



# FIRST IMPRESSIONS

2019/VOLUME 3



**FABULOUS FLORIDA: Fort Lauderdale**

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**FirstService**  
RESIDENTIAL



## MESSAGE FROM DAVID DIESTEL

### President, South Region

As 2019 comes to a close, it is a great time to reflect on the wonderful progress you've made in your communities and keep that same momentum going in the new year.

Moving into 2020, we will see many condominium and homeowner associations continue to focus on convenient resident living. The demand for lifestyle amenities is on the rise as potential buyers and renters are looking for the right mix of amenities that cater to their interests. Smart home technology, concierge, onsite dining, wellness programs and fitness centers, children's play areas and electric vehicle charging stations are just a few of the amenities that are being offered in new construction.

During this time of year, many of you are winding down to enjoy time with your loved ones. At FirstService Residential, the holidays are a special time as we give thanks by giving back to those in need – it is part of the joy of the holiday season. In this issue, you will read about how our associates have come together to make a difference in our local communities and impact the lives of others (see page 8).

Most of all, we are grateful for you – our board members – who have entrusted us with your communities. Thank you for your partnership and continued support in recognizing the value that FirstService Residential brings to your communities. As your property management partner, we will continue to improve, protect and preserve your communities for years to come.

Wishing you happy holidays and a wonderful new year.

Regards,

David Diestel

FABULOUS FLORIDA

# Fort Lauderdale



# Known for its beaches and boating canals, Fort Lauderdale lives up to its reputation as the “Venice of America.”



People often think beach or spring break when they hear Fort Lauderdale. But there is so much more to this vibrant city on Florida’s southeastern coast. Nestled north of Miami and south of Palm Beach, Fort Lauderdale is the place to go for just about everything that’s wonderful about Florida.

## **Waterfront Paradise**

Fort Lauderdale is home to 23 miles of beautiful beaches and more than 300 miles of canals that run through the city itself. It’s no wonder Fort Lauderdale is referred to as the “Venice of America.” To see magnificent mansions, super yachts and lovely neighborhoods up close, you can hop on a water taxi, boat, floating tiki bar, gondola or other charter cruise that traverses the canals, rivers and Intracoastal. You can also watch from shore as you stroll the beautiful Riverwalk. There’s no shortage of ways to enjoy the view. Walk along A1A, which fronts the fantastic Fort Lauderdale beach, or stroll down Las Olas Boulevard. In either case, you will discover a variety of outdoor restaurants, bars, boutiques and hotels.

## **Arts & Entertainment**

Beyond the sun, surf and sand, the city offers an exciting downtown with museums, galleries, live music, theater, art and fine dining. At the bend in the New River, you will find the Broward Center for the Performing Arts, a multi-venue performing arts center, theater and entertainment complex. It’s home to the opera, ballet, symphony, Broadway shows, visiting artists and so much more.

When it comes to art, the Nova Southeastern University (NSU) Art Museum Fort Lauderdale is an architecturally beautiful place to experience exhibitions of first-rate art. If you’re looking for something more interactive, the

Museum of Discovery and Science provides experiential pathways to learning in science for children and adults through exhibits, programs and films.

## **Economy and Community**

Once known for its tourism-based economy, Fort Lauderdale is now home to a mix of corporate and international regional headquarters, a growing innovative technology sector including medical research, an ever-growing marine industry and expanding tourist trade. CNN Money ranked Fort Lauderdale as one of the “100 Best Places to Live and Launch,” as the city has become an international business center and travel destination.

Port Everglades – one of the world’s busiest cruise ports – is the gateway for both cruise vacations and international trade. It serves as South Florida’s main seaport for petroleum products such as gasoline and jet fuel; its continued growth and expansion contributes to the area’s economic health.

To accommodate its growing population, the city expands its housing options for every demographic group – from millennials to seniors. New developments include single family neighborhoods, townhouses, mid-rise and high-rise communities. FirstService Residential is proud to manage some of the most iconic properties in the Fort Lauderdale area.

