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A BULL RUN IN 2021?

South Florida brokers and developers say pandemic-fueled market is poised for additional windfalls this year

By FRANCISCO ALVARADO

Just over a year ago, residential brokers and developers expected sales to downshift as the market for condos and single-family homes in South Florida cooled. And as the pandemic quickly spread in March, many were bracing for a catastrophic fallout.

Then a wild trend began to take shape. High-net-worth individuals residing in New York and other states under stricter government lockdowns, including several prominent A-list celebrities and power brokers, began fleeing to the Sunshine State.

In November, total home sales reached nearly \$4.3 billion across Miami-Dade, Broward and Palm Beach counties, with single-family properties leading the way, according to the Miami Association of Realtors. That momentum will propel the local residential sales market in 2021, according to several leading real estate brokers and developers.

In interviews with *The Real Deal*, they laid out what to expect in the next 12 months:

DORA PUIG, FOUNDER AND PRINCIPAL OF LUXE LIVING REALTY

"I expect momentum to continue throughout 2021. I haven't heard any chatter about new condo developments, but there is a lot of chatter about developers selling out existing condo projects. I think we are at 60 percent near the peak of a cycle... I see it peaking in the first or second quarter of 2022."

NATHAN ZEDER, BROKER ASSOCIATE AND PRINCIPAL AT COLDWELL BANKER'S THE JILLS ZEDER GROUP

"We have seen some pretty significant price increases, and you cannot significantly increase prices forever. But it's hard to say there will be a slowdown. Covid-19 obviously hampered the condo market over the short term, but the market has been incredibly stable



Dora Puig



Nathan Zeder



Phil Gutman



Ignacio Diaz



Nancy Klock Corey

since 2016. If the single-family market does get too expensive, condos represent value."

PHIL GUTMAN, PRESIDENT OF BROWN HARRIS STEVENS MIAMI

"We are in a new cycle. I think Florida has been trading sideways for quite some time, but we are about to get a new boom here. You will start seeing launches in fall 2021. A lot of the existing condo inventory that is available is being gobbled up. Now we are running low. I am keeping an eye on Brickell. It is yearning for a top-tier luxury building that you would typically see in Miami Beach or Sunny Isles Beach."

IGNACIO DIAZ, CO-OWNER AND DIRECTOR OF GROUP P6

"In 2020, a lot of the focus was on single-family homes. I think [in] 2021 we will see a transition to luxury condos and we

will see a lot of new development. Covid-19 created a new playing field for the entire market and we are playing in entirely new conditions. So I don't see a bubble on the horizon. The price inflation we are seeing will continue."

NANCY KLOCK COREY, SOUTHEAST FLORIDA REGIONAL VICE PRESIDENT FOR COLDWELL BANKER

"In general, I am not seeing a crazy market. It is stable with some acceleration, particularly on the high end. One might be tempted to say the luxury submarket is overvalued. But a high-end buyer is also looking at California, New York and Colorado. Compared to those, we are not overvalued. I am not feeling a peak at this point." **TBD**

—These stories first ran on *TheRealDeal.com/miami* in late December and early January and were further condensed to fit this issue