



"Behind every successful real estate sale is the work of our highly experienced international team that excels at coordinating hundreds of details into a single, powerful sales opportunity. Since 2007, The Elmir Group is who the most discerning property owners trust with their sales – because our track record and our personal commitment demands nothing less."

Miami

A city is never complete...

It has a beginning but it has no end.



On the Leading Edge of Miami

Year after year, the appeal of Miami only continues to grow – and alongside it, the demand for exceptional residences and real estate opportunities.



Meet Karen Elmir, Founder of The Elmir Group

With over \$250 million in record-breaking sales throughout Miami, and award-winning levels of service and professionalism, The Elmir Group is one of Miami's finest real estate teams. As recognized leaders in the market, customers who work with The Elmir Group always return time and time again to ensure the best-possible results and exceptional service in reaching their real estate goals.

- Specializing in high-net-worth clientele
- Personalized attention tailored to meet individual real estate objectives
- White-glove, concierge-level services to support buyers and sellers
- Complimentary advertising and marketing for sellers

Brickell, Downtown Miami and Coconut Grove Real Estate Specialist:

- Top Selling Agent for Epic since 2009 (representing 45% of all sales in 2016)
- Top Listing Agent for Grove at Grand Bay
- Top Producer in Brickell Flatiron
- Over \$40,000,000 in Coconut Grove residential listings

Top Producer:

- \$250 million in record-breaking sales throughout Miami
- 10 years of experience
- Tripled production between 2015 to 2016

Awards and Recognitions:

• 30 under 30 by National Association of Realtors

RANGOLIATION of Realtors



- Top 20 under 40 by Brickell Magazine
- Outstanding Marketing Award winner 2016 by Cervera Real Estate
- Rated #1 in Social Media by PropertySpark.com
- Named Top Producer 10 times

Professional and Charitable Organizations:

- Member of the Greater Miami Chamber of Commerce
- Youngest realtor in the Master Broker Forum
- United Way for Women
- Women's Club of Coconut Grove
- Starfish Foundation

About The Elmir Group



Karen Elmir

CEO, The Elmir Group

As CEO of The Elmir Group, Karen Elmir has been able to position her team as an elite sales group through the valued relationships and expert knowledge she's gained serving the luxurious Miami real estate market.

Fluent in English, Spanish, and Arabic, Karen is also recognized as a top producer for Cervera Real Estate and has led the group's sales of more than \$250 million worth of luxury real estate.

Samir Elmir

Vice CEO and Co-Founder, The Elmir Group

Dr. Samir Elmir, PhD, PE, BCEE, is the Vice CEO and Cofounder of The Elmir Group. He has been a licensed professional engineer in State of Florida for over 25 years. Dr. Elmir specialized in building performance management and operations including inspections. Dr. Elmir's leadership and management skills have earned him a great respect in the community. Dr. Elmir is an international figure with a rich network of high quality international clients. Dr. Elmir is fluent in English, Spanish, Arabic, and working knowledge in French.

Martin Elortegui

Director of Business Development, The Elmir Group

As the Director of Business development, Martin brings more than 20 years of successful experience launching business strategies, partnerships and products that drive market share, revenue growth and profitability.

Patricia Alfonso

Director of Sales, The Elmir Group

With over five years of accrued knowledge of the luxury real estate industry, Patricia has a true understanding of the sensitive nature of finding that "perfect home." Fluent in English and Spanish, she has built an exceptional talent in helping her buyers and sellers achieve their goals.

Anouka Maria Perkins

Financial Manager

In addition to her degree from the University of Alabama, Anouka is also an accomplished salesperson with international exposure. She previously worked with the New York City Corporate Office of PRADA as part of their Retail Operations and Finance Departments. Anouka also spent time living abroad in Salamanca, Spain where she gained valuable insight into the needs and expectations of foreign buyers who come to Miami looking for exceptional real estate opportunities.

