

La Perla Ocean Residence



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- ◆ \$75 for 1/4 page
- ◆ \$125 for 1/2 page
- ◆ \$175 for 3/4 page
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Occupancy Rule Strictly Enforced!

At our last Board meeting on 03/31/16, the Board approved the strict enforcement of the occupancy rule of 2 persons per bedroom.

Due to the exploitation by some owners who had no issue squeezing 8, 9 or even 10 people in to a 2 bedroom, this gave the Board no choice.

The practice of cramming countless renters into a unit has been at a huge cost to our residents and the amenities of the building.

Page 47 of the Declaration of Condominium, chapter 17.1, paragraph 2 states that "Occupancy in Units, except for temporary occupancy by visiting guests shall not exceed 2 persons per bedroom and 1 person per den".

The term visiting guests means people who are not paying renters. Paying renters must

comply with the occupancy rule. The term visiting guests was intended so residents may have overnight guests and so on.

So when will the rule be enforced?

The Board gave all members 60 days' notice to comply with the occupancy rule. This occupancy rule will be strictly enforced starting 06/06/16.

What are the consequences if I break the rule?

The Board will take a tough stance as they will not allow the violations to continue. According to our attorney, the Association could file either an arbitration action against anyone who circumvents the rules or file a lawsuit in the Circuit Court in Miami-Dade County.

While we are sure this will upset some owners, we know we have the support of the majority of our members. Back in January when asked the question in a membership survey:

Often, short term rentals can have up to 8 people or more in a unit. The issue of over occupancy for rentals staying for less than 30 days can affect resident's quality of life. The Board would like to make a change that would enforce the 2 people per room and 1 per den rule.

73% of the owners were in favor of this change/enforcement.

It is the Boards intention to make sure everyone who lives and stays at La Perla enjoys the quality of life that La Perla offers.

Thank you!

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Smith Associates, Inc.

Sylvia Smith Levine | CIPS
President | Licensed Real Estate Broker
E-mail: Sylvia@2investWise.com



Managers Column

As from the first page we are strictly enforcing the occupancy rule that will probably bring some big improvements to resident's quality of life. The rule (which has always been in existence) reads:

"Occupancy in units except for temporary occupancy by visiting guest shall not exceed 2 persons per bedroom and 1 per den."

A rental regardless of its length of time is not a visiting guest.

We also approved another rule back in February and implemented it in March and we want to make sure everyone is aware of it:

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.

Nonpaying guests will not have access to the amenities if the resident or owner is not present. It might be too early but we believe the ruling has already had a positive impact on owners and residents.

	Paying	Non Paying	Total rentals
Mar-15	84	31	115
Mar-16	104	12	116

This rule became effective March 17th and you can see there was an impact by comparing 2015/2016. In March 2015 there was 31 non-paying guests. In March 2016 there was 12 non-paying. Maybe it was just a coincidence, but the lower numbers are positive news for

our building.

	Paying	Non Paying	Total rentals
Apr-15	92	28	120
Apr-16	101	2	103

April was even more significant with only 2 guests signing as nonpaying compared to 28 the year before. Clearly you can see there was abuse and the new rule is working. It is our goal to stop abusing of the rules not to improperly reduce rentals!

Building Link is now up and running and we ask all owners to get familiar with it. All owners and long term residents have received their passwords and logins. Owners can now add their guests to the website. It is quite simple:

- ◆ Login in in your resident building link app.
- ◆ Go to Front Desk Instructions
- ◆ Click green button add new instruction
- ◆ In Instruction type choose tenant
- ◆ In instruction field enter the first and last names of all occupants, then press save
- ◆ You can add a picture of the tenant (optional)
- ◆ In the start date field choose a date of arrival of the tenants
- ◆ In Expiration date field choose a date of departure of the tenant.
- ◆ Press save Item button (on the top right corner of your phone)

Please keep in mind if the stay is more than 30 days it requires an application. The app

Continued on page 3

Marina Kryjanovski REALTOR®

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(Resident App by Building link) can be downloaded to your phone. Not only will you be able to register your guests and update your information, you will also be able to request work orders and request your vehicle from valet. (now available as a priority customer).

But it's not all rule changes at La Perla right now, there are a lot of physical improvements going on as we speak. Namely:

The valet area is getting a makeover:

We are completing the installation of fountains and pavers in our valet area. The landscape area was ratty and hard to maintain as there was no real direct sunlight. The Board added pavers, self-contained fountains and will also add some benches and lighting.

