

The Girl's Guide to New Development™

# THE RESET

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# TRD HIGHLIGHTS

BY ANNE MARIE DIETZ

*A Leading Private Broker for New Development Advisory,  
Sales & Marketing with \$350M+ in Active Pipeline*

# From the desk of Anne Marie

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I'm Anne Marie Dietz – Founder and Broker of Record at Dietz Elber Real Estate, a boutique brokerage based in Delray Beach, Florida. I specialize exclusively in luxury new development sales and marketing across South Florida, with \$350M+ in active and coming-to-market pipeline, including The Seaton Residences at Atlantic Crossing, Fifth Avenue Townhomes, and a rare Dutch Colonial-inspired oceanfront collection in Ocean Ridge. My work is rooted in refined storytelling, design-forward strategy, and excellence at every phase.

Each month, when my copy of *The Real Deal* arrives, I read it the same way I always have—front to back, pen in hand. I'm not scanning headlines. I'm extracting signals: where capital is moving, how positioning is shifting, and who's operating quietly when the market resets.

I first discovered *The Real Deal* in 2011 while working in Manhattan at Douglas Elliman (West 17th Street). Issues would land on our desks, hot off the press. I've read every one since—marking them up and pulling out the quiet details most people skim.

This series is the result: TRD Highlights—my strategist-coded notes on what matters, and why, through the lens of new development. Because your advantage is rarely volume. It's timing, restraint, access, and conviction.

## **Anne Marie Dietz**

Founder & Broker of Record  
Dietz Elber Real Estate, LLC.



# WHAT'S INSIDE

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## My Must-Read Pages

- **p. 20 – Miki's Mark:** Naftali's next move: "taking Fifth Avenue" (800 Fifth Ave demolition + 26-story Robert A.M. Stern tower)
- **p. 30 – AMD Must-Read:** SHHHH! Keep details quiet—let the multi-million-dollar deals speak for themselves
- **p. 74 – The Closing:** Michael Liebowitz (Douglas Elliman CEO)

## Strategist Takeaways

- What "quiet selling" signals about demand, leverage, and buyer psychology
- Why scarcity + controlled access are outperforming traditional blasts
- How long-cycle development timelines create compounding value (and patience pays)

## How I'd Apply This

- Registry → Private Appointments → Controlled Release
- Sequencing, access, messaging discipline, and broker strategy—without noise

## Side Notes Worth Watching

- p. 56 - A nod to Robert A.M. Stern's legacy—architecture as the lasting signature behind great skylines
- p. 64 - Coming & Goings Douglas Elliman CMO

# p. 20 – MIKI'S MARK (Naftali / "Taking Fifth Avenue")

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## BY KETH LARSEN & RICH BOCHMAN

With 800 Fifth Avenue, understated developer Miki Naftali could etch his name beside NYC's real estate legends.

### KEY NUMBERS

- Asset: 800 Fifth Avenue (NYC)
- Vision: Replace existing structure with a 26-story tower
- Architect: Robert A.M. Stern / RAMSA
- Record framing: Article references ~\$2,275 / SF (land price per square foot)
- Long-cycle reality: "These are not projects that are done in three years."
- Scale quote: ~\$5B between New York + South Florida to sell + ~2,000 rental units (as stated in the feature)

### WHAT IT SIGNALS

#### 1) Legacy assets are a different category

This isn't "a new condo." It's a trophy + legacy play where the value is tied to location, scarcity, and architectural permanence.

#### 2) Quiet luxury is a strategy, not a style

Naftali's reputation is restraint—timeless materials, classic proportions, and precision. That reduces buyer resistance and supports long-term value.

#### 3) Patient capital wins the next cycle

The piece reinforces a development truth: real icons take time. The capital structure has to support patience, not panic.



# p. 20 – MIKI'S MARK (Naftali / "Taking Fifth Avenue")

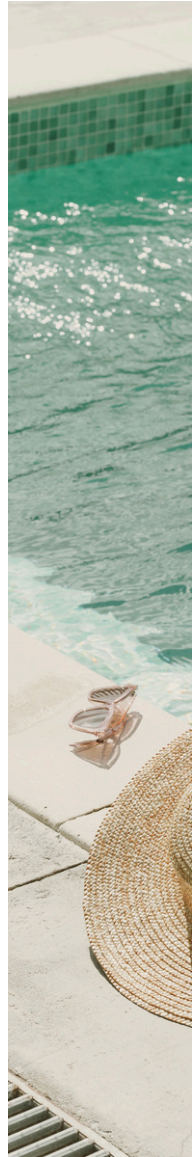
**BY KETH LARSEN & RICH BOCHMAN**

CONTINUED:

**4)** NYC → South Florida is a pipeline story  
The \$5B / 2,000-units quote signals platform scale.  
That level of volume requires systems: disciplined releases, certainty-forward messaging, and broker activation.

