

La Perla Ocean Residence



To contact the office

PH: 786-364-4900

FX: 786-364-4901

Email Manager:

swalshe@akam.com

Email Assistant Manager:

pgrinik@akam.com

Website:

www.laperlasunnyisles.com

Rates in the Newsletter are :

- ◆ \$75 for 1/4 page
- ◆ \$125 for 1/2 page
- ◆ \$175 for 3/4 page
- ◆ \$200 for full page

Inside this issue

City Meeting 9/15/16	1
The SIR Group/ Brandon Schneider	2
Managers Column	3
Sylvia Smith Levine/ Smith & Associates	3
Rafael Albo/ Cabana #4	3
Ambassador Transport- ation	4
Interview with Dana Goldman	5
La Perla Market update	6
Vibe Class	7
Elham Tardrous/ Beachfront Realty	7
The Buzz	8
Beach Bar/ Discounts to La Perla Residents	8
Kelly Salinas/ Miami Red Square	9
Meet The Staff	10
Sylvia Smith Levine/ Smith & Associates	10

City Meeting 9/15/16

All members should be proud of the La Perla Association. More than 70 of our residents attended the City meeting, effectively placing the City Commission on notice that Pier Park is a perilous situation and they have to do something about it. Some people travelled as far as Canada and Argentina to be in attendance.

Our attorney Eric Glazer started the presentation along with a 10-minute video showing dangerous incidents at Pier Park; Semi articulated trucks reversing out the entrance, Beach goers walking through the driveway, residents stuck on Collins trying to enter Pier Park, car with a trailer trying to dock a boat!! Angry beach goers refusing to move their vehicles, the list goes on!

The video depicted almost every type of incident possible. Over 20 residents also stood up to tell their own horror stories of being abused for just trying to get home after a long-day of work, others having their families attacked; "road-ragers" chasing a young family down the road, that list also goes on. The Commission seemed in shock! The Board Members also offered the Com-

mission insight, having discussed these issues in meetings previously with City staff. One of our residents, former City Clerk of Sunny Isles Beach, Richard Brown, provided the history of Pier Park and La Perla. Possibly the best was saved for last however when the Chief of Police Fred Maas unexpectedly stood up to raise his significant and lengthy list of concerns-- a view shared amongst his staff.

At the end of the meeting, the Commission commended the Association but responded in a cautious manner. The Mayor and others tried to explain that there was so much red tape, and that they would find it extremely difficult to convert Pier Park into a green space without parking given the agreements they have in place. These statements from the Commission obviously upset many of the residents, and some of those present became a bit irritated and expressed it to the Commission. At the end, our Board and the City agreed to investigate options and to schedule a meeting to find a resolution.

All said and done, it was a great success and proves how important you all are. The City has listened, and they have already reached out to us for some more dialogue. We will keep you posted. Thank you for all your help!

BUY • SELL • LEASE • MANAGEMENT • INVEST

WE FOLLOW LA PERLA'S RULES

WE COLLECT TAXES

WE GLOBALLY MARKET
YOUR CONDO.



+1-954-330-3131

THESIRGROUP.COM
BRANDON@THESIRGROUP.COM

BRANDON SCHNEIDER
BROKER / OWNER / MANAGER

NO MANAGEMENT FEES!!

UNIT 1110	1BR / 1BA	UNIT 2608	2BR / 2BA
UNIT 1509	2BR / 2BA	UNIT 2906	2BR* / 2.5BA
UNIT 1809	2BR / 2BA	UNIT 3208	2BR / 2BA
UNIT 1909	2BR / 2BA	UNIT 3606	2BR* / 2.5BA
UNIT 2001	2BR* / 2.5BA	UNIT 4107	2BR / 2BA
UNIT 3603	2BR / 2.5BA		*WITH DEN

JUST LISTED

ARE YOU MISSING BOOKINGS?

DON'T SETTLE FOR INCONSISTENCY!

THE **SIR** GROUP
SCHNEIDER INVESTMENT REALTY

CONSISTENT RESULTS!

CONNECT WITH US



@THESIRGROUP



/THESIRGROUP



@THESIRGROUP



1 bedroom with Oceanviews available immediately until Nov. 1st, 2016; \$3150 per month.

2 bedroom Direct Oceanfront available immediately until Jan 3rd, 2017; \$6,000 per month.

2 bedroom corner unit with Ocean & City views available now, LONGTERM only; \$3,750 per month.

For latest inventory please contact:
Cell Text **305.975.0880**

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



Managers Column

Thank you to all who attended the City Commission meeting on 09/15/16. It was a big success in many ways. We now wait for the City to make the next move. They have contacted us to set up a meeting. For too long the City have chosen to address Pier Park with a band aid, however after hearing the alarming stories from residents in attendance at the Commission meeting, how can they possibly fail to react now?!?! We'll keep you posted.

It's Budget time again! And after a big decrease in 2016, we will be seeing a slight increase in 2017. As you may recall, we received our settlement from the Developer in 2015 which managed to bring down the fees in 2016 by over 2.5% by adding \$200,000 to our surplus. It was like a gift to the members!

