

Sereno Draws Record-Breaking Interest -- Reaches 90% Sold Within 30 Days

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MIAMI, FL--(Marketwired - Sep 2, 2014) - Luxury buyers in South Florida have quickly taken notice to the unprecedented value and distinctive offerings of Bay Harbor Islands' new boutique condo residence, [Sereno](#). Featuring a unique amenity-rich, "laid-back luxury" lifestyle with impeccable design, the development has reached 90 percent reservation within 30 days. The record sales achievement was reached during the project's soft launch, a compelling testament to buyers' strong desire to call Sereno home.

Developed by a seasoned team comprised of [Integra Investments](#) and [13th Floor Investments LLC](#), Sereno will boast a prime location just steps from white sand beaches and minutes from neighboring fashion mecca Bal Harbour. The eight-story, 38-unit building will feature unobstructed bay views, spacious balconies and a rooftop pool and amenity deck. Residences, which range from 1,100 to 2,300 square feet, are currently priced as follows:

- 1 bedrooms from \$912,000
- 2 bedrooms from \$1,172,000
- 3 bedrooms from \$1,284,000
- 4 bedrooms from \$1,543,000

Furthering the project's sales momentum, Sereno celebrated the opening of its sales center on August 21, with an intimate gathering for its buyers and exclusive network of brokers. To showcase the extraordinary and sophisticated island lifestyle, guests arrived by yacht, including a 70-foot Azimut, to the private gathering, which featured a surf and turf dinner catered by Starr Restaurants and vibrant music by DJ Cassinelli, who frequently spins at The Standard.

Sereno will be a true enclave within a boutique setting, offering intimacy and a heightened sense of privacy with resort-like amenities. The building will be complete with a state-of-the-art fitness center and The Bay Club, which is home to Sereno's private marina featuring kayaks, paddleboards and boat services for residents to enjoy. One of the premier aspects of the project

is The Bay Club's rooftop amenity deck with its unobstructed bay views, a relaxation pool with cabanas, bar and grill with lounge, outdoor movie theatre, fire pit and landscaped gardens throughout.

"We have achieved tremendous success at Sereno as a result of the project's boutique design, yet custom amenities you typically see at larger residential developments," said Victor Ballestas, principal of Integra Investments. "Sereno is truly the best of both worlds, and reaching almost full reservation speaks to the strength of Bay Harbor, and particularly, the distinctiveness of our project."

Focused on creating a "laid-back luxury" experience and embracing the project's coastal location, Sereno's interior will be designed by award-winning designer, Steven G. of [Interiors by Steven G., Inc.](#) With an overall vision to integrate touches of color that resemble the surrounding ocean, Steven G. will incorporate bright blue and coral accents throughout, as well as Mediterranean-inspired textures and materials. The well-appointed residences will feature flow-through layouts, private elevator access, and the finest European design finishes and cabinetry. Sereno's superior kitchens and baths will include high-quality fixtures by ALNO and Bosch appliances.

Sales of the luxurious residences are led by Sales Director Ivan Ramirez, with Key International Realty serving as the exclusive brokerage of record.

<http://finance.yahoo.com/news/sereno-draws-record-breaking-interest-191447296.html>