## **ANNE MARIE'S TAKEAWAYS**

- Most of what makes a project successful happens quietly—before the sales gallery opens. Product decisions create the outcome.
- The conversion happens in the details: windows, ceiling heights, layouts, finishes, documentation, and clarity.
- Prestige is pressure: record pricing only works when the positioning is bulletproof and execution is flawless.
- NYC leads, Florida follows: this “quiet precision + curated access” playbook is exactly what I’m building here.



# p. 30 - SHHHH

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**BY JANE INDURSKY**

To lure wealthy buyers, brokers and developers keep details quiet and let multimillion-dollar deals speak for themselves.

## **THE FACTS**

- Quiet sales is described as a “perk” at the top shelf of NYC new development
- New wave of launches with little to no public listings and scarce online presence
- NYC is described as “bursting at the seams” with wealthy buyers who can’t find enough homes that meet their standards
- The shift expands beyond trophy towers into smaller boutique projects (contracts signed before broad awareness)
- Market dynamic: limited supply → less competition → sales teams control process → sellers in the driver’s seat

## **WHAT IT SIGNALS**

- 1)** Quiet sales is the new luxury default  
Less public inventory visibility + curated access is now part of the value proposition at the top end.
- 2)** The “sales gallery era” is being replaced by process  
Appointments, controlled releases, and broker-led access are replacing broad public-facing sales environments.
- 3)** Broker access becomes currency  
The quieter the strategy, the more valuable broker relationships and activation systems become.



# p. 30 - SHHHH

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**BY JANE INDURSKY**

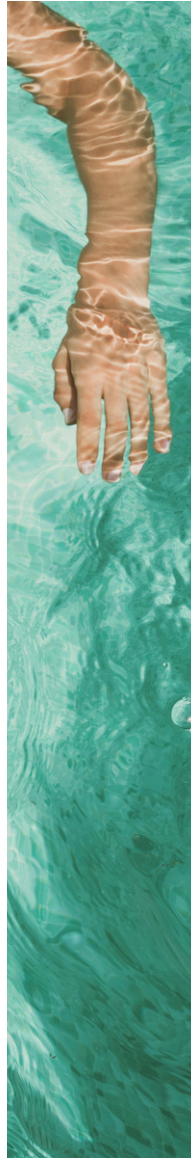
CONTINUED:

## **4) This is a Florida signal**

When NYC normalizes a model, South Florida typically adopts it soon after—especially at the luxury/new development tier.

## **ANNE MARIE'S TAKEAWAYS**

- Quiet sales isn't secrecy—it's positioning. Control the narrative, access, and pace.
- This validates the direction I run in Florida: curated access + broker activation + certainty-forward communication.
- The best projects don't need noise. They need process and precision.



# p. 56 - ROBERT A.M. STERN'S LEGACY

## IN MEMORIAM

The late architect left an imprint on skylines across the country.

## KEY PROJECTS

### NYC Icons:

- 15 Central Park West
- 220 Central Park South
- 30 Park Place
- 70 Vestry

### South Florida Pipeline Mentioned:

- Shore Club Private Collection (Miami Beach)
- Ocean Terrace (Miami Beach) (planned)
- St. Regis Residences, Miami (planned)
- South Flagler House (West Palm Beach)

## WHAT IT SIGNALS

### 1) "Timeless" is a measurable advantage

Stern's work represents restrained luxury that tends to age well—which supports long-term value and buyer confidence.

2) **The design DNA matters more than the marketing** - When architecture is correct, proportioned, and enduring, the project requires less "selling."

3) **South Florida is inheriting top-tier architectural influence** - This tribute reinforces the region's continued shift toward globally recognized architects and legacy-grade residential product.



