

**MIAMI**  
REALTORS®  
Buyer Persona

# Buyers Ready to Relocate to South Florida & Purchase a Condo for up to \$4 Million

Interviewing multiple luxury REALTORS® and selecting based on expertise, discretion and financial fluency

Alejandro & Olivia Sanchez



**Life Stage: Empty Nest Transition**

**Jobs: Hedge Fund Executives**

**Household Net Worth: \$8 Million+**

**Location: New York Metro Area**

**Financing: Cash Buyers**

**Decision Style: Analytical, Data-Driven**

## Background

### Short Bio:

NY-based finance executives transitioning into their empty-nest phase as their son begins college. Their South Florida purchase is both a lifestyle upgrade and a strategic capital allocation decision.

### Lifestyle and Values:

- Values privacy, discretion and security
- Prioritizes wellness and year-round outdoor lifestyle
- Prefers water views, though premier skyline remain appealing
- Appreciates modern design and technology integration
- Used mass transportation + black car services in NY
- Enjoys fine dining and wine tastings

## Buyer Insights

### Goals:

- Short-term goals:
  - Establish FL residency for tax efficiency
  - Smooth transition, no surprises
- Long-term goals:
  - Preserve & grow capital through strategic asset positioning
  - Build social & professional networks in South Florida, while keeping their NY property

### Risk Considerations:

- Concerns about FL condo structural compliance
- Fear of large special assessments
- Insurance volatility
- Choosing the wrong submarket long-term
- Losing liquidity in shifting market