

# FLORIDA

## WHERE BUSINESSES INVEST, GROW, THRIVE

**#1**  
STATE IN NEW  
HIGH-TECH  
BUSINESSES

**5.5% CORPORATE  
INCOME TAX & ZERO  
PERSONAL  
OR STATE  
INCOME TAX**

**#1**  
STATE FOR HIGHER  
EDUCATION + TOP  
PRODUCER OF STEM  
GRADUATES

**15TH LARGEST  
ECONOMY IN  
THE WORLD**

**#1**  
NET TECH EMPLOYMENT  
IN THE SOUTHEAST

**2ND  
LARGEST  
TRADE ZONE NETWORK  
IN THE U.S.**

**21 COMMERCIAL AIRPORTS  
3 SPACEPORTS  
14 DEEPWATER SEAPORTS  
120K+ MILES OF ROADWAYS  
2,700+ MILES OF FREIGHT RAIL**

**3.6  
MILLION**  
ACTIVE  
BUSINESSES,  
INCLUDING  
71,425 FOREIGN  
CORPORATIONS

**#1**  
STATE FOR NEW  
BUSINESS FORMATION

**6TH  
LARGEST EXPORT  
STATE IN THE U.S.,  
WITH FLORIDA-ORIGIN  
EXPORTS OF**

**3RD  
LARGEST  
WORKFORCE IN THE U.S.  
10+ MILLION**

**4TH BEST  
TAX CLIMATE  
IN THE U.S.**



# *Jet, Set and Close*



**Mastering International Real  
Estate Through Travel**





# About Jorge

## My Motivation

Sometimes there are things in life that move you. Here are mine!

Jorge Guerra Jr,  
Vice President of Florida Realtors







**My Motivation**





Jet, Set and Close  
BE RESOURCEFUL  
BE VISABLE

HOW TO DO INTERNATIONAL  
ITS ALL ABOUT RELATIONSHIPS  
FIND YOUR LEADS  
AT THE SPEED OF NOW



BE RESOURCEFUL







TRREB

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# Buying and Selling

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[Market Outlook Digital Digest](#)

[Find A REALTOR®](#)

[Market Data](#)

[How To Access TRREB Applications](#)

The average home price in 2025 is forecast to reach roughly \$1,147,000, up 2.6% year-over-year



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ASSOCIATION OF  
REALTORS®

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**Florida has been ranked as the top U.S. destination for international real estate buyers for 16 consecutive years, according to the National Association of REALTORS® (NAR).**





# FLORIDA REALTORS

CE CONSUMERS ABOUT US MEMBERSHIP

TOOLS & RESEARCH ▾

LAW & ETHICS ▾

EDUCATION ▾

EVENTS ▾

NEWS & MEDIA ▾

ADV

Home > Tools & Research > International Real Estate Profile

## INTERNATIONAL REAL ESTATE PROFILE



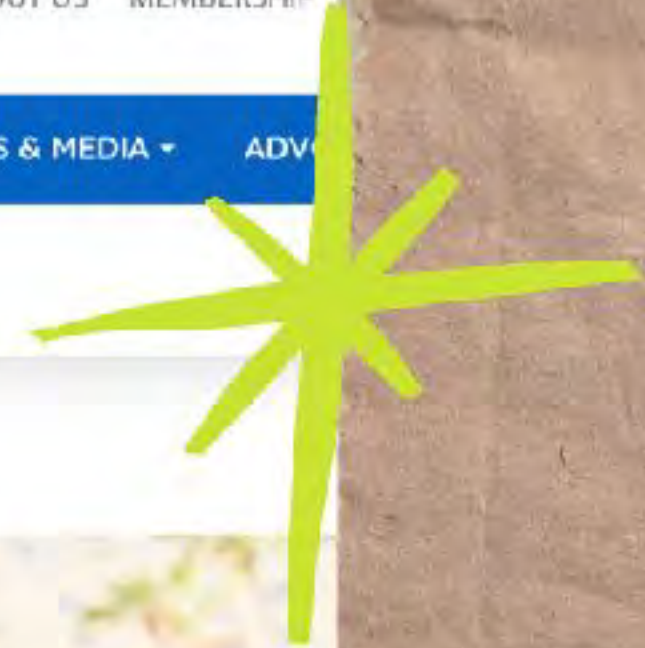
JGI/Daniel Grill | Getty Images

UPDATED ON FEBRUARY 19, 2025

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### What International Buyers Are Looking for in the Florida Market

Over 3.2 million Canadians visited during the year—a 20% increase







# MIAMI REALTORS

Log In | My Tools | English



HOME CONSUMERS EDUCATION MLS MEMBER SERVICES SERVICES NEWS & STATS CONDOS COMMERCIAL **GLOBAL** ADVOCACY LEGAL AFFILIATES BROWARD JTHS YPN

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## MIAMI Global

The MIAMI International Council and International Referral Network is a shining achievement in MIAMI REALTORS® distinguished 105-year history. The award-winning Council is the largest and most successful local global council in the world, boasting 283+ partnerships worldwide!



### 2024

**International Homebuyer Transactions**  
PROFILE of | of MIAMI Association of REALTORS' Members



**Global Partners**  
MIAMI is honored to have partnerships with more than 279 global real estate organizations. These alliances create business opportunities for...



South Florida, encompassing Miami-Dade, Broward, and Palm Beach counties, accounted for 44% of Florida's international sales.



LEARN BEFORE

YOU GO

THE SMALL THINGS MAKE ALL THE  
DIFFERENCE



KNOW THE  
CULTURE



DRESS  
APPROPRIATE



CULTURE  
CONSIDERATIONS





*Must Read!*

Named "One of the Best Business  
How-To Books of 2006" by *Library Journal*

# KISS, BOW, OR SHAKE HANDS

The Bestselling Guide to Doing  
Business in More Than 60 Countries

- CULTURAL OVERVIEWS
- TIPS FOR DOING BUSINESS
- KNOW BEFORE YOU GO
- NEGOTIATING STRATEGIES
- PROTOCOL



2ND EDITION

Completely revised and updated with new sections  
**TERRI MORRISON AND WAYNE A. CONAWAY**  
with a Preface by Hans H.B. Koehler, Former Director, Wharton Export Network



