

# FLORIDA

INTERNATIONAL MAGAZINE

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& DEVELOPERS SPEAK OUT

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# DEVELOPERS FORUM

Florida's real estate movers  
and shakers on the business of  
development in the state

Modern development is as much a part of Florida's identity as citrus and sunshine. From the coasts of its beaches to the urban centers of its cities, from the tip of the Panhandle to the tail end of South Miami, construction is a way of life. As everyday vernacular is peppered with real estate terms such as "sell through" and "mixed-use," there's no denying the future of Florida is in real estate. And shaping said revolution are **THE DEVELOPERS**, savvy men and women who are grooming the city for growth with giant towers and all-inclusive communities. In this section we tell you who they are and what they're doing as they voice their insights on various aspects of the real estate game: who the Florida buyer is, what the future holds for consumers and investors and what gives them the edge in a competitive and ever-growing market.



Peter



Starkey



Goutelas



Street



DaFortuna



Colombo



Miller



Martin



### Evangeline Gouletas

**Background:** Chair and CEO of Skyline Equities Realty, a company dedicated to enhancing Brickell's already brimming enclave of residential developments. Now at work on Skyline at Mary Brickell Village, a mammoth mixed-use project with residences, restaurants, retail and entertainment tenants.

"Florida is at a great advantage. Opportunities for development exist throughout the state and will continue within the Brickell area."



### Scott Greenwald

**Background:** Managing partner of J. Max Development, the development arm of GFS Corp., a family-owned and operated real estate company. Currently working on three residential projects in South Florida: The Lexi in North Bay Village, Industry in South Beach and Indigo, Lofts On The Bay in Miami.

"The South Florida market for luxury real estate is dynamic, transforming Greater Miami into a world-class destination. The 'Florida' buyer ranges from the local residents who are rediscovering the beauty of South Florida to international buyers who appreciate South Florida's unique blend of a cosmopolitan, yet tropical lifestyle."



### Harvey Hernandez

**Background:** President and founder of H&H Development, this developer has a portfolio of multiple development projects, such as Mediterranean and Solaris, and thousands of residences in the last four years. He's now at work on the arts-inspired Mondrian in the Miami Design District.

"As an active developer for four years during the South Florida real estate boom, I have been able to plan and develop various projects at the same time, while continuing to look for other parcels of land due to the heightened consumer demand in this market."



### Jae Heinberg

**Background:** Founder and principal of Bella Vista Group in Sarasota, which specializes in waterfront condominium communities on the Gulf Coast, and developer of Seagrove, four courtyard homes and eight condo residences along the shore of the Gulf of Mexico.

"The Florida real estate boom has certainly impacted our sales. We've been setting record prices at all our properties. The Florida buyer has emerged as a savvy investor who enjoys a simple and sophisticated lifestyle."



### Tibor Hollo

**Background:** As president and founder of Florida East Coast Realty, Hollo has developed successful residential, hotel and mixed-use buildings throughout South Florida for more than 50 years. Currently the company has multiple projects in development and on the drawing board, including Opera Tower and Villa Magna.

"Our industry is not only producing for our local market but more for global consumption."



### Steve Jervis

**Background:** Jupiter-based Jervis is the developer of Shoreline, a neo-traditional beach community with pastel-colored homes in Grand Bahama Island, 50 miles off the coast of Florida. Together with partner Keith Jervis, Steve is currently scouting more property to develop in the island.

"Florida buyers looking for newly constructed beachfront communities are eyeing offshore properties such as Shoreline because of the attractive 'no property tax' benefit of buying real estate in Grand Bahama Island."