The wall by the valet office has also been tiled with a crystal glass. We are now looking to add a LA PERLA sign. Both designs were drawn up by our VP Richard Papazian!

The office has also been recently updated. It has been really difficult to focus on Association matters and hopefully, this will make the difference. With the package room now relocated and guest registrations now taking place in a sepa-

rate office adjacent to the manager's office, we hope this will make the office more productive.



Temporary door installed in the pool area until permits are completed. No loot was found inside the room: (

In the middle of June, we will be getting brand new elevator cabs. The cabs will have new floors, glass tile walls and a 3D steel finish.

As mentioned in our last newsletter, we found a hidden room on our ground floor that faces the pool area and we have recently installed a temporary door there while we wait for approval from the City to turn it into a storage room. We have also just filed a permit to open up the hidden room in the pool area.

This room was hidden by the Developer (why? we don't know). It is roughly 600 sq feet. For the moment there is not much we can do with this room. In order to get it up to standards for use, we will have to install emergency lighting, air conditioning and fire

safety equipment before it can be of any use. This will take some time and money! In any event, if approved by the City, we will install permanent doors. It is alleged that the room was perhaps concealed for FAR's (Floor Area Ratio). Apparently the architect knew of it even though this room does not appear in the plans.

One other discovery that is on the original plans is a room that opens up onto the Newport property. Located behind this 600 sq ft room. This room (1,000 sq ft) was actually discovered first when a faulty extractor fan set off our fire panel. Inside this room, we found the Newport have been using it as storage even though it is clearly on our property. We have asked them to remove themselves from the area but they have refused..... And it doesn't end there.

Another room has been converted into an office for the Newport and part of our driveway has been constructed into a trash room without our approval.

At this point, because the Newport rejected all attempts at amicably resolving the issues, we have had no choice but to file a suit against the Newport to get out of the La Perla common areas. We will keep you posted.



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Miss Lisa 954-304-5050

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
A	2002	8/24/2015	\$ 1,083,287	\$ 676.20	1,602
D	2209	12/9/2015	\$ 730,000.00	\$ 576.62	1,266
D	1909	12/14/2015	\$ 762,500.00	\$ 602.29	1,266
F	3506	11/9/2015	\$ 900,000.00	\$ 549.79	1,637
D	1509	11/25/2015	\$755,000.00	\$ 596.37	1,266
G	1204	4/27/2016	\$ 777,000	\$ 453.06	1,715

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Rate includes all taxes & fees



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PHOTO OF THE MONTH:



Gorgeous sunrise photo taken by the Newport. If anyone has photos you'd like to share, please send them to swalshe@akam.com



Need Pest Control?

Call the Management Office for information

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



La Perla Sunny Isles Beach
Bed: 2+Den | Bath: 2.5 | SqFt: 1,623 | \$1,180,000 - For Rent \$ 5,550

318 Poinciana Dr. Sunny Isles Beach
Bed: 4 | Bath: 3 | SqFt: 2,650 | \$785,000

The Icon Viceroy Unit 2809
Bed: 1+Den | Bath: 1 | SqFt: 953 | \$570,000

FOR RENT The Icon Viceroy Unit 3307
Bed: 1 | Bath: 1 | SqFt: 842 | \$2,900

FOR RENT The Icon Viceroy Unit 3407
Bed: 1 | Bath: 1 | SqFt: 842 | \$3,000

Marianela Montenegro

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Regardless of our issues and points of views on rule policies, I think we can all agree the building is well run from top to bottom and has the potential to be even better. There are a lot of new projects ongoing or coming up and I can say this Board is progressive and focused on upgrading our property and increasing our values. The Board are constantly working hard to improve La Perla day by day.

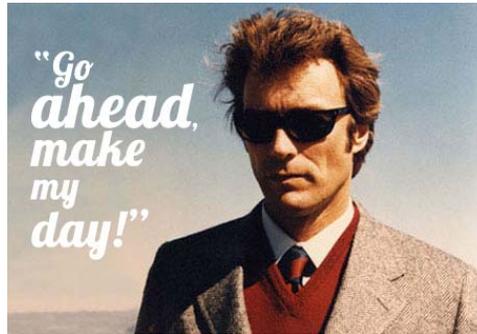
But the improvements won't have any effect on our values unless we enforce our rules and applicable laws. We care about our investments and we do not want to see our property prices devalued.