**Kiss Bow or Shake Hands  
presentation at Global  
Business Committee  
August 28, 2025 from  
12:30 to 2:30pm**



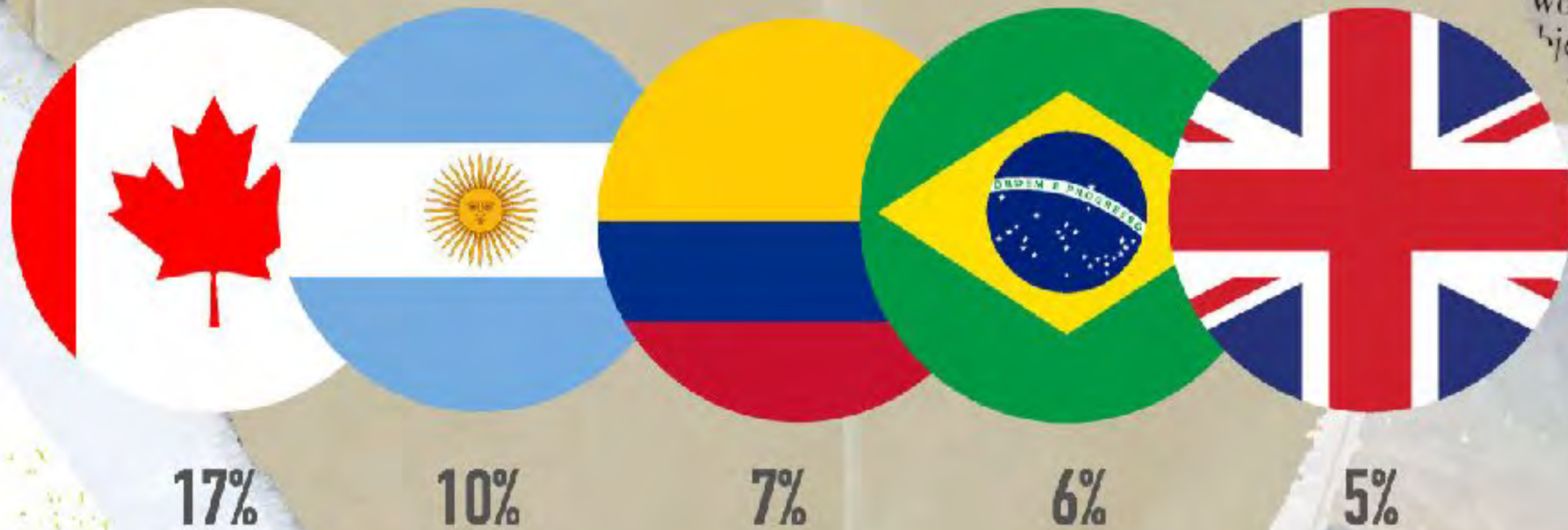
# KNOW Your Market **Florida**





# Stats

## TOP BUYER COUNTRIES BY SALES





# Stats

Florida's median sale price

2024      \$469,000

2023      \$416,000

13%      \$53,000





# Stats

1. Condo
2. Single Family Home
3. Townhome
4. Land





# Stats

1. Vacation Home
2. Rental Investment
3. Both (Airbnb)





# TOP THREE REASONS

Reasons Client Did Not Purchase!

Cost of property

Condo fees

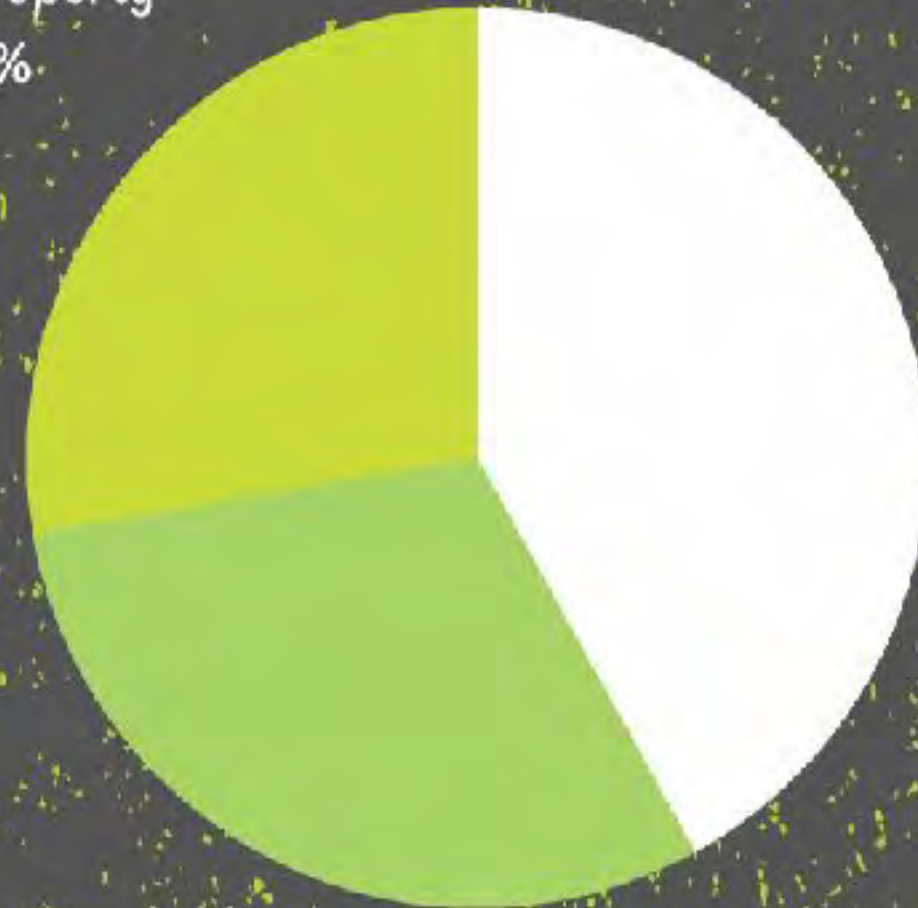
Could not find property to purchase

2024 Profile of International Residential Transactions in Florida

Cost of Property  
27.7%

Condo Fees  
42%


Could Not Find Property to Purchase  
30.4%





# Stats

\$7.1.Billion International Sales

\$1.3 Billion came from 

\$1,300,000,000

÷ 70,000

= \$18,571.00





# AT THE SPEED OF NOW





# HUGE TECHNOLOGY REVOLUTION !

98%

of all  
homebuyers  
start their  
search online.



The first showing  
happens online!