This year though, there will be a big reduction in the surplus. In addition, the Board completed some necessary upgrades in and around the building:

Fountains were installed in the valet area removing the landscape that was impossible to maintain.

The warped wooden floors in the lobby were replaced with calacatta gold marble by the piano

The outdated elevator cabs have been enhanced and the office was redesigned to deal with the rental polices that take up a lot of office staffs time.

Throw in over \$80,000 (and counting) in structural repairs for PT cables. Fees will return to 2015 levels. With all the unforeseen expenses and repairs that were not budgeted for in 2016, we are looking at an increase of only around 1.7% of 2015's budget.

Great work again to our treasurer Erica Focarò for keeping La Perla's fees extremely competitive in our neighborhood. Our Budget meeting is set for November 8th. The mail out will be going out in the next few weeks. A proxy will be included.

Again, we are asking members to vote for a pooled reserves method that will lower the risk of a special assessment if one of our major equipment was to fail suddenly. Please complete the proxy and return it to the management office.

Rafael Albo, P.A. presents...

Best Cabana #4 For Sale! Corner unit huge balcony

Offered for: \$299,000

- * Fully Furnished Inside and Outside
- * Professionally Decorated. Artwork Included
- * All Appliances Included
- * Sealy Memory Foam Mattress



Rafael Albo, P.A. - Realtor - 305.490.7582 - La Perla Condo
www.MiamiOceanfrontRealty.com

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.


Ambassador
TRANSPORTATION GROUP

MIAMI • FT LAUDERDALE • PALM BEACH

(305) 256.0000 • (800) 506.LIMO • www.ATGLUXURY.com



Interview with Dana Goldman



Can you please tell me a little about your professional life?

In addition to my service on the City Commission, I am currently employed as a real estate attorney at Miami's oldest law firm, where I represent home builders and other institutional clients. My main practice area is in condominiums and planned development communities. I also handle licensure matters for real estate brokers and brokerage firms and have a sub-specialty in Florida's real estate licensure laws.

And what about your personal life?

I have lived in the City of Sunny Isles Beach since 2001. I am married and have a daughter who attends the Norman S. Edelcup Sunny Isles Beach K-8 School.

What is your favorite aspect of the job as Commissioner?

By far, my favorite aspect is meeting with our residents. It's the best part of public service, listening to residents, hearing their issues and solving problems or serving as a referral source to others who can best assist.

Aren't you busy enough in your professional and personal life to be taking on the position of Commissioner?

Sure, I am super busy. I am also very productive. Still, among the most rewarding aspects of my career is public service. That's what makes me tick. When you love what you do, it's not a chore and you're never too busy to do it.

How many hours a week do you dedicate to being the Commissioner of your district?

That's flexible. On "Commission" Weeks, when we have hearings I can spend ten to fifteen hours a week, on others, attending events and meeting or speaking with constituents, perhaps less. Again, it's not a chore, it's great to get out and meet people, engage in conversation with our City's staff, colleagues and constituents.

What skill sets do you bring to the Commission?

Analytical and communications skills as a practicing attorney, financial and managerial skills as a former business owner, empathic skills as a wife and mother.

If you can waive a magic wand and fix one issue in SIB, what would it be?

Clearly, it's our traffic. But I'd also want the City to have wide sidewalks and landscaping like our neighbors to the south, the City of Bal Harbor.

What is your greatest concern as a SIB resident?

That we can continue to maintain our level of public safety and security.

Who is your favorite musician?

Steve Wynwood/Traffic.

What is your favorite song?

Low Spark of High Heeled Boys. Go figure!

What politician do you most admire?

Winston Churchill.

What is your favorite TV show?

Cable: Ray Donovan. TV Network: The Good Wife. So much of The Good Wife resonates; a female attorney balancing children, personal and public life, a law practice.

Who is your favorite sports personality?

That's tough. I'm not a huge sports fan.

If elected as Commissioner, what are your goals for the next 4 years? Do you have a vision for SIB?

I have so many goals! Here are a few: (1) continue to address the traffic situation; (2) maintain fiscal restraint and responsibility; (3) successfully address our school overcrowding situation; (4) work with my colleagues to combat condominium fraud; (5) manage west side redevelopment. On the horizon, I'd like to partner with our neighboring municipality to build a new high school.

At the Commission meeting on 09/15/16, La Perla residents turned up to tell the Commission about the dangers of Pier Park, what was your take away from the meeting given that you represent the residents at La Perla and the local communities who also opposed the current situation?

The City has to find a meaningful solution, and according to my most recent conversation with City Management, we are on the job!

Have you given thought to all the pedestrians who will be crossing over when the gateway park and the new construction is built on 163rd?

Yes. But we can't just "build a wall". We have to accept in part that we are a fabulous destination and we live in a larger ecosystem.

Any words for the residents of La Perla?

Sit tight. The City is receptive to your issues and has the will to find a solution. And yes, I'd like to think that if I am re-elected I can take part in a meaningful solution to this challenging situation for the La Perla residents.

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 or the unit having storage and self parking.



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.



