



## 2018 WHO'S WHO in Miami Residential Real Estate

### Lana BELL



Lana Bell is one of Miami's star luxury brokers, and as a top agent for One Sotheby's International Realty and head of the Sunny Isles branch, she embodies steadfast determination and integrity. Consistently ranking No. 1 in condo sales for the Miami-Dade and Broward markets, Bell is a Certified Luxury Home Marketing Specialist and works with luxury buyers and property investors. She is currently the listing agent for more than 40 high-end homes.

With 18 years of real estate experience preceded by a successful career as the founder and lead of a New York-based computer consulting firm, Bell never stops short of excellence when pursuing what's best for her clients. "My buyers always say that I was able to find the perfect home for them within their budget," she says, adding that those who list their properties with her have appreciated her ability to negotiate on their behalf and secure the right offer. "I am there every step of the way to ensure a successful transaction," she says.

Relying heavily on technology to promote her properties, Bell uses social media platforms, YouTube videos, blogs and her newsletter, as well as Google Adwords, to draw attention to her listings. She is a supporter of Heart Gallery of Broward County, which is in its 10th year of helping foster children find adoptive families. In the last year, the organization has finalized 282 adoptions.

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LUXURY REAL ESTATE BROKER  
ONE SOTHEBY'S INTERNATIONAL REALTY