# NEXT GENERATION



WORK



# NEXT GENERATION





ONLINE VIDEO ACCOUNTS FOR 82% OF ONLINE TRAFFIC

91% WATCH VIDEOS EVERYDAY

85% WATCH VIDEOS ON IG AND FACEBOOK WITHOUT AUDIO

*KNOW THE TREND*

30% COULD NOT FIND A PROERTY





BE VISABLE







# Real Estate Sales Force (RESF.COM)

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Real Estate Sales Force is over 450 agents strong and growing in South Florida. RESF [...more](#)

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15978 SW 276th St, Homestead, FL 33031

137 views · 2 days ago



1 Grove Isle #A504 Coral Gables, FL 33133

56 views · 4 days ago



429 Hendricks Isle, Fort Lauderdale, FL 33301

39 views · 5 days ago



10370 SW 174th Ter, Miami, FL 33157

48 views · 6 days ago



14201 N Kendall Drive #411D Miami, FL 33186

29 views · 6 days ago



10830 NE 10th Ct, Miami, FL 33161

62 views · 2 weeks ago



7480 Johnson St, Hollywood, FL 33024

38 views · 2 weeks ago



Cafe for Sale in North Miami Beach

32 views · 2 weeks ago











# HOW TO DO INTERNATIONAL





# OPPORTUNITIES

- Trade Missions - Inbound & Outbound
- Expos - Globally, in state out of state
- Mixers & Business Exchanges
- Meetings & Workshops





# CONNECT

- Is your name on it?
- Email?
- Phone?
- Where are you located?
- Physical or Electronic?



**Jorge L. Guerra, Jr.**  
**CRS, C2EX**

**Real Estate Sales Force**  
814 Ponce De Leon Blvd., Suite 503  
Coral Gables, FL 33134

305.392.1497 (office)  
305.725.2828 (cell)

j@resf.com  
resf.com



**Florida Realtors® 2025 Vice President**

**Jorge L. Guerra, Jr.**  
**CRS, C2EX**

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floridarealtors.org



BUILD  
YOUR  
**NETWORK**





## *FIND A FLORIDA REALTOR*

- WE ARE WELL CONNECTED.
- WE HAVE LOTS OF INTERNATIONAL EXPERIENCE.
- WE HAVE POWERFUL TOOLS TO GROW OUR PARTNERSHIP.





# MY INTERNATIONAL TEAM



**ATTORNEY**



**LENDER**



**ACCOUNTANT**



**INTERIOR DESIGNER**



# ITS ALL ABOUT RELATIONSHIPS





# TOP LEAD SOURCES

WHERE WE FOUND 68% OF OUR CLIENTS

Personal Contacts

Past Clients

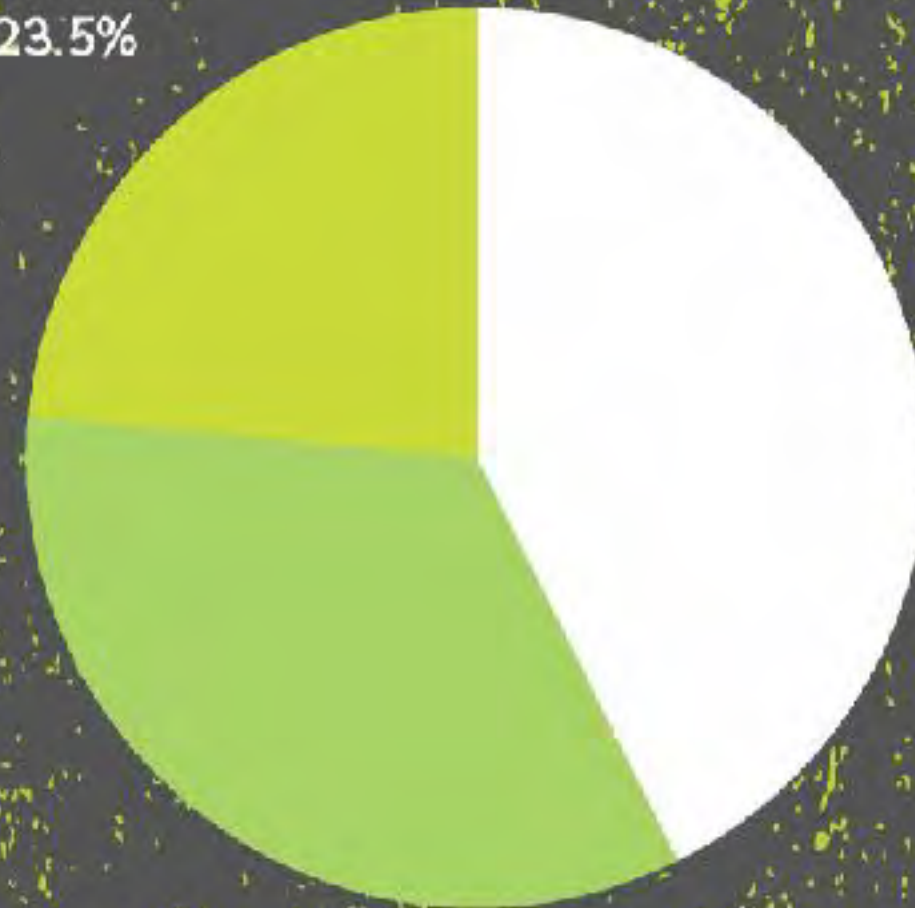
Referrals from our past clients

2024 Profile of International Residential Transactions in Florida

Past Client  
23.5%

Personal Contacts  
42.6%

Referred by Past Client  
33.8%





# *ITS ALL ABOUT RELATIONSHIPS*

Relationships are critical real estate businesses succeed by building strong connections. Trust and communication are key, nurturing environments where innovation and success thrive. Like Earth's transformation, developing business relationships requires patience and adaptability.

---



CRM



FACEBOOK







**Maria Grulich**

1.6K friends • 389 mutual



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Friends

Photos

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Check-ins

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*ITS ALL ABOUT  
RELATIONSHIPS*



Lori Cashi-Haught is with Maria Grulich and 6 others.

