\$597.33
F	4006	09/12/2013	\$849,000	1,637	\$518.63
A-R	2503	09/09/2013	\$950,000	1,602	\$593.01

Unit Type	Bed	Bath	Den	SQFT	Avg Monthly Rate	Highest Monthly Rates
Line 01 Garage Floors (K)	2	2 ½	YES	1,707	\$3300	\$3300
Line 01 (B)	2	2 ½	YES	1,623	\$3100	\$3100
Line 02 Garage Level(H)	2	2 ½	NO	1,698	NA	NA
Line 03 Garage Level(J)	1	1	NO	906	\$2000	\$2000
Lines 02 & 03 (A)	2	2 ½	NO	1,602	\$3146	\$4905
Line 04 (G)	2	2 ½	YES	1,715	\$2822	\$3200
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$2441	\$3500
Line 06 (F)	2	2 ½	YES	1,637	\$2880	\$3450
Lines 07 & 08 (E)	2	2	NO	1,423	\$2690	\$3000
Line 09 (D)	2	2 ½	NO	1,266	\$2660	\$3500
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$2441	\$3500
Pent House Floor (L,M & N)	3+	3+	1+	2625+	\$4450	\$4450

Long Term

← These are rentals 6 months and more



Short Term Rentals:

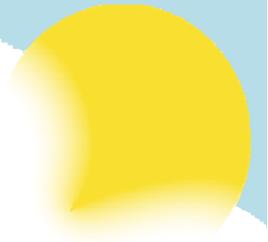
These are rentals less than 6 months →



Unit Type	Bed	Bath	Den	SQFT	Avg Monthly Rate	Highest Monthly Rates
Line 01 Garage Floors (K)	2	2 ½	YES	1,707	\$5000	\$5000
Line 01 (B)	2	2 ½	YES	1,623	\$4816	\$500
Line 02 Garage Level(H)	2	2 ½	NO	1,698	NA	NA
Line 03 Garage Level(J)	1	1	NO	906	\$3500	\$3500
Lines 02 & 03 (A)	2	2 ½	NO	1,602	\$4566	\$5217
Line 04 (G)	2	2 ½	YES	1,715	\$4703	\$5490
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$2925	\$3500
Line 06 (F)	2	2 ½	YES	1,637	\$5850	\$5850
Lines 07 & 08 (E)	2	2	NO	1,423	\$4438	\$6223
Line 09 (D)	2	2 ½	NO	1,266	\$4416	\$5500
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$2925	\$3500
Pent House Floor (L,M & N)	3+	3+	1+	2625+	\$4500	\$4500



THE BUZZ



Thoughts to Ponder...

WORK FOR A
CAUSE, NOT
FOR APPLAUSE.
LIVE LIFE TO
EXPRESS
NOT TO IMPRESS.
DON'T STRIVE
TO MAKE YOUR
PRESENCE
NOTICED, JUST
MAKE YOUR
ABSENCE FELT

- Unknown

Ask Ana ...

Q: I just bought a new scooter and also have a vehicle on site. Where can I park my scooter?

R: If your unit does not come with additional parking space you will need to rent a space from the association. The cost is \$75 per month. We will register your scooter and assign it a parking decal.



PETS OF THE MONTH

MEET MAX & MOWGLI

Max is 7 years old (he is the black & white cat) . Max is always hungry! He has a wild side so be careful foreigners if he doesn't know you he is not afraid to attack! Max takes revenge if left alone for too long, but we love him anyway !

Mowgli is the grey & white cat. He is the eldest at 13 years old. Mowgli is much more nicer than Max. He enjoys to cuddle and is always purring. He is all about his family and loves spending time with them.





PHOTO OF THE MONTH: This photo was taken by Board Member Richard Papzian. Another great shot from the Pier . You can see more of Richard's photos on our Facebook page... If anyone has photos you'd like to share, please send them to swalshe@akam.com

FACEBOOK : JOIN US FOR ALL UPDATES: WE ARE @ LA PERLA CONDOMINIUM



Like



I would like to assist you in all your Real Estate needs!

