

Miami luxury Realtor Karen Elmir swaps Cervera for ONE Sotheby's Realty

BY REBECCA SAN JUAN

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The Elmir Group specializes in selling luxury residential real estate in downtown Miami, Brickell and Coconut Grove. C.M. GUERRERO. CMGUERRERO@ELNUEVOHERALD.COM

Luxury real estate advisor Karen Elmir is leaving [Cervera Real Estate](#), her long-time business home, for [ONE Sotheby's](#).

“They were the perfect company to grow with,” Elmir said. “They are global. That network gives us more exposure and attract more buyers.”

The move has been in the works for the past three months, said Daniel de la Vega, ONE Sotheby's owner and president. Elmir and her seven-member team will work from ONE Sotheby's downtown Miami office.

Elmir started her career at Cervera immediately after graduating from high school, selling luxury condos in downtown Miami, Brickell and Coconut Grove. She started selling units in Epic in downtown, then went onto Grove at Grand Bay in Coconut Grove and, most recently, Brickell

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Flatiron in Brickell. In 2019, she raked in about \$20 million in residential sales in 2019, with about \$30 million to date in 2020.

Her relationships with developers made her an appealing candidate, said de la Vega, ONE Sotheby's co-owner and president. Elmir has worked with Two Roads Development, Ugo Colombo and Louis Birdman. "Karen has a remarkable reputation in the industry. Every developer that I've spoken with that has worked with her has spoke very well of her," de la Vega said.

Elmir will focus on resales for luxury condos and new developments "She will go after new developments and lead sales on some boutique projects," he said.

Two members of her team will also continue selling commercial real estate, Elmir said. Her team started selling and leasing commercial real estate in Brickell in early 2020 since, she said, "We wanted to diversify our portfolio, and many clients have expressed interest in commercial real estate."

The Cervera team will be sad to see her leave, said Alicia Cervera Lamadrid, managing partner and principal of the family-owned firm, which specializes luxury condo sales. "She started as a rookie, a green pea, and is leaving as a top seller. It makes me proud and sad — proud because we helped nurture her talent but sad because it's sad to see people leave after you've spent so many years with them."



Regarding ONE Sotheby's, Karen Elmir said, "They were the perfect company to grow with. They are global. That network gives us more exposure and attract more buyers." ALAN PHILLIP PHOTOGRAPHY