From my view, most of the daily issues are created by short term rentals. Not by all tenants; but some have little respect for the rules and understanding of how a Condo works. Not necessarily their fault. Tenants arrive not knowing how to work an AC unit, or don't have the tools to unclog their toilet, they show up on the beach with 8 people expecting up to 8 chairs without ID's. These are daily issues and they consume a lot of managements time. Staff are constantly educating new residents.

There has been some owners and realtors stuffing more people in their units more than allowed. Whether its 4 to 6 people in one bedroom apartments or 6 to 11 in two bedroom apartments. The Board had to take immediate action to stop this abuse.

At times the ratio between the residents and short term renters/guests in the building can be 30/70. If there's just a 1,000 people in the building, that's a lot of people who don't know the rules. The building does not have the infrastructure to handle all these homeowner issues.

We hope starting June there will be some decorum to the building and we can allow the management team to focus on La Perla's needs. If you don't already know, the occupancy limits of 2 people per bedroom and 1 per den, regardless of length of stay will be strictly enforced according to our declaration.



Leo in his younger days!

Our other big issue was that despite great potential to rent apartments up to 12 times per year (which is more than enough for any residential building) some owners last year exceeded those limitations by being dishonest.

Last year these specific owners made about 60 registered violations, that forced the Association to serve at least 350 extra renters in the building. That's a lot of extra tenants that should not have been permitted to stay in the building. It's also a lot more work for our management team, more wear and tear on our build-

ing, and an extra expense on our budget.

In February we approved a rule that would prevent guests from having access to amenities to stop people lying about their rentals. We believe there has already been some improvement and we hope this trend continues.

With decisive steps the Board has recently taken, we are hopeful we can give the building back to the residents so we can all enjoy our amenities.

The Easter and Passover holidays are over for now and It was hard to ignore the 9 /10 people staying in 2 bedroom apartments during the festive season. We hope this was the last year of over-occupancy!

As someone who visits the office regularly, there are times when there is a line of people outside the office and 6-8 guests inside all waiting to get registered. It is like trying get into LIV nightclub. A real distraction for the management. Hopefully the new look office will take care of that issue.

The Board has the authority and the responsibility to protect La Perla Residency and it is our plan to continue to increase values and quality of life for our residents. We will uphold our rental policies and we will do it fairly, judiciously and within the La Perla Residency rental legal restrictions.

Leo Shafranov (Board Member)

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BEFORE **AFTER**



THE BUZZ

Thoughts to Ponder:

We are one of many appearances of the thing called Life; we are not its perfect image, for it has no perfect image except Life, and life is multitudinous and emergent in the stream of time. ~Loren Eiseley

Ask Eliana:

Q: Can I rent additional parking spaces?

R: Yes, there are two options. Visit our website www.laperlasunnyisles.com click on classifieds then select parking rentals and you will be able to view spaces available to rent from a unit owner. You can also rent from the association contact the management office for more information.

LIFE HACKS:

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Meet the Staff:



Jessica Pinos has been working at La Perla for a little over 2 years. Jessica was born in Los Angeles, California. She is the youngest of 3 siblings. Jessica studied at the University of San Francisco de Quito in Ecuador.

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

A. I like to spend time with my nephews and work on my Arts, Music & Entertainment

company which is designed to help people.

Q. What is your favorite movie?

A. City of God

Q. What is your favorite T.V. show?

A. The Good Wife

Q. What is your favorite song of all time?

A. Nas-Nas Is Like

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

A. I jumped off a bridge in the mountains with a harness, it's called puenting. It's like a giant pendulum. We filmed it while for a college course, it was an adrenaline segment for a show we produced and directed entirely called Ozmosis. It used to air internationally on Direct TV.

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

A. Working as an Account & Operations Manager. I managed over 45 accounts

and was required to visit 4-5 properties daily.

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, Albert Einstein, female pharaoh Nefertiti, & musician Mos DEF who is now known as Yasiin Bey.

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

A. Meeting different people of different cultural backgrounds and learning new languages from them.

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

A. Having to be consistent and the misunderstandings that come along with the work.

Q. Where do you see yourself in 5 years ?

A. Helping people with my Arts, Music & entertainment company and running it from my laptop to be able to travel often.

Thanks Jessica!

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UNIT 3909
2 BEDROOMS / 2 BATHROOMS

UNIT 3603
2 BEDROOMS + DEN / 3 BATHROOMS

COMPLIMENTARY COMPARABLE MARKET ANALYSIS

KELLY SALINAS P.A.
LA PERLA CONDO SPECIALIST | SPEAK ENGLISH / SPANISH / ITALIAN
SALES / RENTALS / PROPERTY MANAGEMENT
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