

Viewpoints: Masoud Shojaee, President, Shoma Group, Miami

by James McClister June 29, 2015

Every week, we ask a real estate professional for their thoughts on some of housing's most pressing issues. This week, we talked with Masoud Shojaee, president of Shoma Group.

Miami Agent (MA): What does luxury mean to the 2015 buyer?

Masoud Shojaee (MS): Our buyers consider luxury to be a home or condo that has a very innovative and chic design, but is also functional. Our townhome project in Coral Gables – Santander – is the perfect example of this. The exterior boasts a chic New York walk-up aesthetic yet inside you will find a sweeping abode complete with a courtyard with outdoor kitchen. This is why at Santander our motto is, “Expect the unexpected.”



Masoud Shojaee is the president of Shoma Group working in Miami.

Buyers today also consider a home or condo that is very high-tech a luxury. They are looking to make their life more streamlined and so managing technological aspects of a property simply and easily is a feature our most discerning buyers are now looking for.

And last but not certainly not least, they are looking for the very best amenities. The standard for amenities is set extremely high in today's market. Some amenities a condo buyer may be looking for include concierge and porter services, state-of-the-art fitness facilities including spin, yoga and Pilates studio, and tropically landscaped pool areas fully equipped with cabanas and poolside butler service.

MA: You've said that flexibility is a big concern of yours, as you'd like your developments to meet every client's needs. What are some of the ways you make sure units will satisfy all buyers?

MS: In order to satisfy all of our buyers, we make sure that our floor plans reflect the latest innovative design but are also functional. We also listen to what our buyers want and need and keep that at the forefront of our minds during the design process.

MA: Builder confidence in Miami is up a fair amount since the same time last year. Do you believe this boost in confidence is warranted? Why or why not?

MS: Builder confidence in Miami is up and it is warranted, but with caution. Miami has become a destination for many wealthy people from all over the world where they want to purchase real estate. We must keep an eye on the global economy to make sure our efforts reflect what the rest of the world is experiencing.