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Meet Karen Elmir of The Elmir Group in Brickell



Today we'd like to introduce you to Karen Elmir.

So, before we jump into specific questions about what you do, why don't you give us some details about you and your story.

I was fortunate to know what I wanted my career to be from a young age. At just 12 years old, I knew I wanted to be a realtor. I grew up in an era where Miami's real estate was booming. I saw the city grow before my eyes. I wanted to have a part in that growth, which is why right when I turned 18, I received my real estate license. Since that point, I've worked hard to build my own real estate team, The Elmir Group, under Cervera Real Estate, where we've sold over \$400 million of real estate within Brickell, Biscayne Bay, Key Biscayne, Design District, Midtown, Coconut Grove, and Coral Gables.

Great, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?

As a female, millennial entrepreneur you have to prove yourself in the beginning. I was met with a lot of skepticism when I first started out in the real estate field, but I was fortunate enough to have mentors who not only believed in me but took a chance on me.

I owe a lot of my success to those who trusted me early on.

Please tell us more about your work, what you are currently focused on and most proud of.

Today, I am leading The Elmir Group, a luxury real estate group under Cervera. We specialize in selling luxury homes and condos within Brickell, Biscayne Bay, Key Biscayne, Design District, Midtown, Coconut Grove and Coral Gables. I've found a niche with penthouses, selling Brickell's most expensive penthouse to date, along with two other penthouses in the past few years.

We're most proud of the pride we take in building relationships and going the extra mile for our clients. My team and I put a strong focus on truly knowing the neighborhoods we work in. We've become hyperlocal specialists of sorts. We make sure that we have a strong understanding of the ins and outs of the listing, the area and the buyer who I am showing a listing to.

We familiarize ourselves with every aspect of an area, including the neighborhood, the housing market of the area, the schools, local issues, and traffic concerns. Being knowledgeable about these aspects helps us guide the potential buyer in making an informed decision.

Tell us about your childhood, what were you like growing up?

Growing up, I always acted older than I was. I put a lot of pressure on myself to do well, which is why I think I was able to be successful at a young age.

I also always made time to have fun and never took myself too seriously. Something I still do to this day.

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