

## Bijou Bay Harbor Appoints Eduardo Pruna as Sales Director

by FARREN WASHINGTON

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Bijou Bay Harbor has recently announced Eduardo Pruna as the new sales director; the announcement was a collaboration with Crescendo Real Estate for its new waterfront development in Bay Harbor Islands.

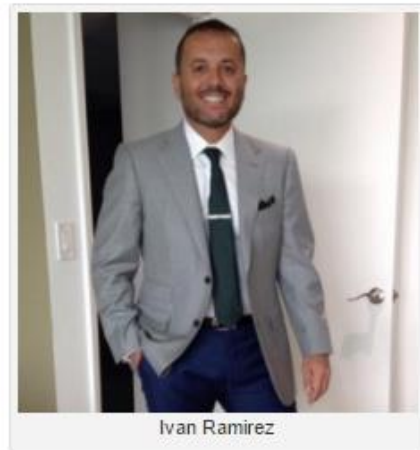
Pruna and Ivan Ramirez (president of Crescendo Real Estate), will lead a team of veteran real estate professionals for the condo project on East Bay Harbor Drive.

Pruna has been in the business for 12 years, and specializes in selling high-end luxury residential homes to the local and foreign markets. Additionally, he has served as the sales manager for several of J. Milton & Associates' condo projects in Sunny Isles, which include Sayan Luxury Oceanfront Condominiums, King David Luxury Condominiums, St. Tropez Condominiums and Blue Lagoon Condominiums. Pruna's most recent accomplishment was leading a sales team to a project sellout at Gulfstream Park Tower.



Eduardo Pruna

"I am honored to be working with Ivan and the Crescendo team on such a special project," said Pruna. "Our combined efforts will help Bijou Bay Harbor be an integral element in the city's continued growth."



Ivan Ramirez

Ramirez has more than 16 years of experience and \$2 billion in North American real estate sales volume. Ramirez stated that his team has sold more than \$100 million worth of real estate on the island in just 1.5 years after forming Crescendo, which is also responsible for the sellout of both the Sereno and O Residences.

Prior to joining the Bijou team, Ramirez served as vice president of sales and marketing for The Terra Group and director of international sales at WCI Communities. He also worked with Cerberus Private Equity and Momentis Property Group to turn around two formerly foreclosed properties, and completely sold out the buildings within two years.

"It's such a great opportunity to be involved with a project that's coming at a perfect time for development on the island," Ramirez said. "Bijou Bay Harbor offers a unique opportunity to enjoy the best of the high-end condo

market in one of South Florida's most in-demand communities, located just steps away from the famous Bal Harbour Shops and beaches."

Bijou Bay Harbor is the first South Florida condo project from celebrated Colombian developer Juan Carlos Gonzalez. Gonzalez's U.S. development firm, Ability by Acierto, has launched pre-sales and will begin construction in early 2016.