# p. 56 – ROBERT A.M. STERN'S LEGACY

## IN MEMORIAM

CONTINUED:

### ANNE MARIE'S TAKEAWAYS

- Stern is a masterclass in timeless positioning: restraint, proportion, and permanence.
- This is why South Flagler House matters—it's not just new, it's legacy-coded.
- The best long-term real estate stories start with the early decisions: architecture, materials, and clarity.

### SIDEBAR

#### NYC → SOUTH FLORIDA SIGNAL

I always take my cues from the New York new development market—because what becomes standard in NYC typically shows up in South Florida soon after. NYC is the most competitive arena: when a strategy works there, it's usually rooted in buyer psychology, scarcity, and process—not hype. This month's TRD confirms the top end is shifting toward **quiet, controlled selling**—and Florida is next.

#### 3 SIGNALS I'M WATCHING (NYC FIRST → FL NEXT)

##### 1. Quiet Sales replace broad marketing

Curated access > public inventory noise

##### 2. Broker Access Becomes the Currency

The right brokers become an extension of the sales team

##### 3. Process Wins Contracts

Certainty + documentation + discipline > buzz



# THE CLOSING –

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## p. 74 – The Closing Interview (Michael Liebowitz / Douglas Elliman CEO)

- This is worth reading not just for Elliman commentary, but as a broader signal about how legacy brokerages are navigating this reset.
- Market signal: the “old models” are under pressure—while specialist, boutique, and product-driven strategies are gaining leverage.

### SIDE NOTE:

Elliman reported ~\$24.7M net loss in Q3 2025;  
NYSE DOUG ~\$2.740 trading today.

## Key Takeaways (the strategist-coded version)

1. **Invisibility is the new flex** – the more coveted the product, the less it performs publicly.
2. **Standards > square footage** – “luxury marketed” vs “luxury that qualifies” is widening.
3. **Sales galleries evolve** – they qualify, stage, and control sequence... or disappear.
4. **Registry replaces launch lists** – healthy registry = appointment discipline, not ads.
5. **Controlled info = leverage** – access limits increase urgency and protect pace.



# HOW I APPLY THIS

## The Quiet Sell Framework (how I run launches)

### Step 1 – Build the Registry (Years, not weeks):

Capture interest continuously: site visibility & construction progress, broker relationships, organic referrals, signage, word-of-mouth.

#### Organize by tiers:

- Tier 1: most qualified / most aligned / highest intent
- Tier 2: strong prospects, needs nurturing
- Tier 3: curious / content-driven leads

### Step 2 – Private Appointments First (VIP-only sequence):

Start with **registry prospects** before anything goes wide

#### Keep the experience elevated:

- appointment windows
- curated materials
- controlled floorplan sharing
- no mass email blasts or ads

#### Goal: convert quietly, then control the narrative of demand.

### Step 3 – Controlled Information = Controlled Velocity:

#### In early phase, less detail is power:

- “We are not publicly releasing everything yet.”
- “We’re meeting privately with qualified prospects first.”

### Step 4 – Use the Site as the Marketing:

When the location is undeniable and the build is visible, the project markets itself.

- Construction progress becomes proof.
- Visibility creates implied demand.
- Restraint signals strength.

**Luxury buyers don’t need more information. They need confidence and timing.**



# WHY THIS FRAMEWORK MATTERS IN MY CURRENT PIPELINE

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**This is the exact launch discipline I run – and why it works.**

- I've been building a registry for years with no paid advertising
- We have multiple times the interest needed to sell out a limited residence count
- The project's presence on Atlantic Avenue is the strongest marketing asset we have

**When we launch, we prioritize:**

- registry appointments
- broker credibility
- controlled release of details
- and a disciplined sales sequence

***"Because the goal isn't attention. It's qualified demand – and sell-out execution."***

-Anne Marie Dietz



# QUICK SCRIPTS

*(use these in real life)*

## **To an agency pushing ads:**

*"We're not looking for volume. We're looking for qualified demand. This launch is by appointment-first."*

## **To a buyer asking for everything up front:**

*"We're not releasing details at this time.  
Right now we're registering and qualifying prospects first."*

## **To a broker requesting access:**

*"We're prioritizing appointments for buyers who have reached out to us and are ready to move within our first release window"*

# FINAL THOUGHTS

*In this market, the strongest projects don't chase buyers. They control access, protect the narrative, and let demand build quietly—until the sellout speaks for itself.*



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