

La Perla Ocean Residence

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

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New Board Elected!

Our Annual Election Meeting was held on March 26th. It was an interesting couple of weeks leading up to the meeting.

At the time of the February 14 deadline for running we had 10 people seeking a Board Position. However, a week before the mail out was complete, one candidate dropped out and it was discovered another resident couldn't run because of a technicality. In the end, there was 8 on the ballot!

This is the 2nd time that the Association held a Candidates night. The first one (2007) was the inaugural Annual Election when The Newport Hotel facilitated a meeting. Three of the winners that evening are still on the Board!

This years Candidates night was held in our Party Room to give every member running the opportunity to introduce themselves and their background. A fun night was had by all! There were over 30 members present--- A truly successful night. The event had a three-minute pitch for each candidate, four mandatory questions for each candidate, and then 20 minutes of random questions. Every candidate did themselves a favor.

Not since 2010 has the Association even had an election, but with Director Tim Lanham deciding not to run, it meant there would be at least one seat open if the current Board was to be reelected.

The election night was a tense night to say the least. The Association had our attorneys present to count the ballots, and the election tally reads as follows:

Erica Focaro: 84 Votes

Ron Isriel: 81 Votes

Michel Ohayon: 26 Votes

Richard Papazian: 71 Votes

Anna Reznik: 18 Votes

Roberto Rodriguez: 80 Votes

Esther Saig: 10 Votes

Leonid Shafranov: 49 Votes

So congratulations to the new 2015 Board. The new Board formed the following officer titles:

Roberto Rodriguez: **President**

Richard Papazian: **V.P.**

Ron Isriel: **Secretary**

Erica Focaro: **Treasurer**

Leonid Shafranov: **Director**

SPECIAL OFFERINGS:

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Trump Palace
2 bedroom '03' line (available for summer 3 months min.)

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Sylvia Smith Levine | CIPS
President | Licensed Real Estate Broker
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Managers Column

Congratulations to the Board. Since 2007, Erica Focaro, Ron Isriel and Roberto Rodriguez have overseen the building improvements, helped values grow and the amenities enhanced. A lot should be said for continuity in a building, and obviously the membership acknowledges this. We must also acknowledge Richard Papazian (Board Member **since 2012**) who has brought much of his business knowledge and reasoning to the administration. His creative designs are also a big positive! We warmly welcome Leonoid Shafranov, (**owner since 2012**), a vastly experienced member having served on Boards in New York .

The Boards main targets this year:

◆ **Pier Park:**

Certainly the toughest target this year, but a job that must be attended to! We have seen the City work with us by building a walkway on the south side of the parking lot, and hire an attendant for the Park on a daily basis. However, the situation is still a dangerous and unflattering “park” for our City and our entrance. We hope that the City will work with us to remove the parking spaces and create a first-class beach access walkway and finally turn Pier Parking Lot into a Park! . Board President Roberto Rodriguez will take the lead on this!

◆ **The lawsuit vs the Developer:**

We have had some positive news lately with the law suit and we are moving forward, we are hopeful this will end in August/ September. Ron Isriel is taking the lead on this!

◆ **Completion of a design for a Sauna/Steam Room:**

Richard Papazian has met with a company who have been working on a lot of the new projects in Miami and Sunny Isles. We doubt there will be construction this year, but a solid plan will be put in place.

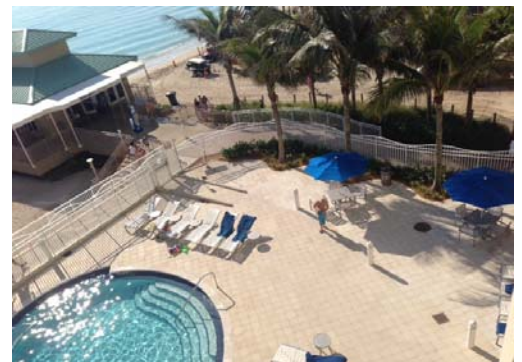
◆ **Rental Occupancy Control:**

Rental Occupancy Control: Anyone who has attended a meeting will tell you this is one of

the biggest complaints we receive. It is not about owners who rent 12 times a year and comply with the rules. It is the owners and realtors who allow more than 2 people per room stay in their unit.

