

Power Houses 2017

Karen Elmir



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While some children were imagining lunar adventures or dancing center stage at prestigious ballets, Karen Elmir knew from the age of 12 that real estate was her passion. And unlike most childhood vocational aspirations, she turned this dream into a reality, morphing a pre-adolescent fantasy into a top-producing career with a client list that includes A-list celebrities and Grammy-winning musicians. It's her drive and determination that makes Elmir such a boon to buyers, sellers and investors alike. "I believe in treating every deal like it's a billion-dollar transaction," she says. "Your clients have to trust you, and you must nurture that relationship as you would a friendship."

Most recent success: "I recently closed on a \$6 million pocket listing in Brickell. The seller came to me with a listing for two adjacent lots, and within 30 days I had them sold."

Sure bet: "Work with a realtor who invests in marketing your property because it shows that they believe in it and will get you top dollar for your listing."

Biggest misconception about realtors: "Some people believe that real estate is a relaxed profession! That couldn't be further from the truth! We're on call 24/7."

"I'm a firm believer in the old adage 'early to bed, early to rise' — I'm in bed by 10:30 p.m. every night so I can wake up early, run 3 miles and be up and working by 7 a.m."

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