Fort Lauderdale gives its residents and guests the best of both worlds – an ever-growing business landscape and an outstanding lifestyle amidst an array of cultural, entertainment and recreational opportunities.

Enjoying life...that’s what Fort Lauderdale is all about.

## PROPERTY SPOTLIGHT

# Paraiso Bay

Built in 2018, Paraiso Bay is one of the newest developments situated along Biscayne Bay in the trendy Edgewater neighborhood of Miami.



Paraiso Bay is one of four towers that make up the Paraiso District – one of the largest residential developments in Miami. At 55 stories tall, this 364-unit condominium offers residents the most exquisite views of Biscayne Bay and the Miami skyline. Living at Paraiso Bay provides the ultimate lifestyle destination within a tropical setting, with its private wine cellar and tasting room, cigar lounge and exclusive Bayfront beach club, as well as concierge service and 24/7 valet parking.

Uniquely designed by world-renowned architectural firm Arquitectonica, the tower features bubble-like protruding glass balconies, adding to its signature look. Each luxury residence features its own private elevator entrance and private terrace.

The spectacular amenities – from a fully-equipped fitness center to onsite restaurant – set Paraiso Bay

apart. Residents enjoy a 3-acre amenities deck featuring heated swimming pool, cabanas, outdoor spa, lush gardens, sun deck, summer kitchen and state-of-the-art fitness center with cardio theatre.

Paraiso Bay is surrounded by a thriving culture and arts scene, located blocks away from high-end shopping, restaurants, Miami's Design District and Wynwood Arts District.

When Paraiso Bay opened its doors in July 2019, FirstService Residential was brought in after the developer, the Related Group, turned over the condominium to the homeowners. Prior to that process, FirstService Residential worked with the developer and the board to address structural concerns, staffing requirements and engaged internal resources to ensure a seamless transition.



Within 30 days, FirstService Residential built an all-star team of 25 associates who were onboarded, trained and ready to deliver exceptional service to the residents and guests of the community. This feat could not have been accomplished without a supportive team. “Our talent acquisition team did a remarkable job of placing the right people at Paraiso Bay,” said Jeff Lehman, regional director. “Each associate – from the Assistant Manager to the Resident Liaison to the Front Desk Supervisor – brings a wealth of experience and expertise to the condominium.” Our FirstService Residential Hospitality team provided additional safety procedures and hospitality training to ensure that each associate provides residents with the highest level of care and attention.

This is an exciting time for Paraiso Bay as the condominium is fully occupied and residents are enjoying all the community has to offer. To welcome new residents and board members, FirstService Residential hosted residents of the other Paraiso condominium towers and our corporate leaders.

The team made significant progress in the first 90 days that has defined the service culture in the community. “The board is elated with what we’ve done,” said Edwin Lugo, vice president, FirstService Residential. “We are thankful for the opportunity to partner with one of the most exclusive condominium communities in Miami. We look forward to continuing the exceptional service the residents and board have come to know.”

## AMAZING ASSOCIATES

### *Nick Karistinos, Community Association Manager*

As Community Association Manager at The Plaza Harbour Island Condominium in Tampa, Nick Karistinos has created a strong and loving community by building great relationships with residents and colleagues based on respect, trust and exceptional service.

The understanding and care he demonstrates is evident every day. He has an unflappable disposition and attention to detail in managing residents’ concerns. Nick is always there for his residents and his team, making everybody feel listened to and cared for. These lasting



and deep relationships developed into what the community affectionately calls “The Plaza family.”

Vice President Maureen Connolly describes Nick as the reason many associates on our team remain with FirstService Residential year after year. “Nick shares his knowledge unselfishly and embodies the spirit of collaboration,” she says. “When associates who work with him face a problem, they often ask themselves, ‘What would Nick do?’ Nick is

a born leader, and we are grateful for his dedication both to The Plaza and our entire team.”

Thank you, Nick, for all you do. You’re a shining example of why FirstService Residential leads the way in the property management industry.

