



July 22, 2020

Rising to the Challenge- Miami Real Estate & Professional Sports Wealth Management

Episode 574: 7.22.20



Miami Real Estate STILL Open For Business

As reopenings begin, it's crucial to look toward the future and analyze how this has affected, and will continue to affect, sales efforts and the residential real estate market in Miami. [Alicia Cervera Lamadrid](#) will join us to talk virtual sales and how Natiivo Miami has continued to experience sales success during this time as Downtown Miami continues to evolve as a flourishing hub.

Empty Stadiums: A New Challenge in Wealth Management

[Jeffrey A. Glusman](#) of Level Four Sports & Entertainment is back to share with us COVID's impact on the professional sports industry. With its unique challenges in each sport, Glusman will share what he's seeing in pro athlete wealth management and what lies ahead as professional sports are slowly reintroduced into our new normal.



Alicia Cervera Lamadrid



Managing Partner, Principal

Cervera Real Estate

Miami-raised and Havana born, Alicia Cervera Lamadrid comes from a family whose name is synonymous with luxurious land holdings; she grew up surrounded by real estate, with both parents in the business (Alicia Cervera Sr. founded Cervera Real Estate, Miami's first real estate firm specializing in developer sales). Cervera Lamadrid joined her mother's firm in the early 1980s and rose the ranks eventually making her mark with such luxury condos as The Imperial, Villa Regina and Bristol Towers in the up and coming Brickell Avenue. She took on different roles and learned the business from the ground up.

In 2011, Cervera Lamadrid was named Managing Partner of Cervera Real Estate and together with the company's leadership spearheaded an effort to expand the company base. Passionate about real estate, Cervera Lamadrid continues to lead by example, servicing developer client needs while also assisting associates with individual and bulk transactions. Today, Cervera Lamadrid oversees over \$4.5 billion of real estate sales in both pre-construction and general real estate.

Active in the community, Cervera Lamadrid is the youngest founding member of the Master Broker's Forum established in 1992, and still serves as Honorary Chair. Cervera Lamadrid is active with the Downtown community through her Board positions at the DDA (Downtown Development Authority) Other Boards include the Miami United Way and "Hogar Clinica San Juan de Dios" in Peru, as well as advisory board member to the University of Miami "Master's in Real Estate Development and Urbanism" Board. Alicia is a past member of the Mercy Hospital Foundation Board and the Host Committee to "Fashionably Conscious", which raises funds for Coconut Grove Cares.



Jeffrey A. Glusman



Practice Director

Level Four Sports & Entertainment

Former Senior Vice President of Merrill Lynch and SunTrust Sports & Entertainment Group is now running the Sports & Entertainment Practice for a 3 Billion dollar wealth management RIA, Level Four. Providing athlete and entertainer clients a family office platform acting as fiduciary advisors in their financial lives Jeff has been doing this since 2001.

FRIED ON BUSINESS

This episode was also livestreamed and shared on Fried on Business's Facebook page, [@friedonbusiness](https://www.facebook.com/friedonbusiness).



121 Views

Jim Fried was live.
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Fried On Business Live - Episode 574

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And Jeffrey Glusman & Austin Murphy of Level Four Sports & Entertainment are back to share with us COVID's impact on the professional sports industry. Glusman & Murphy will share what they're seeing in pro athlete management and what lies ahead as professional sports are s l o w l y reintroduced into our new normal

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