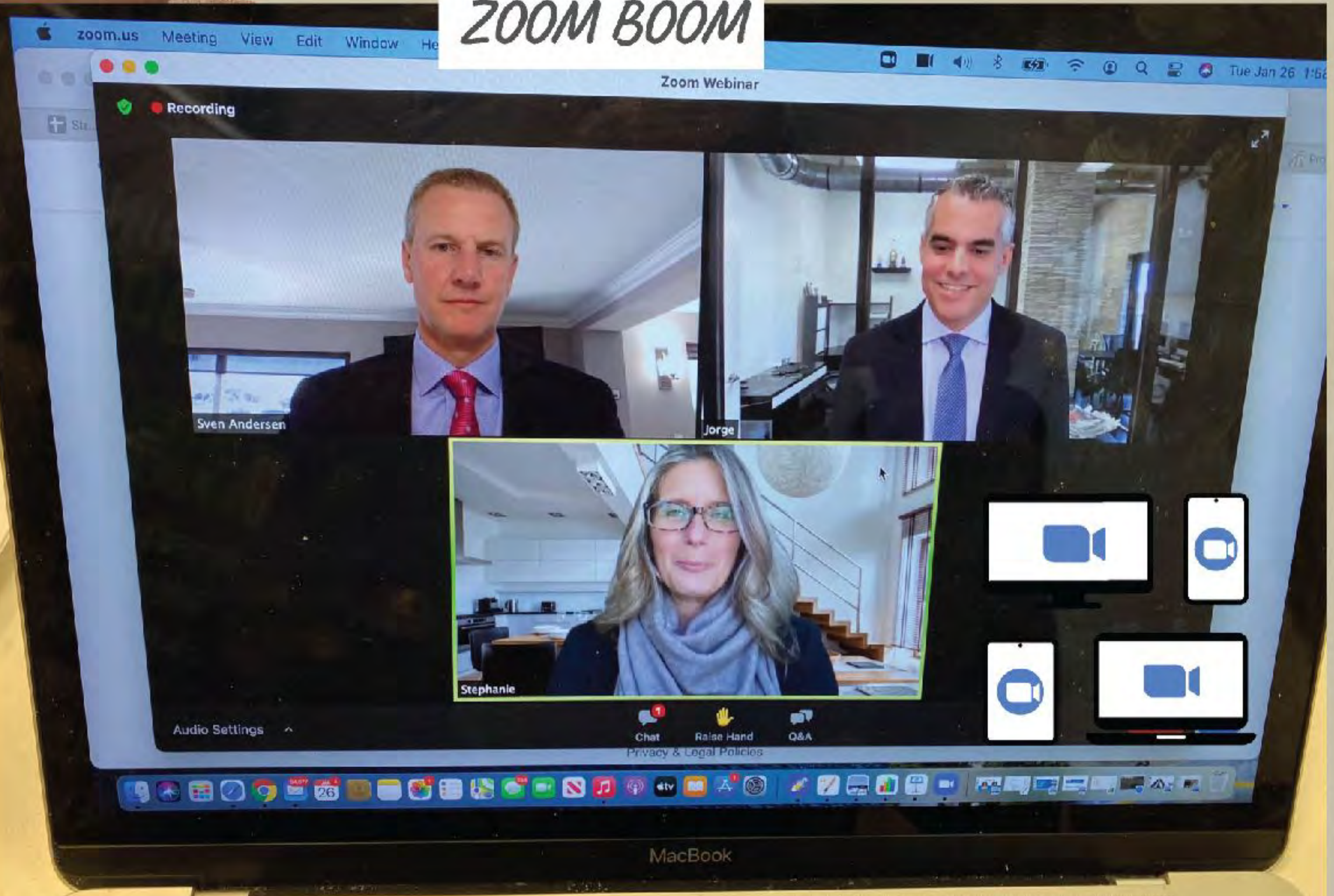
December 12, 2024



*MD*



# ZOOM BOOM





# FACE TO FACE





FIND YOUR LEADS





# TOOLS

YOU GO

THE SMALL THINGS MAKE ALL THE  
DIFFERENCE



KNOW THE CULTURE



DRESS APPROPRIATE



CRM/FACEBOOK





Tax Search **MLS Search** Foreclosure Search

Search Field

Search Type

Search

Property Location	Is Within	Miami-Dade County, FL
Owner Country	Equal To	CANADA
Property Address	Contains	
Parcel ID	Starts With	
Subdivision Name	Equal To	
Property Zip Code	Equal To	
Sale Date	Greater Than or Equal To	
Sale Price	Greater Than or Equal To	
Building Area	Greater Than or Equal To	
Year Built	Greater Than	
Property Use Code (state)	Is One Of	Select options

Start Search

Save Template

Reset Defaults

Clear All Fields

My Saved Searches

You have no saved searches yet.

Suggested Searches

- Rental Residential Properties in Value Range
- Foreign Owners within Value Range
- Recent Sales  
Find Properties Sold In Last Month
- Miami New Listings

Search Area Reference Map



Usage Tip







Changing the search area may alter existing search criteria. After changing search area, review search criteria before performing a search.