Strategic Market Analysis

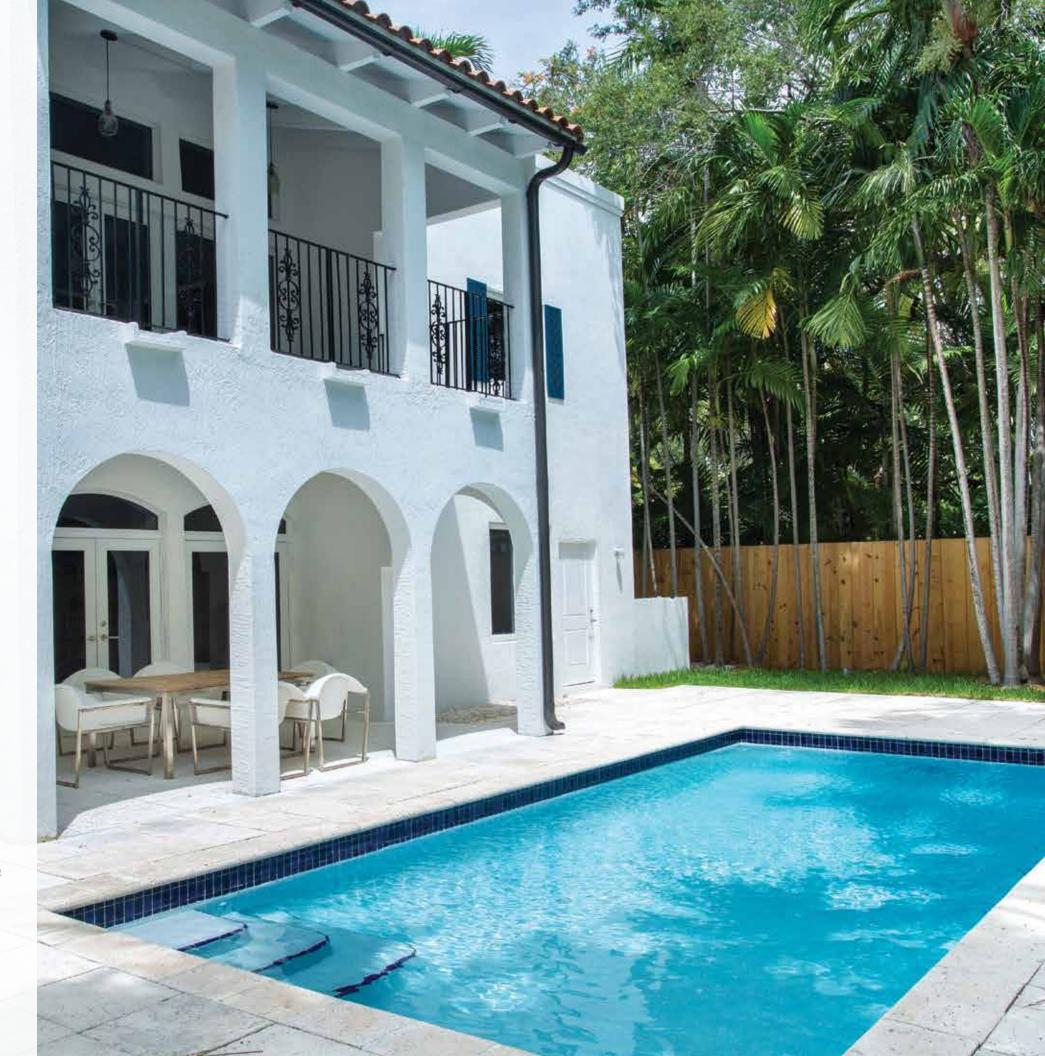
Knowing the true value of a property extends well beyond a simple bricks-and-mortar appraisal. Our approach is to evaluate properties based on a comprehensive market examination that considers location, sales history, current buying trends, overall market conditions, other competitive properties available for sale, and the unique selling points that make your property special and interesting to buyers. We gather and review all of this research to arrive at a selling price that is targeted to reach the most attractive buyers and generate the best-possible end result.





Anouka Maria Perkins Financial Manager

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Personalized Attention

Personalized White Glove Service:

Our mission is clear: to deliver the best experience to our customers by providing personalized brokerage services at the highest standard possible. Your needs inspire the personalized sales strategies that we use to seek the best opportunities to exceed your goals. At The Elmir Group, it's not just about getting the deal done – although we do that better than most – it's about doing what is right for you.

