

Jeremy Green



Scott Greenwald



David Burstyn



Lissette Calderon

Real Estate is hot, the way Von Dutch and camera phones are hot. That is why we are seeing a rise in the number of young people taking an interest in the industry. Homebuyers are just out of college, investors are not necessarily middle-aged, and 30-something developers are taking lead roles in reshaping Miami's new skyline. We live in a new generation, one increasingly dominated by fresh-faced hipster entrepreneurs, who bring with them fresh outlooks and a genuine desire to make living in this subtropical setting as dynamic and exciting as it can be.

Take **Jeremy Green**, 35 percent vision and one-third of a new real estate company called Urbana Development. Green takes risks, yet he is firmly grounded, having built his career early on in the conservative world of consulting and investor relations. With *Aria*, a trend-setting loft condominium in Miami's Design District, he and his partners, also young and strikingly handsome, have helped spark a development craze in this once-blighted neighborhood. With the success and swift progression of *Aria*, Green debuted a second innovative loft-style development called *Owl*, this time in the up-and-coming Wynwood community, better known now as the Wynwood Arts District.

Thirty-year-old **Lissette Calderon** is not your average working woman. She is 35 years old, female, and Hispanic, while she would appear to be the anti-stereotype, she has emerged as one of Miami's rising stars. In fact, *Neo Lofts* and *Nauvutika*, her two progressive development projects located on the south bank of the Miami River, have been met with an overwhelming response. Her pioneering spirit, coupled with her vast experience, led residents to the riverfront for the first time in almost a century. In all her endeavors, Calderon strives to infuse a unique look and feel into her properties, garnering the attention of the trendiest and most forward-thinking professionals.

Harvey Hernandez is another one to watch. His H&H Development Co. successfully acquires prime real estate, a centrally located area, and builds high-quality buildings without passing on the high cost to consumers. Considering his seven development projects, representing more than 1,200 units in only three years, one would even say his concept is groundbreaking. Fueled by an innate desire to create, and armed with an entrepreneurial spirit, the then 28-something real estate executive began to diversify his portfolio to include ground-up projects. Today, projects like *Mediterranea* and *Solaris* have been offering the option of attractively priced condominiums with a signature design flair.

Michael Mulhall has 15 years of experience in the real estate business, a major feat considering he has yet to hit 40. His impressive credentials include holding a broker's license as well as a state appraisal certificate. Add that to his development triumphs—17 multi-family communities and 4 hotels in Florida. As director of Orlando-based GDC Premier Communities, he is spearheading the company's first Miami project, *Aloqua*. The luxury condominium will be located on the water in Aventura. A sophisticated and elegant alternative to the high-rises prevalent in the area, Mulhall's creation has been appealing to an audience that mirrors his own refined style and persona.

Scott Greenwald began his career in real estate under the tutelage of his father, went on to earn prestigious degrees in the field, and has emerged as an aggressive developer with several notable projects in his growing portfolio. As busy as he is redefining the way condominiums are built, Greenwald keeps his family close by. So close in fact that *The Lexi* in North Bay Village, which follows a string of highly successful residential developments, is named after his daughter, and his company, J. Max Development, is a tribute to his son. His latest venture, *The Lexi*, is helping revive the island, making it a highly desirable neighborhood. And Greenwald injects his own predilection for living well into the remarkably well-designed project.

UNDER 40

UNDER 40 AND OVER TRADITIONAL CONDO DEVELOPMENT, YOUNG ENTREPRENEURS ARE CHANGING THE WAY REAL ESTATE IS DONE IN SOUTH FLORIDA.

The moment he finished college, **David Burstyn** ventured into real estate, converting apartments into condominiums. It helps that his father and uncle have been in the business since 1970, refurbishing hotels and turning profits. Now the family is developing *Miami Riverside*, a mixed-use condominium being built adjacent to the Civic Center Complex and Hospital District in Miami. As Project Director, he is taking a hands-on role in the entire process. His acute understanding of business needs in key transactions has earned him acclaim in the industry and a personal coach that represents \$15 million in acquisitions and \$20 million in financing. Not bad for a 27-year-old.



LISSETTE CALDERON

Born and raised in Miami, 29-year-old Lisette Calderon says real estate development is something she's always wanted to do. While trying to break into the business, she was told, "There's no place for women in real estate development." But she was determined to make her dream a reality.

After moving back to Miami from a stint in investment banking in New York, Calderon worked for Terremark, Inc. and the Related Companies, where she focused primarily on urban redevelopment.

While looking for affordable housing in downtown Miami, Calderon realized that there was a lack of quality affordable and luxury housing within South Florida's urban community. So she set out on her own to create a company that would focus on that market, and Neo Lofts and NeoVertika are her first two projects.

Those projects have been a huge success and have brought residents to the shores of the Miami River for the first time in almost a century.

