

The right time to invest



Miami passes a cycle of boom and the expectations are highly positive; the amenities, very sophisticated

Ruedi Sieber admits that the "Miami Real Estate could not be at the right time". His company, Sieber International, is independent, "specialized in the marketing of first-level properties in the two most important United States and solid real estate markets: New York and Miami". He also admits that "our customers are, par excellence, international investors who want to expand their portfolio, including real estate assets that will deliver a very good return and revaluation potential. And although its properties portfolio is diverse choose projects Flatiron Brickell, in Miami. "On the one hand, this project has a perfect location in the heart of Brickell (the fastest growing area). "And on the other hand has a seal of

guarantee because it will be built by the genius of Ugo Colombo, the same developer who gave life to the three buildings that have been more successful in terms of appreciation in the history of Miami: EPIC, Santa María and Grovenor House".

Sieber analyzed other aspects: "the mortgage crisis that both hit the market in past years is over. As we live now is a time of boom, steady and successful growth. The city is being transformed into a metropolis of great international importance. All major United States manufacturers are present at this moment in the city, racing to meet a huge demand that requires ever more luxurious and stunning projects. In addition, the city is the epicenter of all the great

architects in the world Zaha Hadid, Rem Koolhaas, Frank Gehry, Peter Zumthor, Norman Foster, Jean Nouvel, Richard Rogers, Alvaro Siza, Santiago Calatrava, Peter Dinklage, Otto, among many other high level projects are built at the same time, there are trends and ideas that are resurfacing in a new way, as for example the integration of nature and water, just in front of the buildings. Luxurious towers, there is a demand, but the prices are still within the reach of a wide range of people and it is an area with great potential. Who invest in real estate here, these will increase its capital value especially in the short and medium term.

And if we talk about luxury real estate we must highlight that Miami is one of the key seasons for the market. It's tough competition. "To be successful you have to offer first class amenities and not commercialize such a real estate project. In Miami, the theme of the architecture is to arrive. All buildings have a unique character. What is new is to put them in the heart of the city, towers so that the residents can enjoy spectacular views. But there is a demand for play areas for children within the buildings, in service of kindergartens, restaurants in buildings,

l: César Pelli, Mas and Carlos S. Real estate being built. But, are certain are a spectacular of East Edge-Biscayne Bay. are rising but reach of many with huge po-areas such as apital substan-dium term".

t projects pre-the amenities, ning of a very lay, a builder enities or may cessfully your iami, in partic-enities is deci-a pool. What is re cusps of the ents may enjoy there is more: ith permanent s, large luxury s, movie the-




Flatiron Brickell, development of U. Colombo

aters, zen gardens, areas of therapy and massage, sports complex, private elevators, art collections and libraries, among others.

The best areas facing water are

five: South Beach, Sunny Isles, East Edgewater, Brickell and Coconut Grove. The truth is that front the ocean, especially in South Beach, the grounds are all developed. Why is that, largely, this area is so expensive. In Sunny Isles are few still available land and most is in development, with impressive towers such as Armani, Porsche, Jade and Muse. Brickell is almost all developed and Coconut Grove has some few land waterfront, but also are at work. One of the most prominent is Park Grove.

For Ruedi Sieber "this is the moment to invest in Miami, that is no doubt. We see how an economic bonanza cycle starts. Who can invest now will succeed in large capital gains. It is also key to keep in mind that the facilities for investing now never seen". SS

 Melissa Palacios

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