



ELUXE REALTY

MARKET INTELLIGENCE SERIES

The Brickell *Opportunity*

What Every Serious Buyer Needs to Know
About Miami's Ultra-Luxury Market in 2026

2026 EDITION

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“A Bespoke Luxury Real Estate Experience”

WHY BRICKELL

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**Why Brickell,
Why Now.**

THE MARKET

Top 5 ultra-luxury US market. Still growing.

THE TIMING

Pre-construction pricing exists now. Not at delivery.

THE DEMAND

Global capital. Cash buyers. No rate sensitivity.

THE LIFESTYLE

Bay access. World-class dining. Walkable district.

PAGE 01

Three Reasons Brickell *cannot be ignored.*

01 — The Infrastructure Moment

Brickell City Centre and the financial district expansion have transformed this neighborhood into a genuine live-work-play luxury destination. Infrastructure of this caliber historically precedes a decade of sustained appreciation.

02 — The International Buyer Advantage

Buyers from Brazil, Colombia, Argentina, and Europe are choosing Brickell as their US base. This creates a buyer pool uncorrelated to domestic mortgage rates — they frequently purchase in cash.

03 — The Pre-Construction Window

Several marquee towers are in pre-construction at pricing unavailable at delivery. Comparable projects have seen 20–35% appreciation between contract and closing. This window closes in months, not years.

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What Your Investment Gets You in Brickell

\$1M – \$2M

THE ENTRY POINT

Strong lifestyle access at a compelling entry price.

- 1–2 bed: Brickell Heights, SLS, Reach at Brickell City Centre
- High-floor units with city or partial bay views
- Full-service buildings: concierge, pools, fitness, valet
- Ideal for: investors, rental income, first luxury purchase

\$2M – \$3.5M

THE SWEET SPOT

Spacious luxury with true lifestyle elevation.

- 2–3 bed with bay, river, or skyline views
- One Brickell City Centre, Echo Brickell, Brickell Flatiron
- Private elevator, chef kitchens, expansive terraces
- Ideal for: primary residences, full relocations, families

\$3.5M – \$5M+

ULTRA-LUXURY

Full-floor residences and penthouse living.

- 3–4 bed sky residences with Biscayne Bay views
- Una Residences, St. Regis Brickell, Baccarat Residences
- Private terraces, plunge pools, hotel-branded services
- Ideal for: ultra-HNW buyers seeking a flagship Miami home

Who Is Buying in Brickell

Right Now.

Understanding who is buying gives you a strategic edge — whether investing, relocating, or positioning a property for sale. The 2025 Brickell buyer is global, financially sophisticated, and motivated by both lifestyle and long-term wealth preservation.

42%

LATIN AMERICA

Brazil, Colombia, Argentina, Mexico. USD asset protection. Frequently cash buyers. Brickell is their US base.

28%

NORTHEAST US

NY, Boston, Chicago. Relocating for tax advantage and lifestyle. Hybrid-remote workers who choose Miami.

16%

EUROPE

Spain, Portugal, UK. Timezone proximity, no state income tax, cultural energy. Growing pre-construction buyers.

14%

FLORIDA + SE US

Trading up from Orlando, Tampa, Atlanta. First luxury buyers with significant wealth ready for Miami.

How Eluxe Realty *Can Help You.*

Whether buying, investing, or exploring — Eluxe Realty is your trusted advisor across both the Central Florida and Brickell markets.

— **Buyer Representation**

Full-service advisory from education through closing. We know the buildings, developers, right floors, and right timing to maximize your outcome.

— **Pre-Construction Strategy**

Access to pre-construction allocations and developer relationships not available through standard channels. First access, always.

— **Investment Analysis**

Cap rate analysis, rental yield projections, and market data so every investment decision is informed and strategic, not emotional.

— **Relocation Advisory**

Moving from Central Florida or out of state? We manage the full transition — including representing you on the home market sale simultaneously.

— **Private Listings**

Off-market access in both Central Florida and Brickell. The finest residences often never reach the public market. We do.

Ready to explore the Brickell market?

Book a private consultation with Laura Hernandez, MBA · Broker & CEO
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