"It was an amazing feeling to know that we overcame all of the obstacles," Calderon says. "It was an incredible time and jour-

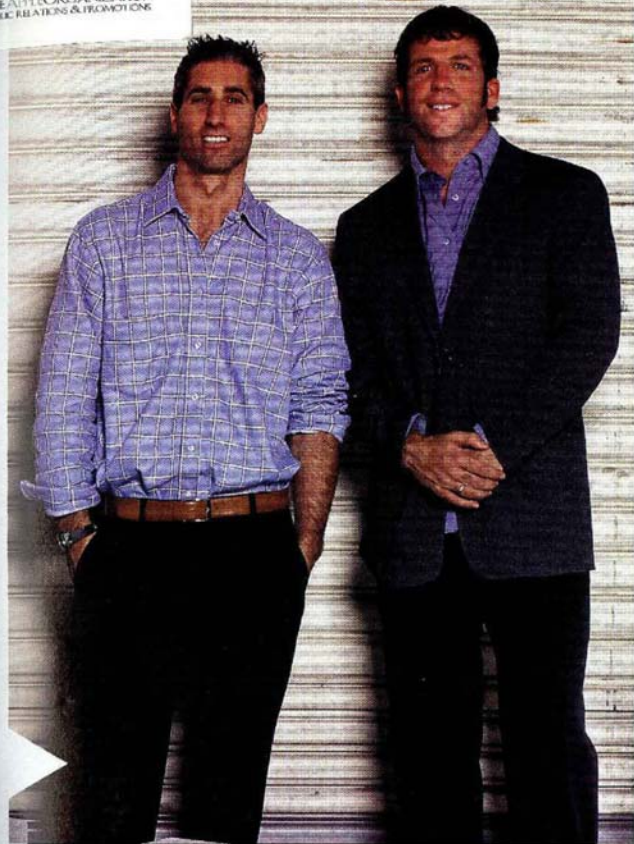
DANIEL ROTENBERG

New York native Daniel Rotenberg, 37, has over 16 years of experience in investment real estate. He worked for some of the nation's largest corporations, including the R.B. Miller Organization and J.I. Kislak, Inc. Now Rotenberg is a co-founder of Kariton Properties, a Miami Beach-based real estate investment and development company.

Their first project was The Waverly, a \$100 million transaction and the largest-recorded condominium conversion in South Florida's history. Many doubted the company because they thought the partners were crazy to attempt such a big, expensive project on their first try.

We went straight to the top for our first project. We were confident that we would pull it off because we knew the business and were ambitious," Rotenberg says. "We didn't listen to anything that anyone told us. And we were very happy with the turnout of the deal. It has been very successful."

Rotenberg loves what he does and credits his "persistence, ambition and a desire to get someplace" as his means of pressing on. "In this business, it's really about having experience in the field. You also have to love creating, architecture and construction,"



JEREMY GREEN

Jeremy Green doesn't consider himself a trendsetter, as much as a trend definer. The 30-year-old is the managing partner of Urbana Development, a vertically-integrated real estate development company focused on mixed-use projects in emerging urban neighborhoods.

Aria is Urbana's first development project, and also the first residential project to be built in the legendary Miami Design District. "I think the design district is a unique, sophisticated, high-design place to be. It is the most exciting of all the new neighborhoods being built in Miami. It is a great neighborhood with high character," Green says.

Green doesn't like the trend concept. "I don't like when things get trendy. You've got to have a competitive edge," he says. "It's important to make sure you keep your eye on fundamentals. That will decide if people will go on to the next trend, or stay in it for the long haul."

MICHAEL J. MULHALL

Michael J. Mulhall, 38, has a 16-year history in the real estate development business and works every aspect of it. He is a state-certified general appraiser, a licensed real estate broker and currently the director for GDC Premier Communities, a fully-integrated real estate investment and development company based in Orlando.

Mulhall's first project in Miami is Alaqua, a luxury waterfront condominium with a private marina in Aventura. It's the result of Mulhall's desire to build more design-oriented projects. "I wanted to create special and unique projects. Development is my passion. I wake up excited about new projects," he says.

Mulhall credits perseverance and persistence for his success in life. He has built 17 multi-family communities and four hotels throughout Florida. "I'm proud of every deal I've done. I still consider them my babies," he says.

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Construction Boomers

Three young men behind the rebuilding of Miami

Real estate agent Javier Cervera, ad man Luis Casamayor, and developer Jeremy Green each followed very different career paths. Yet all three are out to make the most of Miami's building boom.

Javier Cervera was practically raised in real estate; his mother opened her own office thirty years ago. Javier took a break from that branch of the family business to try his luck with one of his cousins as a restaurateur. Although he still owns two of those restaurants, he's joined forces with his three sisters to run Cervera Real Estate. With nearly 90 associates peddling such posh addresses as the Bell-Aire in Miami Beach, the Bellini in Bal Harbour, and One Miami downtown, Cervera is one of the biggest real estate concerns in town.

You might say that advertising whiz Luis Casamayor bounced into the development boom; the first client for his firm Cosmyk was the Lipton Open tennis tournament on Key Biscayne (now known as the Nasdaq-100 Open). Although Luis remains a good sport, he now serves the development set, with building projects making up as much as 80 percent of his clientele.

Creativity is what sets Cosmyk apart: for the Quantam on the Bay

condo towers, Casamayor came up with a series of reality promo shorts that not only promote the condos but glamorize the lifestyle offered by the surrounding Omni neighborhood as well. By coming up with as many fresh ideas as he has projects to represent, Casamayor says he can keep his clients from worrying about the fact that he is often working for the competition as well.

Jeremy Green found himself in the South Florida building biz by chance. After meeting a beautiful Brazilian woman in New York City, the 29-year-old political science major from Vermont ditched his job with a small investment firm in Manhattan and followed her to Miami. After a stint at sportsline.com during the internet boom, Jeremy decided to build something that would last. Green managed to persuade Jeff Morr and Fabien Tremoulet of Majestic Properties to join him. As the Urbana Development Group, the trio plans to erect Aria, the first residential project in Miami's Design District. Even though construction is scheduled to begin next spring on the eighteen story loft and retail space, Jeremy says that for him Aria still "feels like a dream."