So often, the office receives a registration form for 2 or 3 people, but when the guests arrive, it turns out there is sometimes 8-10 people. On external websites, the advertisements sometimes read; sleeps 14. This kind of activity is damaging in so many ways for the building. The arguments the office receive on a daily basis when 8 people want beach chairs is getting tiring and we need to do something about it. The overcrowding of the pool area, the gym and even the elevators as people on their vacation treat the building as a hotel. We will reach out to these owners in the next few weeks. If they don't want to co-operate, then we will take further steps.

It's obviously cheaper for 8-10 people to stay in a unit instead of a hotel but that does not make it ok. Owners and guests who follow the rules cannot even use their own amenities. We are asking all owners who rent their units to start taking responsibility.



Pool Deck new look!

In addition to all of this, units that are rented out for short periods (this constitutes a business operation) to various guests will be required to purchase a business insurance policy (not the standard H06 insurance policy); —specifically either a hotel or a bed and breakfast policy. We will begin enforcing this on all new rentals immediately. New Board Member Leonoid Shafranov will be taking the lead on this!

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◆ **Pool Cabanas upgrade**

Now that the pool heater has been installed and the pool deck increased, it's time to focus on the Cabanas. We have discussed knocking them down in the past and building a Pergola. However at this point, we are looking to enhance what we already have. Richard Papazian is working with an awning company to enhance the Cabanas. Once that is done, we will hopefully add some comfy furniture.

◆ **Hallways:**

We know this area badly needs improvement. Ron Isriel and Erica Focaro will be taking on this project.



City Manager discusses Beach Erosion with the Membership



Candidates Night!

We had our Candidates Night on 3/18/15 which was a lot of fun, but before that we had our Board Meeting where we invited City Manager Chris Russo and Commissioner Isaac Aelion to discuss our Beach Erosion.

It appears the City are aware that the Pier might be a contributor to loss of sand on our beaches. They are also working on resolving it. According to Chris Russo, Sunny Isles Beach is in the top 3 hot spots in South Florida that need re-nourishment. At the City's Commissioner Meeting the following night in City Hall on 03/19/15, the City approved a study with a Coastal Engineer to research a resolution. Mr. Russo was also hopeful a re-nourishment would be done before the end of the year.

Another big deal which we are very excited

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about is the **Fision** deal with Hotwire. Similar to U-Verse , this system based on a Microsoft platform can record for 7 hours. Residents will also receive much faster internet. And just as important, this will help reduce waiting times for repairs. Most repairs can and will be done remotely. Each unit will receive 1 Plug and play (connect to the wall analog) and 1 Digital Box. Upgrade prices and channel line up will soon be available. Special praise to our outgoing Director Tim Lanham who did most of the research to get this off

the ground. We should have more information in our next Newsletter. Great news on our Insurance: Our Treasurer Mrs. Focaro is in talks with agents and we are set to save at least \$100,000 of our premium this year. That's \$100,000 folks!! By far our biggest savings. Great job Erica! Finally, we will be purging a lot of Fobs from the security system in April. If your fob is deactivated, please bring it to the office and we can reset it for you!

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- ★ References & spreadsheets available upon request

La Perla Portfolio



Unit 4107 - 2/2



Unit 2608 - 2/2

Unit 3606 - 3/2

Unit 2001 - 3/2

*renting weekly/monthly - call for availability

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Your AC Unit is getting old! What about this idea?

So much has changed in the world of air conditioning in recent years that if your system has almost any significant breakdown — or if it's just not keeping you as cool as it used to — it may be worth replacing it instead of repairing it. Lets face it, if you haven't changed out your unit yet, it might be time!

A new system can use less than half the electricity of your existing one while doing a better job of keeping you cool. Still, there are other steps you can do to help make your decision, ask your contractor to assess your AC equipment not just the condition of your existing equipment, but also the ducts that deliver the cool air and the overall quality of the insulation in your Condo. Improving those elements might increase the effectiveness of the system as much or more than installing new machinery.

Assess the efficiency of your current system:

As your air conditioner is 10 years old, it could suck up to twice the electricity that even a low-end new one would use. That's because it operates at a 9 rating (SEER, or Seasonal Energy Efficiency Ratio), which is the amount of energy needed to provide a specific cooling output.