VIP Concierge Services:

To complement our White Glove Real Estate Service, we offer a wide array of assistance to our customers through our established network of professionals. These providers include: Attorneys, Appraisers, Interior Designers, Movers, Academic Consultants, Immigration, VISA Experts & more.





Professional Marketing

Smart, impactful marketing is a cornerstone of The Elmir Group difference. We believe a completely customized plan for each property is the most effective way to optimize that property's selling potential. After a thorough exploration of all available media and promotional tactics, we carefully select the right blend of efforts to apply towards various markets and buyers – and we monitor results closely so that marketing can shift to respond to changing market patterns.

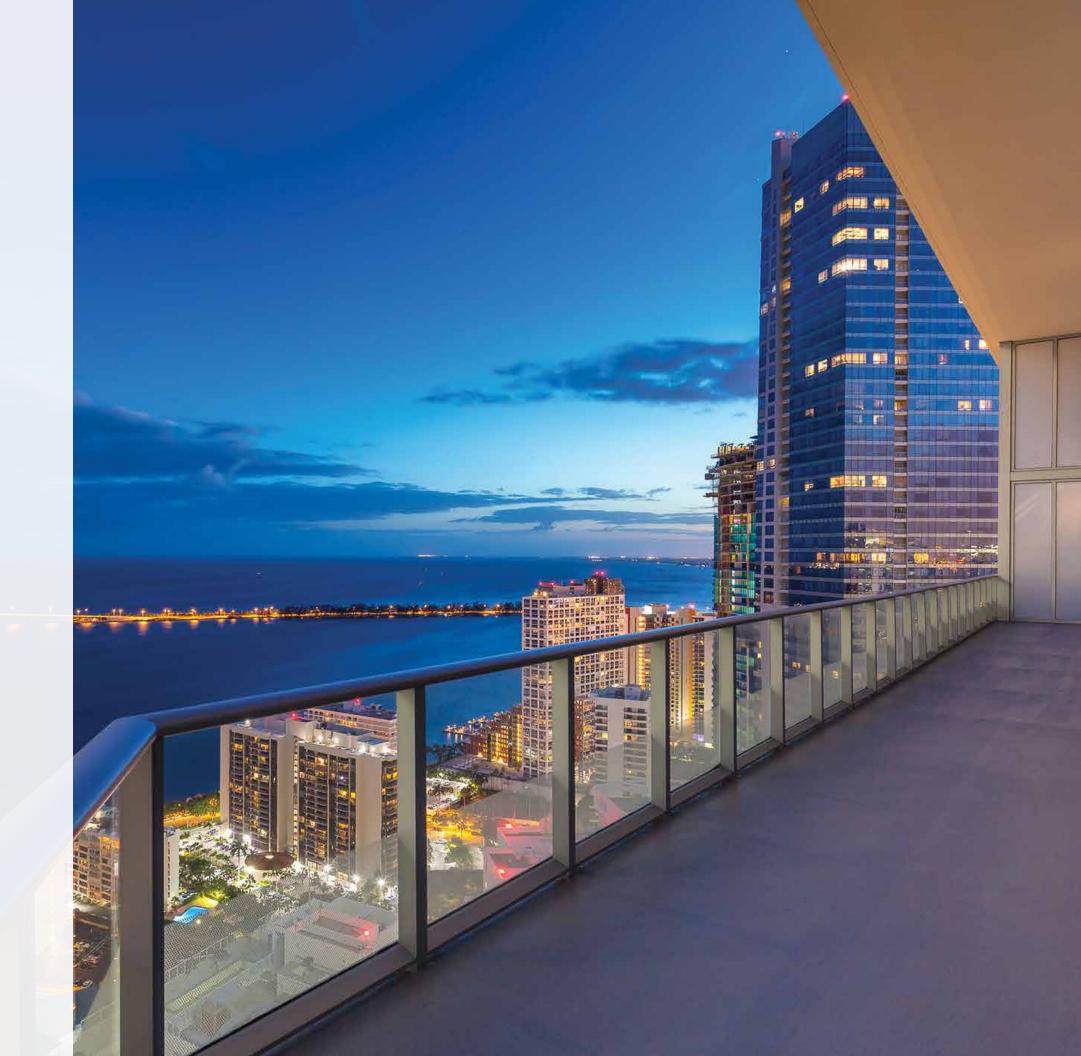
This not only guarantees a strong market presence for your property, but also works to ensure an exceptional financial return upon the completion of your sale.

