



Sales Steam Ahead: Ten30 South Beach Sells 10 Units In 15 Days

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Domestic Demand Heats Up as the Luxury Boutique Development Nears Completion



Ten30 South Beach, a curated collection of 43 one-, two-, and three-bedroom condominiums nestled in one of South Beach’s most vibrant neighborhoods, is quickly selling out its inventory as demand for Miami luxury real estate heightens.

An enclave of moderately priced, Mid-Century Modern design-inspired Miami Beach condominiums by development firm **Shoma Group**, sales for the four-story boutique development have been fueled by the momentum received from the project’s top off in December and upcoming imminent opening this summer. Shoma Group along with the project’s exclusive residential brokerage, **Fortune Development Sales**, have reported a record pace for sales with 10 units sold in just 15 days. Ten30 South Beach now has more than 75 percent of its residences under contract as sales continue to climb.

“As the tide of Northeasterners and West Coast residents from states like California rise in Miami seeking all that South Florida has to offer, the extraordinary demand we’ve recently experienced certainly stands out,” said **Masoud Shojaee**, President and CEO of Shoma Group. “The popularity of luxury boutique residential real estate has certainly risen this year as buyers are seeking less dense living along with larger units and

outdoor spaces. Ten30 South Beach is front-and-center as an idyllic offering to fill that need and is well-positioned from a large slate of new offerings.”

“Buyers are taking notice of Ten30 South Beach. With the project set to be completed very soon it provides a significant competitive edge and is an important selling point for those who want to move here now,” said **Edgardo Defortuna**, President and CEO of Fortune International Group. “Offering the privacy of a single-family home, with the turnkey appeal and convenience of a condominium, we have seen pent-up demand for this unique type of boutique product and are confident that sales will continue to reflect this.”

Set to open to residents this summer, the project offers the style and prestige of an exclusive address surrounded by premier shopping, dining and dazzling attractions of Miami Beach. For Ten30 residents to leisurely explore the neighborhood and savor South Beach, the developer recently debuted a unique offering of a Vespa at closing for new buyers on select units. Gifted with a voucher at closing, buyers will be able to choose from a premiere lineup of models from the world’s most iconic scooter brand that can easily be stored in their private, covered parking space.

“The sales pace we’ve seen the last few weeks has been nothing short of incredible,” said **Stephanie Shojaee**, Chief Marketing Officer of Shoma Group. “Several of our recent buyers have purchased multiple units with plans to combine them and update the floorplans to create larger units to enjoy. This is a consistent trend we’ve seen throughout the project as more and more buyers are seeking larger units along with rooftop terraces. We originally were seeing several second home buyers, but are now seeing many people who are looking to relocate permanently and want space to entertain.”

Primed for pure relaxation and a healthy lifestyle, Ten30 South Beach also recently introduced plans for its saltwater rosé-colored rooftop pool. Situated on a sprawling 6,000 square-foot rooftop deck, Ten30’s idyllic pool offers a restful retreat to relax and recharge with the added health benefits of the saltwater that includes improved wellness with increased buoyancy reducing the weight of gravity on joints and muscles, soothing tension, and a gentler overall experience. Also, fewer chemicals means less irritation on skin and eyes, and the water feels softer, smoother, and purer than water sanitized using a traditional system.

Additional upscale amenities include a lounge and outdoor kitchen area complete with barbecue and yoga space, as well as a dual gym showcasing spinning and treadmills with Pilates reformers and rock-climbing. The well-appointed condominiums offer a variety of floor plans each with state-of-the-art technology and high-end finishes.

Positioning itself as an unparalleled luxury retreat away from the high-rise condo projects that have priced local buyers out of South Beach, Ten30 South Beach offers one-, two- and three-bedroom units with expansive private rooftop terraces. Kitchens epitomize modern elegance and functionality with Italian cabinetry and premium appliances, and designer finishes throughout compliment the spacious master

bedrooms that boast a unique open bathroom concept. Residences are priced from the \$500's with low association fees of less than \$400 per month.

Located at 1030 15th Street, Ten30 South Beach is just minutes away from the famed Lincoln Road shopping district and top dining experiences at Sunset Harbor. The project is also just steps from 36-acre Flamingo Park, where residents can enjoy several activities including a state-of-the-art aquatic center, Bark Park dog park, baseball and football stadiums, basketball and racquetball courts, soccer and softball fields in addition to a tennis center and children's playground.

For more information, please visit Ten30SouthBeach.com or visit the Ten30 South Beach Sales Gallery at 1116 15th Street, Miami Beach, FL 33139.

About Shoma Group:

Established in 1988, Shoma Group is an award winning real estate development company specializing in residential and commercial projects. Over the past 31 years, Shoma has developed more than 10,000 homes and condominiums and more than one million square feet of retail and office space with \$5 billion in completed real estate transactions. Completed projects include the prestigious City Place Doral, The Flats, Park Square, One Park Square at Doral, Doral View, and The Manor. Shoma has 10 current projects including Shoma Village, Shoma Retail, Shoma One, Sanctuary Doral, Shoma Bazaar, Shoma Bay, Ten30 South Beach and three other projects in progress. Led by President and Chairman of the Board, Masoud Shojaee, Shoma Group has built a reputation as one of South Florida's most trusted developers. Founded on the simple principle that properties should enrich the lives and communities of the people within them, Shoma has mastered the art and craft of home and commercial building. For more information visit www.shomagroup.com.

About Fortune Development Sales:

Fortune Development Sales is the premier, exclusive on-site sales and marketing representative for third-party development projects in South Florida, having represented some of South Florida's most successful projects: Missoni Baia, Una Residences, 57 Ocean, 2000 Ocean, Monaco Yacht Club, 1 Hotel & Homes South Beach, Brickell Flatiron, SLS Lux & Gran Paraiso, among others with thousands of sales to date. Led by visionary founder Edgardo Defortuna, Fortune International Group has 18 offices around the world with nearly 1,000 associates. Fortune's international broker network reaches legions of prospective buyers from South Florida to Buenos Aires, Hong Kong to São Paulo, and Manhattan to Paris.

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