Until 2006, 10 SEER was standard, but these days, the minimum allowed by federal law is 13 SEER. That translates to 30% less electrical consumption and 30% lower cooling bills than equipment installed just a few years ago.

You could upgrade to the highest efficiency unit available and still not feel comfortably cool on hot days. That's because the mechanicals are only part of the central air system. The average ductwork leaks 10% to 30% of its air before it can reach your living space. Before deciding whether to repair or replace your units, your technician should run a duct-leakage test, by sealing the vents and measuring how much air escapes the system.

Make sure a new system is sized right

If you decide to replace, make sure the contractor's bid includes a load calculation showing how big a system you need and why. Air conditioning is measured by the ton, which is the cooling power of a one-ton block of ice melting in 24 hours. Not only do oversized systems cost more, but they also do their cooling work too quickly, which means more frequent on/off cycles, wearing out components and using more electricity. Plus, they don't have a chance to effectively dehumidify the air.

One home owner has been badgering the office about getting a bulk deal for the owners of the building (and we glad he has as it makes perfect sense). Depending on the size of your apartment, a new unit replacement can cost between \$3,000-4,000 for a 13 SEER unit. It's cheaper to just get the old machine fixed right?

But what if you could knock \$400-500 of that new installation and reduce your electricity bill too! Is it starting to make sense now? You can even double your energy savings by jumping up to 16 SEER, which will reduce cooling expenses by 60% .

At \$5,000 to \$6,000, these super-efficient units are more expensive, but they qualify for a federal tax credit of up to \$300 and possibly local incentives, too. Your installer can see whether it's worth the additional cost.

We have spoken to our own contractor; If we can get at least 10 owners who would seriously consider this, there would be savings for all involved. The Association will not purchase the units for owners but would help in the process and accept the delivery of the units. If anyone is thinking about doing this, please email me at swalshe@akam.com and we can try to get something done.

UNIT 1110 IS NOW UNDER CONTRACT WE CAN SELL YOUR UNIT TOO



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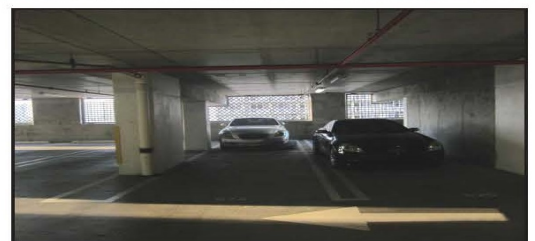
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La Perla Market update page:

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.



Short Term Rentals:
These are rentals **LESS**
than 6

Unit Type	Bed	Bat h	Den	SQFT	Average Monthly Rate	Highest Monthly Rate
Line 01 Garage Floors (K)	2	2 ½	YES	1,707	\$5500	\$6500
Line 01 (B)	2	2 ½	YES	1,623	\$6480	\$6750
Line 02 Garage Level (H)	2	2 ½	NO	1,698	\$5500	\$5500
Line 03 Garage Level (J)	1	1	NO	906	\$3675	\$3875
Lines 02 & 03 (A)	2	2 ½	NO	1,602	\$5500	\$6000
Line 04 (G)	2	2 ½	YES	1,715	\$5480	\$6950
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$3340	\$4300
Line 06 (F)	2	2 ½	YES	1,637	\$5120	\$5200
Lines 07 & 08 (E)	2	2	NO	1,423	\$5745	\$6700
Line 09 (D)	2	2	NO	1,266	\$4500	\$5600
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$3340	\$4300
Pent House Floor (L,M & N)	3+	3+	1+	2625 +	NA	NA

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	\$3400	\$3400
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	\$3380	\$4000
Line 04 (G)	2	2 ½	YES	1,715	\$3380	\$3600
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$2530	\$3000
Line 06 (F)	2	2 ½	YES	1,637	\$3250	\$3900
Lines 07 & 08 (E)	2	2	NO	1,423	\$2900	\$3500
Line 09 (D)	2	2	NO	1,266	\$2600	\$3200
Lines 05 & 10 (C)	1	1 ½	NO	1000	\$2530	\$3000
Pent House Floor (L,M & N)	3+	3+	1+	2625 +	\$4750	\$4750

Long Term Rentals:



Type	Unit	Date Sold	Price	Unit Sqft.	Price Per Sqft.
D	4009	02/23/2015	\$800.,000	1,266	\$631.91

Rafael Albo, P.A.