Results 1-25

of 3143 results

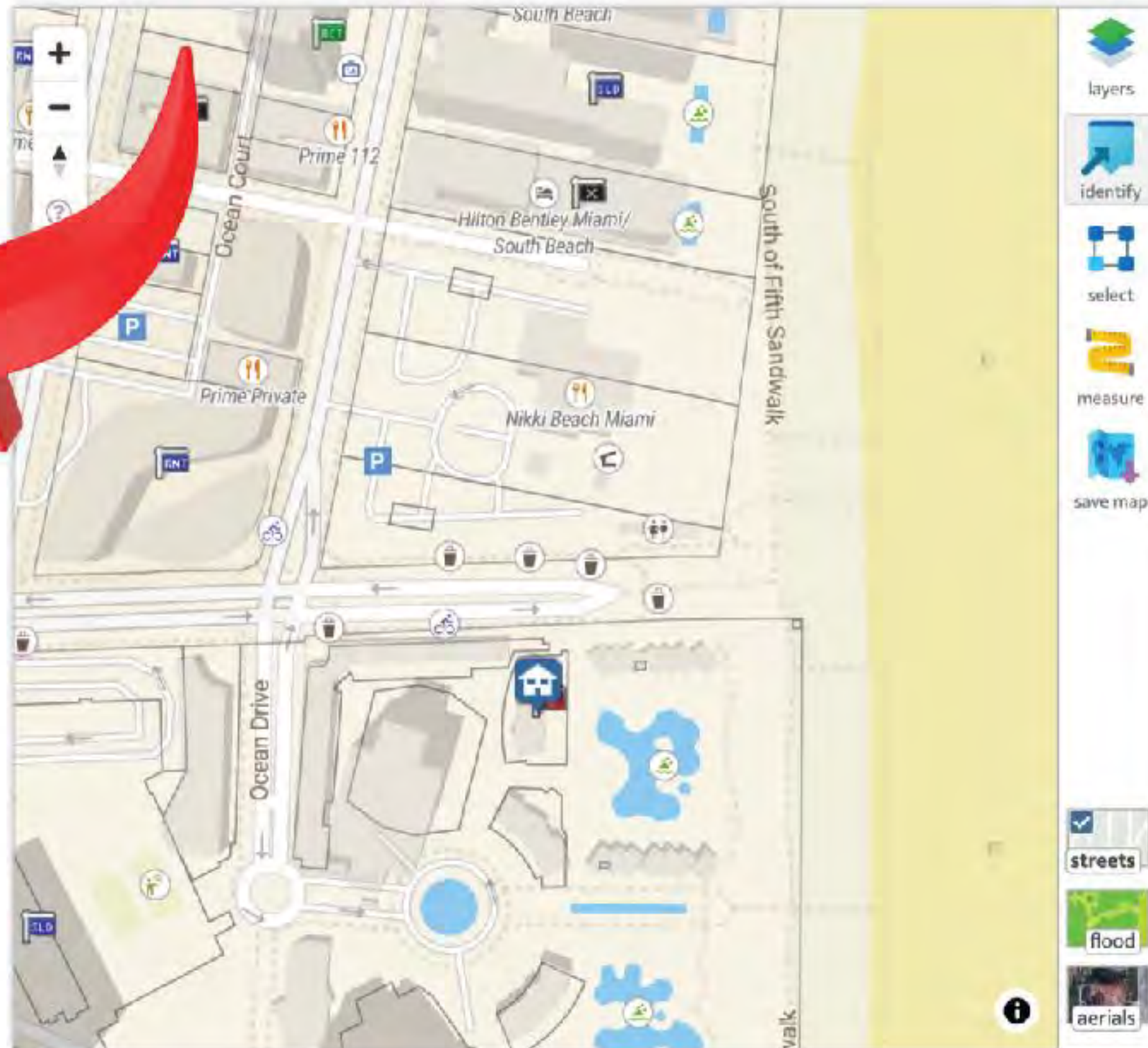
Results Not Sorted

1. 255 NE 1ST ST MIAMI, FL 33132-2503	PID 01-0110-030-2	Bedrooms: 0	Living Area: 257,712 sf	Stories: 1	
Owner(s): BAYFRONT PARTNERS US LIMITED PARTNERSHIP	Market Value: \$26,350,000 Assessed Value: \$21,766,250 Last Sale: \$25,000,000 on 11/01/2021	Bathrooms: 0 Year Built: 1973	Total Area: 257,712 sf Land Area: 37,500 sf Covered Parking: No	Waterfront: No Pool: No	
2. 219 E FLAGLER ST MIAMI, FL 33131	PID 01-0111-080-1110	Bedrooms: 0	Living Area: 43,657 sf	Stories: 6	
Owner(s): EAST FLAGLER BUILDING LLC	Market Value: \$5,700,000 Assessed Value: \$5,082,000 Last Sale: \$9,000,000 on 06/08/2015	Bathrooms: 0 Year Built: 1984	Total Area: 43,657 sf Land Area: 7,000 sf Covered Parking: No	Waterfront: No Pool: No	
3. 226 E FLAGLER ST MIAMI, FL 33131-1326	PID 01-0112-000-2012	Bedrooms: 0	Living Area: 8,157 sf	Stories: 1	
Owner(s): EAST FLAGLER HOLDINGS LLC	Market Value: \$3,362,557 Assessed Value: \$2,394,234 Last Sale: \$4,500,000 on 06/22/2015	Bathrooms: 0 Year Built: 1926	Total Area: 8,157 sf Land Area: 4,209 sf Covered Parking: No	Waterfront: No Pool: No	
4. 60 NW 79TH ST MIAMI, FL 33150-3092	PID 01-3112-092-0090	Bedrooms: 1	Living Area: 462 sf	Stories: 0	
Owner(s): BELZIL CLAUDE GAGNE FRANCOISE	Market Value: \$47,581 Assessed Value: \$46,581 Last Sale: \$14,000 on 12/01/2006	Bathrooms: 1 Year Built: 1959	Total Area: 462 sf Land Area: No Covered Parking: No	Waterfront: No Pool: No	
5. 60 NW 79TH ST #11A MIAMI, FL 33150-5002	PID 01-3112-092-0130	Bedrooms: 1	Living Area: 462 sf	Stories: 0	
Owner(s): ROBERGE PAUL ANDRE	Market Value: \$47,581 Assessed Value: \$47,581 Last Sale: \$100 on 04/06/2022	Bathrooms: 1 Year Built: 1959	Total Area: 462 sf Land Area: No Covered Parking: No	Waterfront: No Pool: No	
6. 60 NW 79TH ST #22 MIAMI, FL 33150-2056	PID 01-3112-092-0220	Bedrooms: 1	Living Area: 462 sf	Stories: 0	








## PROPERTY INFORMATION

**PID #** 02-4203-340-0070   
**Property Type:** Multi-Unit  
**Property Address:**  
 50 S POINTE DR # TWN7  
 MIAMI BEACH, FL 33139-4767  
**Current Owner:**  
 50 S POINTE TWN7 LLC  
**Tax Mailing Address:**  
 20 STRATHEDEN RD  
 TORONTO ONTARIO, M4N 1E3  
 CANADA  
**Property Use:**  
 04 / CONDO/TOWNHOUSE  
**Land Use:**  
 RESIDENTIAL - TOTAL VALUE : CONDOMINIUM -  
 RESIDENTIAL (0407)  
**Zoning:** 3004/MULTI-FAMILY  
**Lot Size:** 0 acres / 0 sf  
**Waterfront:** No  
**Development Name:** CONTINUUM IN SOUTH  
 BEACH  
**Subdivision:** CONTINUUM ON SOUTH  
 BEACH CONDO  
**Census Tract/Block:** 004500 / 5004  
**Twn:** 54 **Rng:** 42 **Sec:** 03  
**Block:** **Lot:**  
**Coordinates:** 25.768(lat) -80.1325(lon)  
**Legal Description:**  
 CONTINUUM ON SOUTH BEACH CONDO THE NORTH  
 TOWER UNIT TOWNHOUSE 7 UNDIV 0.7330169% INT IN  
 COMMON ELEMENTS OFF REC 26131-1961



 subject
  Active
  Pending
  Sold
  Withdrawn
  Expired
  Foreclosures

 layers  
 identify  
 select  
 measure  
 save map  
☒ streets  
☒ flood  
☒ aerials