Long Term Rentals:

← These are rentals **MORE** 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



Type	Unit	Date Sold	Price	Price Per SqFt.	Unit SqFt
D	1909	12/14/2015	\$ 762,500.00	\$ 602.29	1,266
F	3506	11/9/2015	\$ 900,000.00	\$ 549.79	1,637
B	2701	7/21/2016	\$ 900,000.00	\$ 554.53	1,623
A	2202	7/28/2016	\$ 1,100,000	\$ 686.64	1,602
A rev	2503	6/22/2016	\$ 1,050,000	\$ 655.43	1,602
G	1204	4/27/2016	\$ 777,000	\$ 453.06	1,715

LA PERLA RESIDENTS 10% OFF

PERSONAL TRAINING
SESSIONS AT



323 SUNNY ISLES BLVD
LOBBY OF THE MOUNT SINAI BUILDING

WWW.VIBECLASS.COM **305 944-4106**



ONE STOP SHOP FOR ALL YOUR REAL ESTATE NEEDS

Buying/Selling OR Renting/Leasing

Elham Tadrous
Realtor Associate
Beachfront Realty, Inc.
Cell: 305-343-9470
elham.tadrous@gmail.com





THE BUZZ



Thoughts to Ponder:

For what it's worth...
 It's never too late,
 or in my case too early
 to be whoever you want to be.
 There's no time limit.
 Start whenever you want.
 You can change or stay the same.
 There are no rules to this thing.
 We can make the best or the worst of it.
 I hope you make the best of it.
 I hope you see things that startle you.
 I hope you feel things you never felt before.
 I hope you meet people who
 have a different point of view.
 I hope you live a life you're proud of,
 and if you're not,
 I hope you have the courage
 to start all over again.

F. Scott Fitzgerald

LIFE HACKS:

Stanford | ONLINE

Stanford Online offers free online courses taught by Stanford faculty to lifelong learners worldwide, and a variety of professional education opportunities in conjunction with many of the University's schools and departments.

You can sign up on their website
<http://online.stanford.edu/>

Ask Eliana:

Q: I have an upcoming event I'm hosting, but there isn't enough room in my unit, is there a space in La Perla I could use to better accommodate my guest?

R: Yes, you can rent out the Party room located on the lobby floor. It's available from 8AM-11PM. Reservations can be made in the management office.



SEAFOOD STEAK SUSHI

BEACH BAR

@newport pier

25% off for LA PERLA residents.
Must show LA PERLA ID to obtain discount.

offer expires 12/31/16

I JUST SOLD!
UNIT 2402 FOR \$1,070,000!

CHECK OUT OUR AVAILABLE UNITS FOR SALE

UNIT 2606
 2 BEDROOMS + DEN / 2.5 BATHROOMS
 \$990,000

UNIT 3107
 2 BEDROOMS / 2 BATHROOMS
 \$849,000

I JUST RENTED!
UNIT 3206 & 3109

CHECK OUT OUR AVAILABLE UNITS FOR RENT

UNIT 3006
 2 BEDROOMS + DEN / 2 BATHROOMS

UNIT 3909
 2 BEDROOMS / 2 BATHROOMS

UNIT 702
 2 BEDROOMS + DEN / 3 BATHROOMS

UNIT 3910 UNFURNISHED
 1 BEDROOM / 1.5 BATHROOMS

COMPLIMENTARY COMPARABLE MARKET ANALYSIS

KELLY SALINAS P.A.

LA PERLA CONDO SPECIALIST | SPEAK ENGLISH / SPANISH / ITALIAN

SALES / RENTALS / PROPERTY MANAGEMENT

954-643-5487 KELLYSALINAS7@GMAIL.COM WWW.KELLYSALINAS.COM

Meet the Staff:



Jessica Cardona was born in Bogota, Colombia. Jessica moved to Guam, a country located near Japan and the Philippines when she was 15 years old. Five years later she decided to move to Miami! She is currently studying in Miami Dade College for a radiology degree.

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

A. When I can find the time! I like Roller blading, dining out to different restaurants and reading a good book.

B. Q. What is your favorite movie?

A. Interstellar

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

A. Game of Thrones

Q. What is your favorite song of all time?

A. Aerosmith– I Don't Want to Miss a Thing

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

A. I bought a one way plane ticket to Miami without notifying my family who I lived with in Guam. They were very surprised

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

A. I volunteered to work in a Hospital when I was residing in Guam, I even had the opportunity to watch an open heart surgery.

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 Paulo Coelho, Dr. Oz, and Zac Efron

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

A. The atmosphere in the building, seeing new faces and my co workers

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

A. Rude people

Q. Where do you see yourself in 5 years ?

A. Obtaining my degree in Radiology, working in the medical field and having my own apartment.

Thanks Jessica !

NEW ON THE MARKET



FOR SALE

ONE OF A KIND!

This 2 bedroom 2 ½ bath direct oceanfront condo with wraparound balcony on high floor has spectacular views from each room.
Offered furnished.

Asking Price: \$1,249,900 | For more info or private preview, please contact:
Cell | Text **305.975.0880**

Sylvia Smith Levine | CIPS
President | Licensed Real Estate Broker