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من فارس هم صحبت میکنم

*I am a **RESIDENT / REALTOR** of La Perla. If you are thinking of selling / buying / renting, **NOW** is the perfect time!*



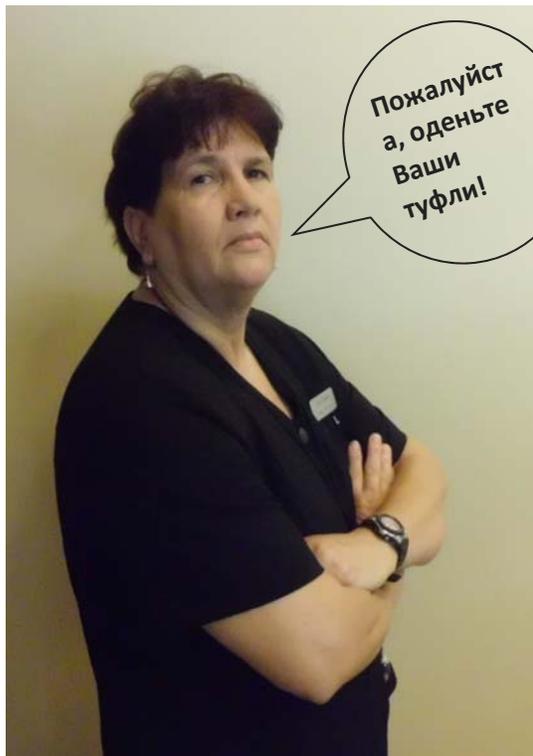
Esther Saig
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Office: 305.947.0477

website: www.estherrealty.com
email: esthers@optimarrealty.com



Clara's Rules



Пожалуйста,
оденьте
Ваши
туфли!

This is Clara Lluberes, she's been around more than most so she knows what's going on! Clara tells everyone what to do (the manager, the supervisors, Front Desk, maintenance, residents and the Board, so please don't get upset if Clara tells you to put your shoes on or button up your shirt!

Clara can also give advice on life as she's been known to do. (We're not saying it's good advice).

Anyway, we are sharing some of her words of wisdom with all the residents.

By the way, she doesn't shout, she talks loud!

When you hear Clara say "tufle"

She is asking you in (her) Russian to put your shoes on. Ignore her at your peril!

Do not move another inch forward, we recommend putting your shoes on immediately and doing exactly what she says!

Her advice for living this month is :

"If you don't need it- Donate it"

Wise words indeed Clara!

We are offering pest control to residents for \$125 a year. Please contact the office if you would like to get this service.



10% off with
this flyer

All day breakfast every day!

Complementary croissant with any breakfast order.



17066 Collins Ave. Sunny Isles Beach, 33160, FL, USA
Phone: (305) 974-0021 | www.sunnyislesjuicebar.com

Meet the Staff:



Jose Zapata has worked at La Perla for Park 1 since 2008. Nobody else can give a "Welcome to La Perla" like Jose!

He can say it in 5 languages. Jose is married to Martha and is one of our longest serving employees here at La Perla.

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

A: The diverse culture you find here, I have learnt a lot from everyone I met.

Q. What is your least favorite thing about La Perla?

A: Pier Park

Q. What's the last tune you purchased?

A. It was a Blues CD

Q. Elvis Pressley or The Beatles?

A. The Beatles

Q. Mariah Carey or Madonna?

A. Mariah Carey

Q. What is your favorite movie of all time?

A: Ladron de Bicicletas

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

A. Read, garden work, ride bikes, the list is endless.

Q. Where do you plan on going on your next vacation?

A. Naples

Q. What is your favorite meal?

A: Pandeja Paisa

Q. What is your favorite TV Show?

A: Three's Company

Q. What was the last book you read?

A. The Lost Symbol

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

A: Einstein, Gandhi, Jesus and Mother Theresa

Q. In 5 years time, what would you like to be doing?

A. Working at La Perla!

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

A. All my jobs have been very interesting. I was as a photographer for agronomy and a chef.

Thanks José



Call us today for free comparable market analysis for your property

RE/MAX

Kelly Salinas P.A.

Cell: 954-643-5487

kellysalinas7@gmail.com