## VALUE INFORMATION

	2020	2021	2022	2023
Building Value:	\$0	\$0	\$0	\$0
Land Value:	\$0	\$0	\$0	\$0
Just Market Value:	<u>\$4,488,750</u>	\$4,488,750	\$5,162,062	<u>\$7,743,093</u>
Percent Change:	- n/a -	0%	15%	50%
Total Assessed Value:	\$4,488,750	\$4,488,750	\$5,162,062	\$5,236,000
Homestead Exemption:	NO	NO	NO	NO
Total Exemptions:	\$0	\$0	\$0	\$0
Taxable Value:	\$4,488,750	\$4,488,750	\$5,162,062	\$5,236,000
Total Tax Amount:	\$86,900.41	\$86,669.25	\$96,991.54	\$115,738.12

2020 Value \$4,488,750.00

2023 Value \$7,743,093.00

**Increase: \$3,254,343.00**

● City 
 ● Property 
 ● Subdivision 
 ● Zip Code

2019 2020 2021 2022 2023 2024



This property has been reported as delinquent in paying property taxes starting in 2024. We recommend checking with the [county tax collector](#) to verify the current status.

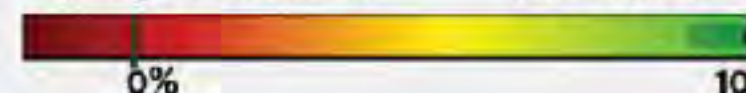
Taxing District(s): 0200 - MIAMI BEACH



**Estimated Current Value:**

**\$7,729,104\***

Equity Estimate: \$7,729,104



\*Estimate of potential property value and equity amounts are based on proprietary computational models.

[Link To County Tax Collector](#)





📍 50 S Pointe Dr, #TWN7, Miami Beach, FL 33139

📌 Save

🖨️ Print

📄 Create Report

## Property Information

Property Information

Map/Location

Market Trends

Refined Value

CMA

Neighborhood

My Updates

🖼️ PHOTOS

📍 STREET

🛰️ SATELLITE

🕒 HISTORICAL



34 Photos

< 1 2 3 4 5 ... 34 > 🔗

■ Closed / For Sale • Sold Date: 5/7/2021, MLS Listing A10703083: 7/9/2019

Closed Price

**\$5,600,000**

↓ 27.27% below list price \$7.7M

Closed Date

5/7/2021

Listing ID

A10703083



4 Beds



5 Baths



2,779 Sq Ft



2008

AVM ⓘ

**\$7,647,000**

AVM Updated

5/10/2025

[View Details](#)

AVM Estimated Range ⓘ

\$6.58M

\$8.72M

AVM Confidence ⓘ

★★★★★

AVM Month Change

↓ \$122,000

AVM Year Change

↓ 6.03%

### Basic Facts

Type

Condo/Townhouse/Apt.

Price to Est. Value

73%

Land Use

Condominium Unit (Residential)

Days in RPR

700

Owner Name

50S POINTE TWN7 LLC

APN/TaxID

02-4203-340-0070

Price by Sq Ft

700/sqft



[Customize](#)[Cover Page](#)[Custom Pages](#)[Notes](#)[Photos](#)

## Customize

[Reset](#) [X](#)**Seller for 50 S Pointe Dr, #TWN7** [Edit](#)**Seller**

Customize reports to rearrange sections or add/remove elements within a section.

### Cover Page 1/1

☒ Report Cover[Edit Cover](#) →

### Property Summary 5/6

### Property Information 8/19

### Maps 0/2

### Photos 34/57

### Market Trends 4/12

### Neighborhood 0/5

### Schools 0/1

### Market Activity 1/6

### Pricing Summary 0/5

### CMA 3/4

### Refined Value 0/5



Seller Report

**50 S Pointe Dr, #TWN7**  
**Miami Beach, FL 33139****Jorge Luis Guerra Jr.**

CRS

Florida Real Estate License #00462364

Work (305) 396-9009 | Mobile (305) 725-2525

(305) 402-0395

j@resf.com

**Coral Gables**

174 Ponce de Leon Blvd., Suite 503

Coral Gables, FL 33134



[illegible][illegible]



RESF

50 S Pointe Dr, #1WN7, MIAMI BEACH, FL 33139  
 April 2025 Active Listings  
 Miami Beach, FL 33139  
 Single-Family Home

The property information herein is for informational purposes only and is not intended to constitute an offer of real estate. The information is provided for informational purposes only and is not intended to constitute an offer of real estate. The information is provided for informational purposes only and is not intended to constitute an offer of real estate.


**Median List Price - \$545,000**  
 (25 Transactions)




April 2025 Sold Listings  
 Miami Beach, FL 33139  
 Single Family - Condo/Townhome/Apt.

The property information herein is for informational purposes only and is not intended to constitute an offer of real estate. The information is provided for informational purposes only and is not intended to constitute an offer of real estate. The information is provided for informational purposes only and is not intended to constitute an offer of real estate.

**Median Sold Price - \$545,000**  
 (25 Transactions)





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[illegible]



