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BREAKING RECORDS

LANA BELL OF ONE SOTHEBY'S INTERNATIONAL REALTY HAS THE SOUTH FLORIDA LUXURY MARKET WRAPPED AROUND HER FINGER.

By Jennifer Leslie Kramer

"Some years ago, I heard Donald Trump speak at a ribbon-cutting ceremony in Sunny Isles," recalls Lana Bell. "He said, 'In 10 years, Collins Avenue in Sunny Isles will be the Fifth Avenue of Manhattan.' That stayed with me. I always knew there was a great deal of potential here for luxury real estate, and with a focus on attracting Europeans to the great beaches, rich architecture style, stunning views and luxury living, I knew it was the perfect place for me to make my mark."

Prior to joining the ONE Sotheby's team, Lana Bell created a website database that helped bring the nitty-gritty details of South Florida luxury living to the masses. With a computer science degree in her back pocket, Bell knew exactly how to make the site user-friendly and gather all the important information prospective buyers—and other realtors, which comprise a large percentage of the site's devotees—need to know. "It's all MLS-based and updated daily," she says. "All of the details encourage clients to do their research, and everything they need to know is in one place. You don't even have to create an account or sign in," a common, and often frustrating, necessity for other similar sites.

ONE Sotheby's International Realty, 3873 Sunny Isles Blvd., North Miami Beach, 305.336.0457; sunnyislesmiamirealestate.com.



Bell sold this 3,480 square-foot stunner, located in Turnberry Ocean Colony South, for \$3.75 million.



The unit boasts five bedrooms, five bathrooms, and breathtaking views of the Atlantic.



“Lately my clients have been requesting larger units with ultra-luxury amenities like fully loaded gyms and spas, exquisite restaurants, kids’ clubs and more.”

LANA BELL

As the managing director of the Sunny Isles Beach branch of ONE Sotheby’s International Realty, Lana Bell is well versed in South Florida’s finest properties. Most recently, she sold two penthouses at Jade Ocean for a staggering \$13.6 million, acting as both the buyers’ and the sellers’ agent, so it comes as no surprise that she has been named the top-producing real estate agent in Sunny Isles Beach for the third year in a row. Following a decade in business for herself, during which time she recruited more than 18 agents and sold more than 500 properties totaling over \$1 billion, she joined forces with ONE Sotheby’s a little less than two years ago. “Sotheby’s is the only true international luxury real estate firm and prides itself on connecting with the top 1 percent of the population,” says Bell. “With my experience in the marketplace dealing with high-end oceanfront condos, luxury homes and pre-construction investments, it’s been a great match and I’ve thoroughly enjoyed our partnership.”