

February 11, 2019

MIAMI | PENTHOUSE | THE INSIDERS

## Miami Broker Sees One Bayfront Neighborhood as Most Promising

Luxury is about having everything you need at your fingertips, says Karen Elmir

BY LUCY COHEN BLATTER | ORIGINALLY PUBLISHED ON FEBRUARY 11, 2019 | [MANSION GLOBAL](#)



Karen Elmir of Cervera Real Estate is an expert in Miami's luxury real estate market, handling some of South Florida's priciest penthouse sales in the recent past.

Ms. Elmir, who got her real estate license when she turned 18, now leads her own team, The Elmir Group.

Fluent in English, Spanish and Arabic, Ms. Elmir, 30, recently worked on the in-house sales team at Grove at Grand Bay, and has held exclusive listings at other luxury properties in South Florida.

Her clients include Hollywood actors and Grammy-winning musicians. And Ms. Elmir has sold more than \$400 million of real estate within Brickell, Biscayne Bay, Key Biscayne, Design District, Midtown, Coconut Grove and Coral Gables.

We caught up with Ms. Elmir to discuss the next big neighborhood in Miami, the most consistent area, and more.

**Mansion Global: Describe your dream property.**

**Karen Elmir:** It would be on the beach. I love exercising and meditating by the water. I'd want a condominium with big bathrooms and a big master suite, and a big balcony, maybe with a summer kitchen. Everything a house can provide but in a condo, but where I don't need to deal with the maintenance.

**MG: Do you have a real estate property that got away?**

**KE:** I should have bought a unit at the W in South Beach that one of my clients was selling. It sold before I could make a decision.

**MG: What does luxury mean to you?**

**KE:** If I could choose one word it would be a lifestyle, everything at your fingertips. It's about living in a place that allows you to do what you want, and easily. Top-of-the-line amenities like a gym, spa, and pool, and a summer kitchen—all things that make life easier.

**MG: What area do you think is the next hub for luxury properties?**

**KE:** East Edgewater. That's the hottest area right now, and it's walking distance from the Design District. All the new buildings are bayfront. It's not as congested as Brickell, so you get a bit more of a sense of exclusivity. Now's the opportunity to buy before it gets like Brickell.

**MG: What's the biggest surprise in the luxury real estate market now?**

**KE:** Yes, people are compromising in the size of the apartment. People are choosing location and walkability.

**MG: Where are the best luxury homes in the world and why?**

**KE:** Miami, because you have the best weather. You can go to the beach in the winter. And it's one of the fastest growing areas in the country. There's so much diversity of home styles, too—you can have a Spanish Villa-type home or a modern home. Of course there's also diversity in terms of culture.

**MG: What's your favorite part of your home?**

**KE:** My master bedroom, because I have panoramic views. I can lie in bed and look at the bay, and can see fireworks two or three times a year.

My shower is open, too, so I have a bay view from the shower.

**MG: What best describes the theme to your home and why?**

**KE:** Modern, sleek and minimalist. The nicest part is the light and the view, so I don't want a lot of furniture.

**MG: What's the most valuable thing in your home?**

**KE:** A 100-gallon fish tank. I have different coral reefs in there—and lots of fish, including clownfish, angelfish and foxface.

**MG: What's the most valuable amenity to have in a home right now?**

**KE:** A hair salon. The convenience is great.

**MG: What's your best piece of real estate advice?**

**KE:** They need to hire a hyperlocal real estate agent, someone who specializes in that market and that area who knows the true market value, and someone who, after they get to know the client, can find the best pick for their lifestyle. They know how to guide them.

**MG: What's going on in the news that will have the biggest impact on the luxury real estate market?**

**KE:** Tax reform. The majority of buyers here now are from the Northern Hemisphere and looking to move from the Northeast, specifically.

**MG: What is the best area now for investing in luxury properties?**

**KE:** East Edgewater, because the neighborhood is emerging, and it's near downtown and Miami Beach. I would also say Coconut Grove. It's a healthy market and has stable increase. Madonna and Sylvester Stallone have lived there, and it's very residential.

**MG: If you had a choice of living in a new development or a prime resale property, which would you choose and why?**

**KE:** New development. Everyone wants shiny and new, with upgraded technology and top-of-the-line finishes. I'd love to live at Biscayne Beach in Edgewater. There's a beachclub feeling at the pool, it's on the water and you can get picked up by a boat.

**MG: What area currently has the best resale value?**

**KE:** Coconut Grove, based on the fact that there's consistent growth there. It's the oldest neighborhood and it's near the best schools. There's a marina there and you have three parks.

Link: <https://www.mansionglobal.com/articles/miami-broker-sees-one-bayfront-neighborhood-as-most-promising-121195>