# AT THE SPEED OF NOW





# GOOGLE GLASSES



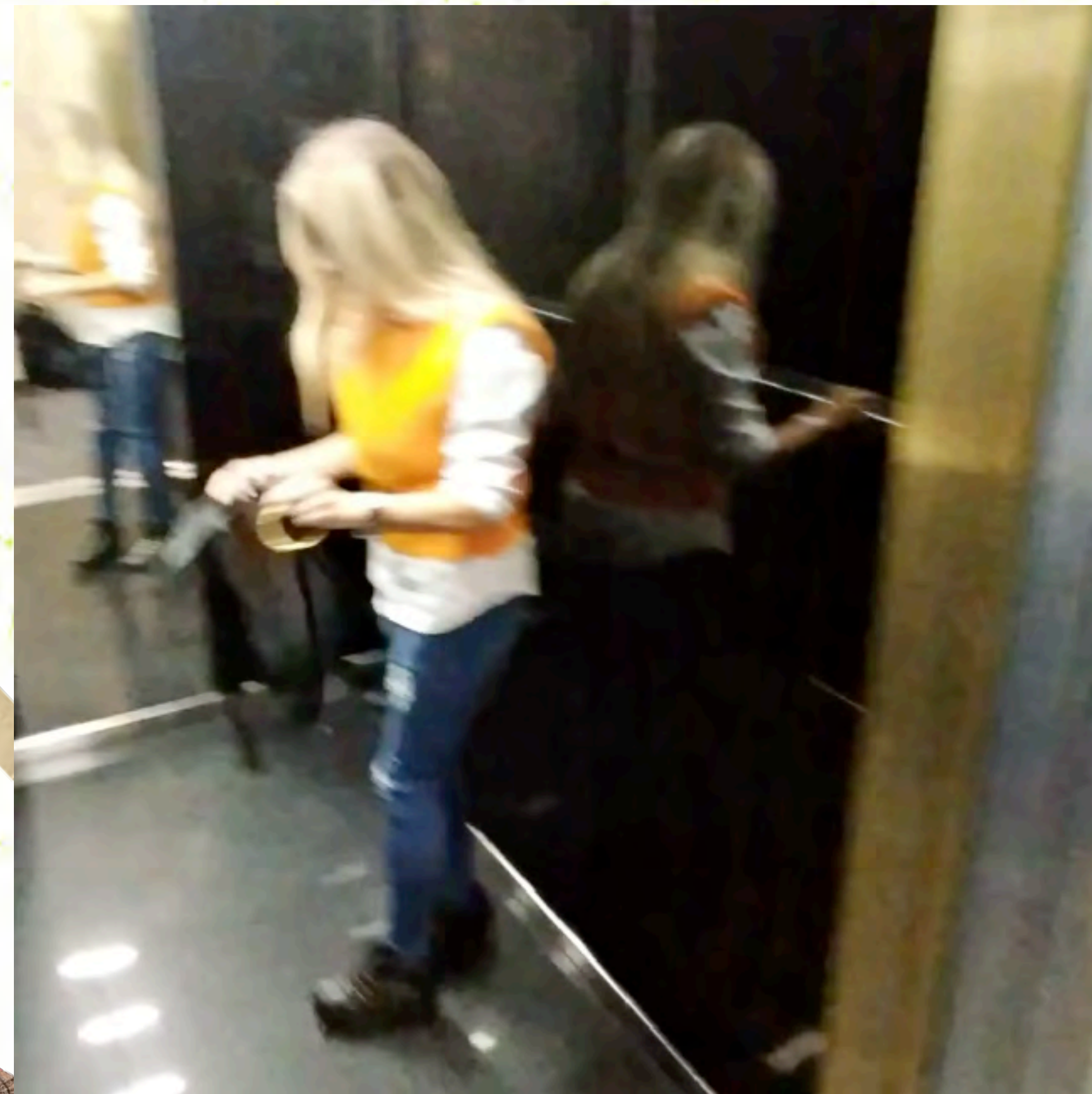


RAYBAN/FACEBOOK



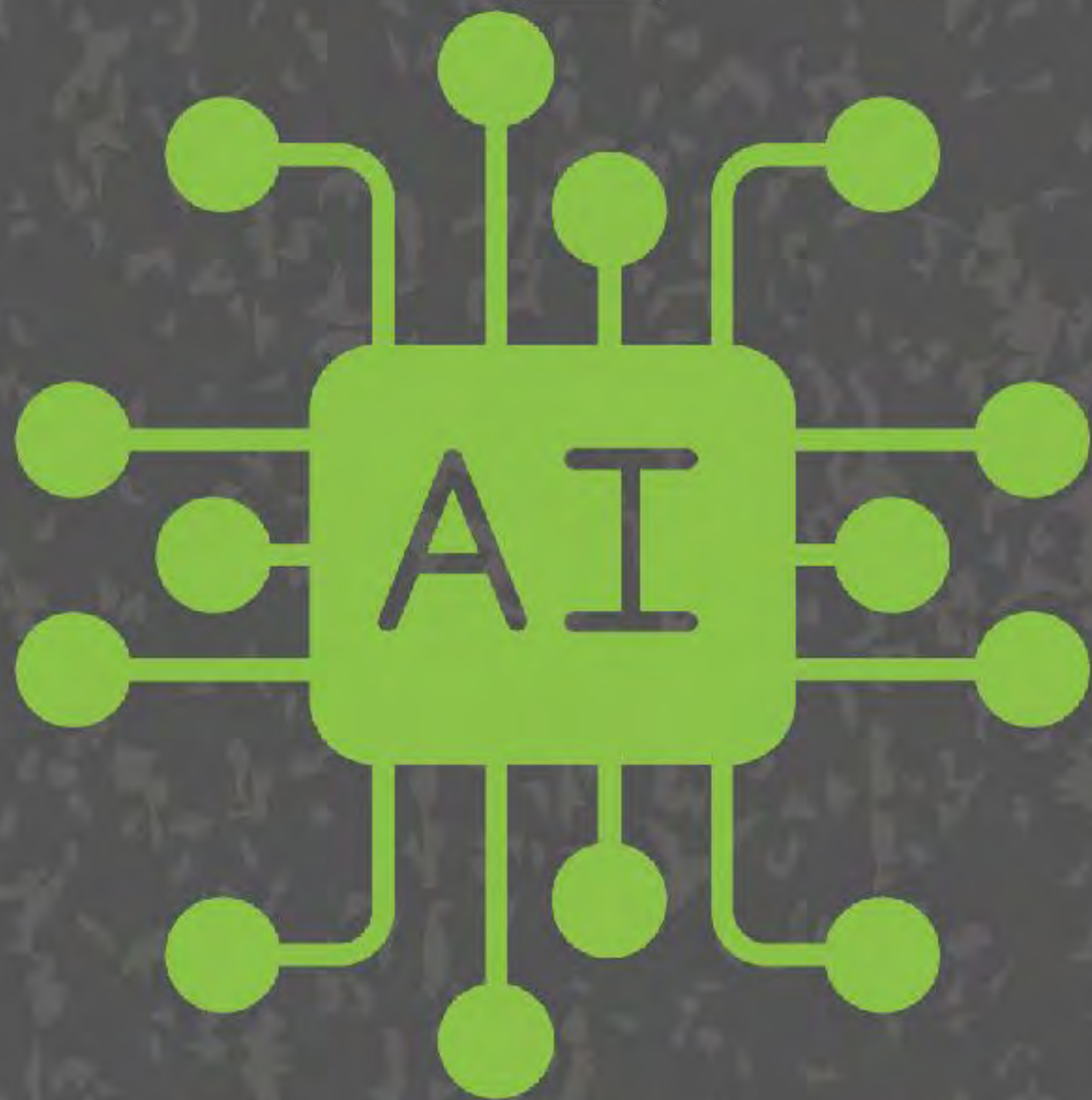


FACEBOOK





*AI*



- **Translation**
- **Research**
- **Messaging**
- **Design**
- **Plan**
- **Analyzing**