Delivering the Look of Excellence

Real estate is a deeply visual experience. Buyers are attracted to a property first and foremost for the way it looks. Only then do considerations such as value and finances begin to matter. For this reason, The Elmir Group only uses professional photography and video teams who are experienced in the specific needs of real estate marketing. Where necessary, we also provide assistance with staging to give buyers a more complete visual representation of your property.

Professional Photography

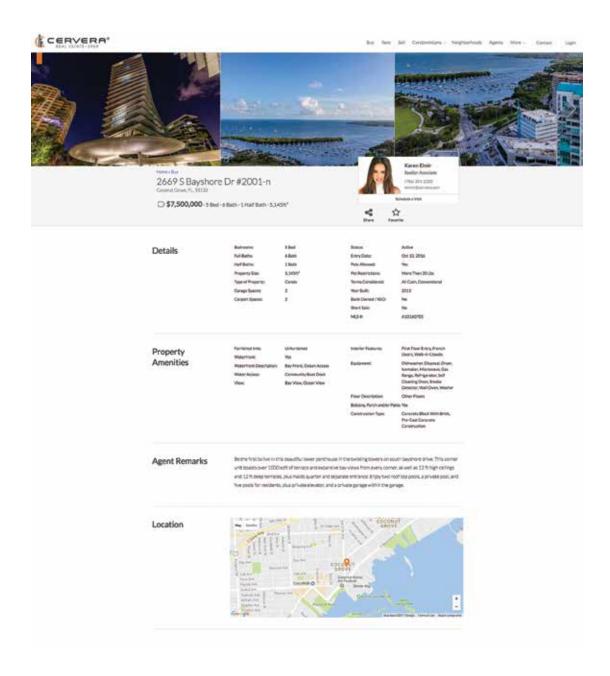
A complete visual package includes digital and print photography, video walk-throughs and property tours, and aerial drone imagery for exterior shots and views. The team then digitally remasters each image to bring out the most accurate colors, proportions, and architectural details of your property so that buyers get a compelling visual picture that makes them want to learn more.



Digital Marketing

Tools & Technology

As online marketing keeps evolving, it is the job of real estate professionals to be at the leading-edge of how buyers shop and what tools they use to access information. The Elmir Group's technology strategy leverages mobile apps and other tools proven to generate leads, enhance exposure, and streamline communications.



Email Marketing

Fueled by our professional network of over 30,000 local real estate professionals, leading international brokers, and an internal client database of high-profile buyers and sellers, our targeted email campaigns are designed for maximum impact and response.





Internet Advertising

Your Property on the Web

We will advertise your property 24 hours per day, 7 days per week, worldwide.







TheElmirGroup.com

































Social Media

People spend more time on social media websites than anywhere else on the web. 2 billion people in the world are using social media and the number is expected to grow to 2.5 billion by 2018.



