
A REDESIGN CONCEPT, UNSOLICITED

The Haimov Group

*A Miami Beach family office,
told the way they actually built it.*

We watched thehaimovgroup.com sit on *"the website is being updated."*

Three decades of work in Miami Beach is sitting behind a Wix placeholder. A family office that owns the dirt, builds the building, and runs it themselves shouldn't be represented by a stock window photo and a chatbot.

We built a working concept of what the site could be - not slides, the actual pages. This deck walks through what we made and how we'd ship it.

WHAT WE'RE WORKING WITH

30+

YEARS IN MIAMI BEACH

\$400M+

ASSETS DEVELOPED & UNDER MANAGEMENT

200K

SQUARE FEET ACROSS THE PORTFOLIO

18

PRIVATE EXECUTIVE SUITES AT HQ

What the current site costs you.

Tenant trust

Executive-suite prospects Google the landlord before they tour. A placeholder site is a credibility tax on every lease.

Capital conversations

When you talk to a bank, a partner, or a seller, the website is the first thing they pull up. Right now it doesn't help you close.

Press & search

There's no portfolio for journalists to reference and nothing for Google to index. The Haimov name does not appear in your own search results.

Family story

Three decades, three generations, and the homepage doesn't tell that story. The brand equity is invisible.

Build a developer site, not a brochure.

The reference points aren't agency homepages. They're Related, Aman Residences, Bjarke Ingels' BIG, Olayan - sites where the building is the hero and the family's voice carries the writing.

Own the dirt.

We don't flip. We assemble parcels with a 20-year view and hold them with patience family capital makes possible.

Build for the block.

Every new development is designed to make the half-mile around it better - facade, sidewalk, retail, light at street level.

Operate everything.

We run our own management. The hand that signs the lease is the hand that fixes the door.

Six pages. Every one earns its place.

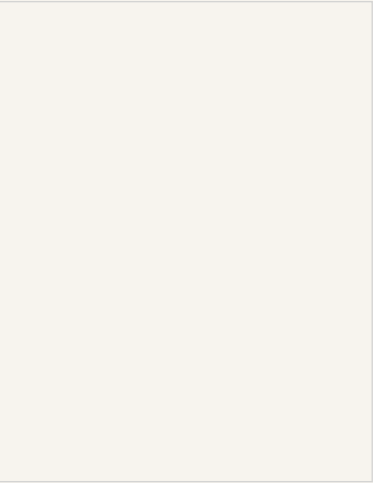
/	Home	Hero plate, KPI strip, thesis, three featured buildings, family CTA.
/portfolio	Portfolio	Filterable grid + stylized Miami Beach map with project pins.
/portfolio/:id	Project detail	Story, specs, highlights, neighborhood context, contact.
/suites	The Suites - 820 W 41st	Productized leasing page. Live availability table. Tour CTA.
/about	About the family	Letter from the family, timeline, principles, principals.
/press	Press	Editorial quote gallery. Anchored in trade publications.
/contact	Contact	Intent-routed form (tour, lease, capital, press) + JSON-LD.

Navy, bone, brass. Cormorant + Sohne.

A palette borrowed from the brass plaques and limestone facades of pre-war Miami Beach. Cormorant Garamond carries the family's voice; Sohne (Inter as fallback) handles the working text.



NAVY
#0D1E3F



BONE
#F7F4EE



BRASS
#C9A84C

Cormorant Garamond - display

We build what we keep.

Sohne / Inter - body

A Miami Beach family office developing, investing in, and operating real estate since 1992.

We build what we keep. *And we keep what we build.*

The hero pairs a twilight architectural plate with a single sentence the family could have said out loud. KPI strip directly below grounds the romance in numbers.

SEE THE PORTFOLIO

TOUR A SUITE

A grid you can filter. A map you can read.

MANAGEMENT - MIAMI BEACH 820 W 41st Street Completed - Active Boutique Class-A floorplate	DEVELOPMENT - MID-BEACH Phoenix Residences Under Construction - 2024 11 stories - 92,000 sf	INVESTMENT - SOUTH BEACH Collins Retail Row Completed - 2022 12,400 sf leasable
DEVELOPMENT - SUNSET HARBOUR Sunset Harbour Mixed-Use In Pre-Development - 2026 9 stories - 78,000 sf	INVESTMENT - MID-BEACH Alton Road Portfolio Completed - 2021 31,000 sf land - 4 buildings	MANAGEMENT - NORTH BEACH Park View Rentals Completed - Active Three properties

Phoenix Residences

DEVELOPMENT - MID-BEACH - UNDER CONSTRUCTION

A mid-rise residential development that re-introduces the slow, considered scale of pre-war Miami Beach. Floor-through layouts, terrazzo lobby, hand-laid millwork.

HIGHLIGHTS

- Floor-through plans
- Private terraces on every unit
- Curated ground-floor retail
- Bayfront amenity deck

SPECIFICATIONS

UNITS

42 condominium residences

SIZE

11 stories - 92,000 sf

STATUS

Under Construction - 2024

NEIGHBORHOOD

Mid-Beach

Productize the headquarters.

Eighteen private executive suites become a leasing product page with a live availability table. Concierge, conference room, covered parking, 24/7 access - all on one screen with a same-day tour CTA.

SUITE	SIZE	CAPACITY	PRICING	STATUS
#400	420 sf	1-2 people	From \$2,400 / mo	Available
#402	640 sf	3-4 people	From \$3,600 / mo	Available
#405	920 sf	6-8 people	From \$5,200 / mo	Waitlist
#410	1,400 sf	10-14 people	Inquire	Leased

Let the trade do the talking.

THE REAL DEAL

FEB 2024

"Miami Beach's quietly compounding family office."

COMMERCIAL OBSERVER

SEP 2023

"Haimov keeps assembling Mid-Beach parcels while others wait for a cycle."

BISNOW MIAMI

MAY 2023

"A throwback approach: own the dirt, hold the building, run it yourself."

MIAMI HERALD

NOV 2022

"Restored a stretch of Collins Avenue without a single demolition permit."

Six weeks, end-to-end.

WEEK 1	Discovery + content Family interviews, building-by-building photo + records, voice & language workshop, sitemap sign-off.
WEEKS 2-3	Design Hero plates, type system, all six page comps, motion principles, dark / light review.
WEEKS 4-5	Build TanStack Start site, CMS for portfolio + press, contact routing, SEO + schema, performance pass.
WEEK 6	Launch DNS cutover, analytics, leasing-team handoff, two-week post-launch tuning window included.

What it takes to ship.

Range below assumes the six-week scope, six pages, light CMS, and one round of family revisions per phase. Custom photography, video, and 3D building renders are quoted separately on request.

Design	\$18k - \$24k
Engineering & CMS	\$22k - \$28k
Content + SEO + analytics	\$6k - \$9k
<i>Project total</i>	<i>\$46k - \$61k</i>

Pricing is a starting point for the conversation, not a quote. Final number lands after a 30-minute call.

Three ways to keep going.

1 - Walk the demo together

30-minute screen-share through every page of the live concept.

2 - Family interview

An hour with the principals to capture the voice the site will carry.

3 - Statement of work

Tightened scope + fixed bid within 5 business days of the interview.

THE OFFER

If you want to talk to the studio directly,
we'll pick up.

BLACK BOI - PRODUCT DESIGN STUDIO

blackboiproductdesignstudio.lovable.app/pitch/haimov

Concept reference data is illustrative until the family's archive is wired in.