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THE BUZZ



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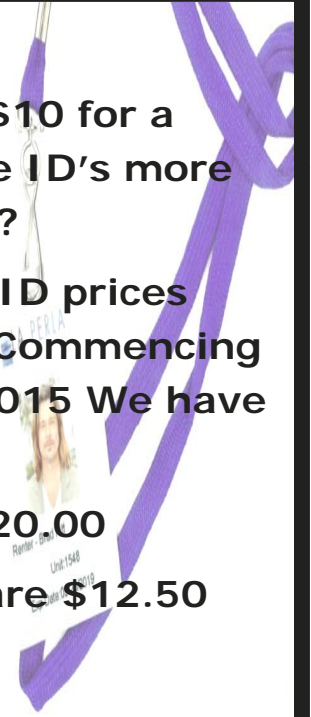
LIFE IS SHORT.
SMILE WHILE YOU
STILL HAVE TEETH.

Ask Ana:

Q: I used to pay \$10 for a building ID; are ID's more expensive now?

R: You are right! ID prices have gone up. Commencing on March 01, 2015 We have two options:

- FOB ID's are \$20.00
- Non-FOB ID's are \$12.50



Pet of the Month:



All about Romeo:

Birthday: January 9th

Age: 10 years old

Breed: Bichon Frise

Tell us about Romeo: I'm white and fluffy and I'm super loveable and friendly! I love when you guys pet me in the elevators it feels so good

Romeo Likes: I love going on long walks and I love car rides so I can stick my head out the window and let the wind blow through my fluffy fur

Romeo Dislikes: I hate vacuum cleaners!! The noise scares me so I always bark at them

Favorite Treats/Toys: CHEESE! I can't get enough of it and whenever I'm a good boy I get to eat it



Ocean Point #2406 | Sunny Isles Beach
 Ocean Views 1 Bed, 1 Bath
 960 Sq. Ft. | \$430,000



Millennium Unit #1104 | Sunny Isles Beach
 Ocean & Intracoastal Views 2 Beds, 2.5 Baths
 1,680 Sq. Ft. | \$1,299,000



Harbour House #322 | Bal Harbour
 Next to The Ritz-Carlton Hotel 2 Beds, 2.5 Baths
 1,462 Sq. Ft. | \$749,000

Regalia Unit #16 | Sunny Isles Beach

4 Beds, 4.5 Baths, All Marble Flooring, 7,615 total area, 5,515 Interior,
 360° Views, One unit per Floor, Wrap around Balcony 2,100 Sq. Ft. | \$9,990,000



La Perla Unit #2304 | Sunny Isles Beach
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North Tower At The Point Unit # 2304 | Aventura
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* All prices subject to change



Nadir Abad
 Pereira Nunes
**ARM – Accredited
 Residential Mgr.**

Jose Augusto
 Pereira Nunes,
**Real Estate
 Broker**

Meet the Staff:



Jhimy Laguerre hails from Haiti, has 2 children and is 8 years married. Jhimy has a Bachelor Degree with a Major in Economics; and teaches part time in Miami Dade College. One thing we appreciate about Jhimy is his willingness to take on a task. Jhimy began working at La Perla in November 2013.

Q. What's the best way to spend a rainy weekend?

A: I love to read

Q. What do you think is the ideal age?

A. Anywhere between 25-40

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

A. I love to play with my children

Q. Where would you choose to live if you had to leave the Country

A: I would always love to live in my country: Haiti

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

A: I wouldn't invite any celebrity. I would prefer to invite people who need food.

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

A. I enjoy teaching, but when I taught in Colombia, that was a great experience for me.

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

A. La Perla is a Community, it is like a family.

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

A. I work too hard!

Thanks Jhimy !!



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2+ Den Unit #3006

Direct Ocean 2+ Den #702

2/2 Unit #3909

Corner unit 2/2 #4208

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