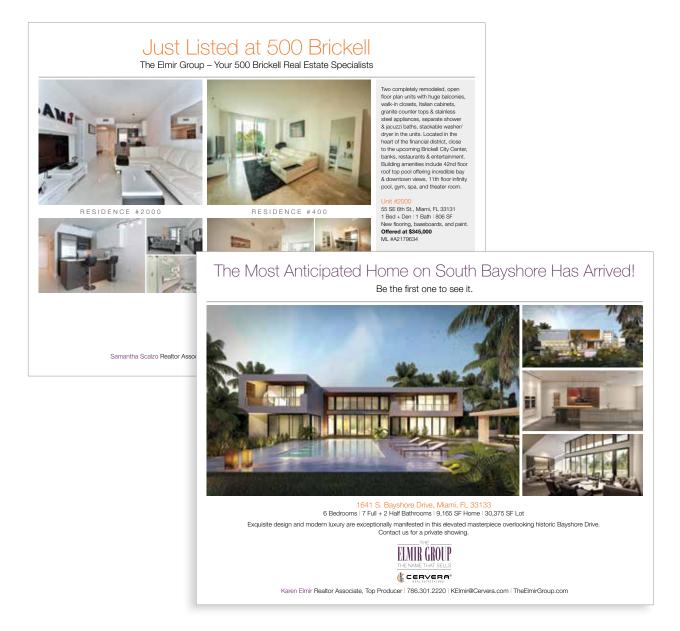




Print Marketing

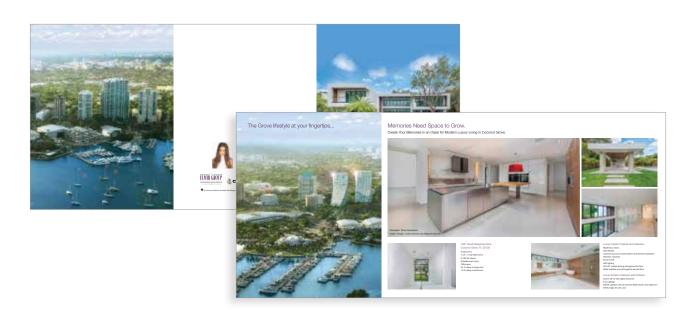
Direct Mail

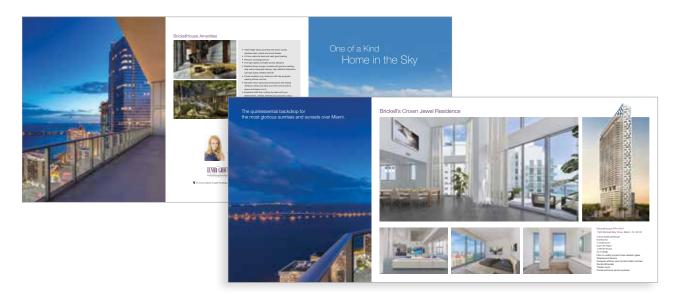
One of the strongest advantages of a mailing campaign is the ability to showcase a property without any competition or distraction. We make that advantage count with high-quality paper, design, photography, and sales-oriented messaging.



Brochures

For interested potential buyers, brochures are an important tool that keep selling your property over and over again each time it is read. We design our brochure materials to be appealing to browse, while also including important information that pushes the decision-making process further. High-resolution photography, detailed floor plans, amenities, neighborhood highlights and more all go into this important sales tool.





Events

Open House

Soon after your home is listed, we will hold various brokers' opens and open house events. We will introduce the property and communicate consistent key sales points to potential buyers with the following tactics:

- Catered lunch, cocktail hour with wine and cheese, champagne and hors d'oeuvres, Sunday brunch events exclusive to Miami's top-producing brokers and buyers
- Special incentives to create preference for your property above all others in Miami and surrounding areas





Special Events

In-season special events will be hosted in the residence to bring more attention to the property:

- Art Basel Events
- Sport Events
- Miami Fashion Week Events
- Miami Film Festival Events
- Miami Book Fair Events





























Print Advertising

Strategic advertising of your property in print publications such as Ocean Drive, Miami Herald, Brickell Magazine, Key Biscayne Magazine, Indulge, Inmobiliare etc.











The Miami Herald







Exclusive Representatives

Our reputation as one of South Florida's premier real estate teams has earned us the privilege of working alongside numerous highend developers on their latest and most exclusive projects.

Most recently, we have become the Exclusive Sales Representatives for a collection of contemporary custom-built homes in Miami. Please contact us for additional information about these properties or to engage The Elmir Group as your own exclusive agents.