# 7 TIPS FOR SUCCESSFUL EMAIL COMMUNICATIONS

*Email Blunders to Avoid*





Email is the #1 communication choice of condo and homeowners' association boards in the United States. In our 2019 Board Communications Survey, 85% of board members surveyed said they use email to communicate with residents. But, if used incorrectly, email can damage relationships with your residents and expose you and your board to legal risks.

## To help protect your association, avoid these 7 mistakes:

**1. Don't use a personal or business email address for association business.**

Nearly 40% of board members surveyed in our 2019 Board Communications Survey said they are not using a dedicated email address for association business. Set up official email accounts today to mitigate risk for your community. Establish dedicated email addresses for board members. Use your community's website domain (e.g. treasurer@your-condo.com) or set up board accounts on a free service like Gmail (e.g. yourcondo-VP@gmail.com).

**2. Avoid answering questions about community business that are sent to your personal email address.**

Respond politely and ask the sender to redirect the question to your official board email address.

**3. Never discuss legal matters or lawsuits in an email.**

Instead, consult your governing documents and reach out to your association attorney for help.

**4. Don't delay in responding to emails from community members.**

If you can answer the question immediately, do so. If you need time to research, send an email acknowledging that you have received their email and provide a timeline for a response.

**5. Never use divisive or abusive words when communicating.**

Conversations can get heated, especially when they are related to a person's home. If you don't know how to respond, reach out to your FirstService Residential community association manager for guidance.

**6. Don't engage in informal or inappropriate conversations.**

Not all business is appropriate to discuss via email. Keep personal communications separate from your board communications.

**7. Avoid hiding information from your community.**

If you don't feel comfortable discussing an issue via email, say that. Transparency is the best policy when it comes to communicating – whether that's in person or via email.



## IN THE NEWS

### *Growing our Team*

We are excited to welcome Bobet Bennett-Marshall, Senior Vice President, Financial Services, to the FirstService Residential family.



Bennett-Marshall will lead the teams that deliver financial services to the 1,600 community associations managed by the organization's South region, including client accounting, treasury, budgeting and capital planning services.

"Bobet is an accomplished leader with a diverse financial management background in the hospitality industry," said David Diestel, president, South Region, "and we are delighted she's joined our family."

### *Making a Difference*

At FirstService Residential, we are not only driven by our strong desire to deliver exceptional service and solutions to your community, but also by our compassion for others. We are happy to support efforts that impact the communities and the people who live there.

#### **Charity Softball Game & KidsFest**

FirstService Residential teamed up with Stanley Steemer, John C. Cassidy Air Conditioning and Roger Dean Chevrolet Stadium to co-host the 5th Annual Charity Softball Game & KidsFest. This year's event raised \$40,000 to benefit the Center for Autism and Related Disabilities (CARD) at Florida Atlantic University.



#### **St. Petersburg Inaugural Charity Softball Game**

FirstService Residential's St. Petersburg office raised \$7,000 and took home the win at its inaugural Charity Softball Game benefiting the Florida Sheriffs Youth Ranches. Florida Sheriffs Youth Ranches serves more than over 7,000 boys and girls each year and aims to prevent delinquency and develop lawful, resilient and productive citizens.



#### **International Coastal Cleanup**

On September 21, more than 50 associates and their families participated in International Coastal Cleanup Day, a worldwide initiative to beautify our rivers and beaches. A huge thank you to the associates in our Estero and Hollywood offices for joining millions of volunteers across the globe to collect and document the trash along our coastlines.



### *On the Move*

In April, FirstService Residential will relocate its Miami office to accommodate the organization's continued growth. The new office, located at 5200 Blue Lagoon Drive, suite 1000, will feature open, collaborative workspaces to facilitate teamwork and communication while providing room for future growth.

To commemorate the occasion, FirstService Residential will host a ribbon-cutting ceremony and grand opening celebration for clients and associates. Guests will be invited to tour the new office and meet FirstService Residential associates.





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