# Augmented Reality





# Augmented Reality





*360 Video*

**MUSE LUXURY**  
**VR 360**  
**OPEN HOUSE**

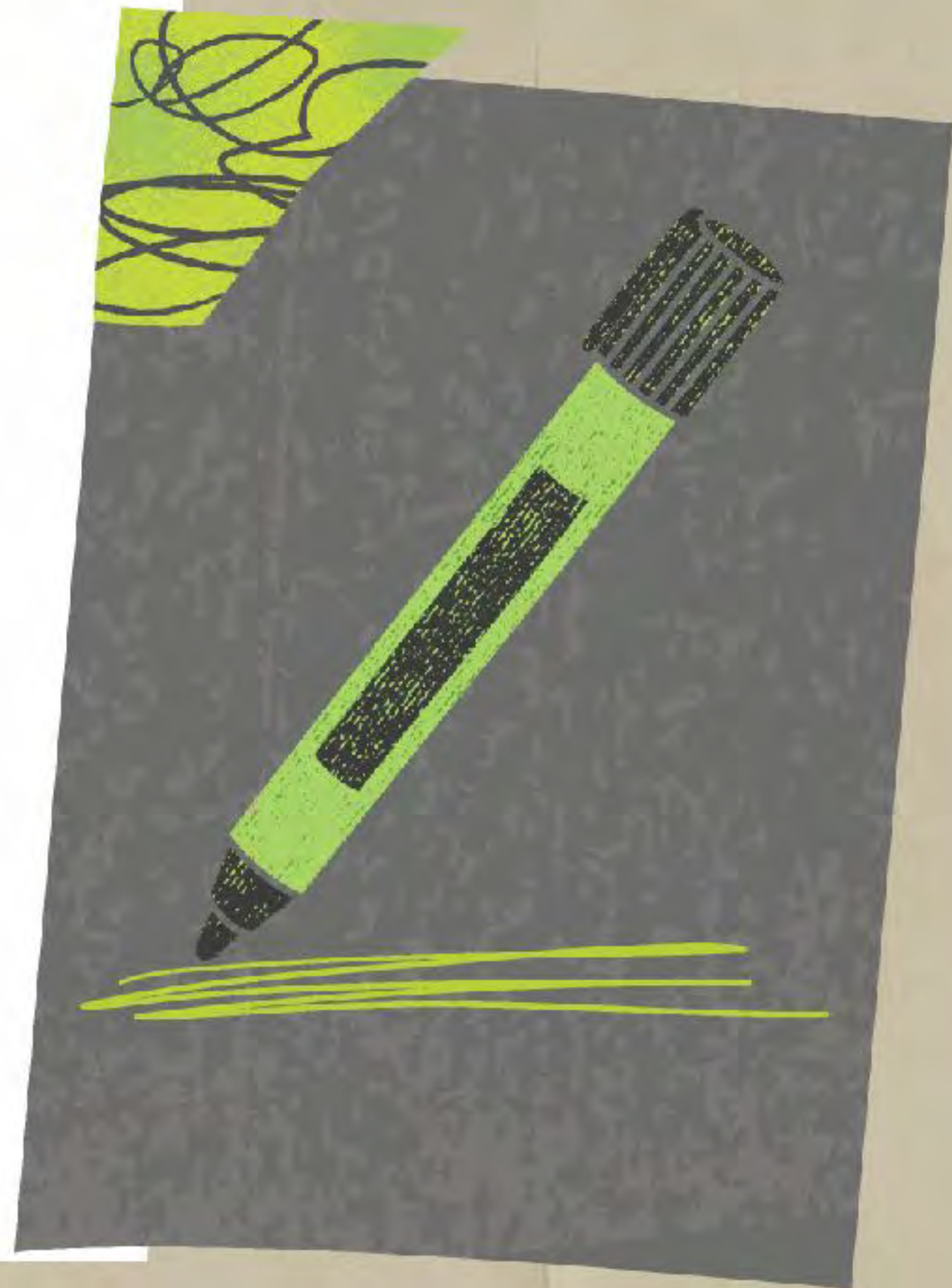
**#1 APP Store Dec 2021**





# TRAVEL TIPS

- Put a business card in the pocket of your coat or jacket
- Have business cards handy- on plane, train etc.
- What else is close to where you are going to be ?





# Make it Official

## INTERNATIONAL REALTOR® MEMBER

## REFERRAL FORM

DISCLAIMER: In order to assist members, NAR created this sample Referral Form, which should be modified to fit your particular needs. This document is not intended to be and does not constitute legal or professional advice or a substitute for specific legal or professional advice. The user of this document should not use this document without consulting legal counsel. Neither the National Association of REALTORS® nor its International REALTOR® Member program enters into mediation or arbitration processes.

Date of Referral Agreement: \_\_\_\_\_

### Referring (Source) Broker/Agent

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

BUSINESS CITY: \_\_\_\_\_

STATE/REGION/PROVINCE: \_\_\_\_\_

POSTAL CODE: \_\_\_\_\_

COMPANY COUNTRY: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

WEB SITE: \_\_\_\_\_

FAX (include country code): \_\_\_\_\_

PHONE (include country code): \_\_\_\_\_

### Receiving Broker/Agent

NAME: \_\_\_\_\_





Jet, Set and Close  
BE RESOURCEFUL

BE VISABLE

HOW TO DO INTERNATIONAL

ITS ALL ABOUT RELATIONSHIPS

FIND YOUR LEADS

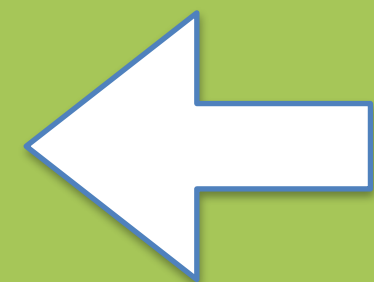
AT THE SPEED OF NOW



Thank you!



*Jorge Guerra Jr  
Vice-President of  
Florida Realtors*



Scan to Connect

**Kiss Bow or Shake Hands  
presentation at Global  
Business Committee  
August 28, 2025 from  
12:30 to 2:30pm**