Developer: Terra Developers Architect: Edgar Kamal

Interior Designers: Lorena Gomez and Alejandro Barrios



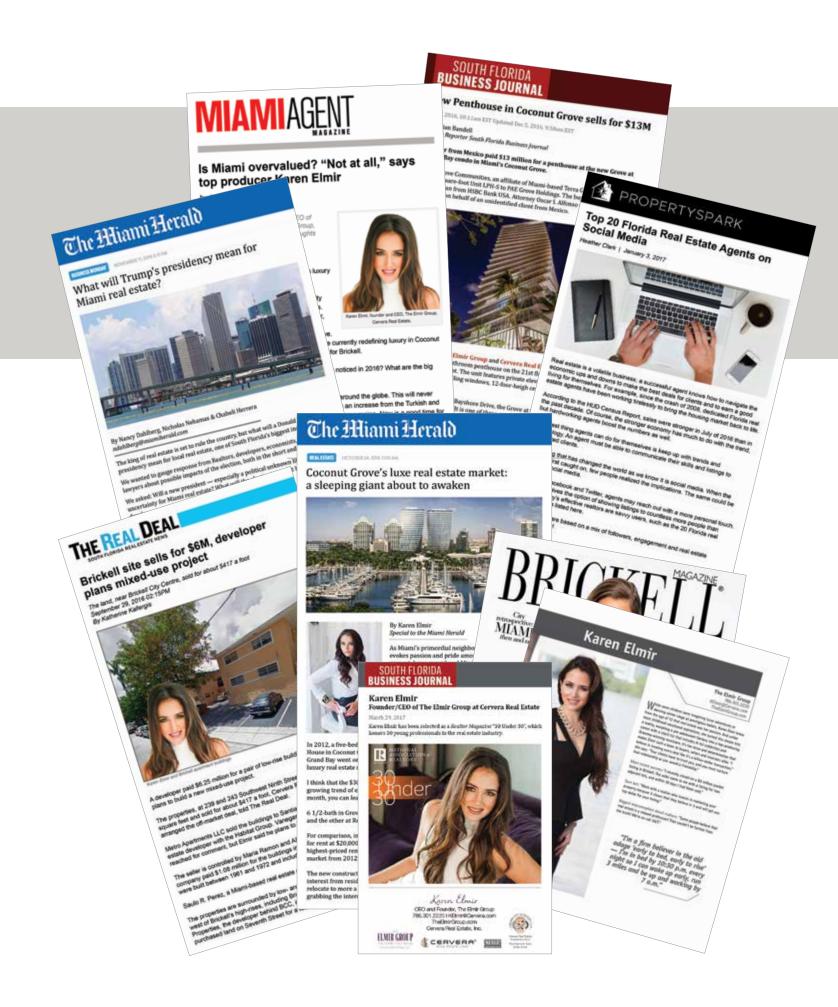


The Elmir Group

In the News

In addition to individualized marketing efforts for your property, your listing also benefits from the market-wide exposure of The Elmir Group as one of South Florida's top real estate teams. Print advertising campaigns, and real estate feature articles bring more traffic to the various web venues where your property can be viewed. We also partner with favorite publications such as Ocean Drive, Brickell Magazine, and others to ensure a strong, consistent local presence.





Distinctly Miami. Globally Connected.

Cervera's journey began in 1969 with big dreams and an even bigger vision that Miami would become a hemispheric city. Half-a-century later, international alliances built on trust have remained constant in the firm's ability to successfully market extensively abroad. From Latin America – the first group of foreigners to seize on the Magic City's promise – to Europe, Asia and farther reaches of the globe.

These alliances have allowed the firm to strengthen its competitive position, increase efficiencies, access new resources, and enter new markets to serve its customers in its mission to bring Miami to the world.

Today, with more than 400 global alliances deeply rooted in four decades of relations, Cervera continues to expand its global reach. Forging new bonds – from Manhattan to Beijing – for a new era servicing the developers whose dreams and whose visions will define the future of our market.

Strategic Alliance

In 2016, Cervera formed a strategic alliance with Stribling & Associates, a family owned and operated firm well known for its decades of record-setting sales in the Manhattan luxury market. Together, they leverage over 600 agents, 14 offices between New York and Miami and a global distribution network spanning across five continents.



Cervera: the only name in Miami to exclusively represent and sell out over 100 of South Florida's most iconic condominiums.





Asian Real Estate Association of America



China's largest brokerage firm with more than 200,000 professionals



Cervera.com | 305.374.3434 | **E** 😩



About Cervera Real Estate

Cervera Real Estate started selling Miami real estate in 1969 with a passion for innovation and a commitment to personalized customer service. 48 years later, the firm is recognized as Miami's expert in condominium residences, single-family homes and development sales in the global real estate market.

The Facts:

48 Years Family Owned

110 Developer Projects Represented

\$16 Billion in Sales

400 Strategic Alliances Across

5 Continents

57 Visionary Developers





Karen Elmir
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