



**Philip Spiegelman**  
Principal, International Sales Group/ISG World®  
Miami, FL

*Philip J. Spiegelman is one of the world's most successful and influential experts in the marketing and sales of luxury condominium projects. Spiegelman and partner Craig Studnicky founded International Sales Group (ISG) nearly 30 years ago and today it is the globe's preeminent full-service marketing and sales organization for luxury, high-rise condominiums including new construction, conversions and re-sales.*

*Mr. Spiegelman is also a principal of RelatedISG International Realty, a strategic alliance with Miami's famed Related Group and a leading service provider and consultancy for major investors in the current real estate market.*

*To date, ISG has marketed and sold more than \$16 billion in prestige properties for leading developers.*



#### PERSONAL FAST FACTS

- Publisher, with partner Craig Studnicky and the ISG team, of The Miami Report™, the bi-annual, highly respected, in-depth research analysis filled with statistics on Miami's real estate industry
- Miami's respected voice for media, business, real estate, economics and global impact
- Frequent speaker on economic development at real estate conferences, symposiums and round tables worldwide
- A leading voice in creating the new China market in South Florida
- Graduate of Hofstra University, New York
- Active in the real estate industry since 1970
- Licensed Broker
- Member of Miami Chamber of Commerce's new Asia Task Force created to promote stronger ties between Miami and Chinese investors, visitors and home buyers
- Member Urban Land institute (ULI)
- Designated Member of the Institute of Residential Marketing (MIRM) by the National Association of Homebuilders.
- Founded the Sales and Marketing Council (SMC) of the Builders Association of Florida
- Established the Florida Achievement and Marketing Excellence (FAME) award to recognize leaders in his industry
- Avid golfer; has sponsored (through ISG) numerous charitable golf tournaments

#### FEATURED SPEAKING TOPICS

China and Miami: The Time is Now

Miami is Global

Why Miami?

Real Estate Developers are the Artists of a City

Survival in Business: Growth and Downturns

Inventing Solutions to Problems Most Don't See Coming

What Luxury Really Means to Customers

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#### WORLD HEADQUARTERS

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#### SOUTH FLORIDA OFFICES:

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#### INTERNATIONAL OFFICES:

Buenos Aires, Argentina | Rio, Brazil | São Paulo, Brazil | Bogotá, Colombia  
Caracas, Venezuela | Panama City, Panama



## SELLING MIAMI TO THE WORLD:

*How Philip Spiegelman develops and welcomes foreign buyers year after year, one handshake at a time.*

"We sell Miami better than anyone," says Philip Spiegelman, ISG World's founding partner who, along with co-founder Craig Studnicki, understands the power behind creating a powerful South Florida brand. ISG World® promotes Miami's story with hard facts gathered by the ISG World in-house research team known as ISG World Research Corp.

ISG World represents a 30-year partnership with Mr. Studnicki that has survived and thrived over a multitude of up and down cycles. Together the two have generated real estate sales of over \$16 billion to buyers from around the world and have created **The Miami Report™**, a bi-annual glossy magazine in its 6th year and published in 4 languages including Mandarin, Portuguese, English, and Spanish. This report has become the go-to publication for accurate facts, figures, data, analysis, information and guidance about the South Florida real estate market.

The **Miami Report** was born of necessity during the 2009 downturn that had everyone exaggerating the number of unsold units on the market. Spiegelman and Studnicki have never been ones to listen to or act on rumor, nor have they ever settled for being reactive brokers riding predictable cyclic waves. They wanted to know what was really going on. They gathered the facts and, as always, joined together and got to work.

It was time to redefine what was possible out of the crash. Spiegelman always understood how to select and make the most of opportunities, locations, positioning campaigns and global market strategies because he asks simple questions and insists on factual answers: "What do people want now? What do they need? What don't they realize they want?" He knew that last one was where the biggest opportunities would be found.

For instance, not many people knew they wanted a condo in Florida until he and his young team came to Miami from NY in 1970 and helped birth the concept of the condominium in Florida. Prior to this, condos and Florida were not synonymous.

For over 45 years, Spiegelman has been curious about many other things, leading ISG World to become one of the first to grow the untapped offshore customer base of Latin America. "While others were selling mainly to Northeast snowbirds," he says, "Craig and I saw huge foreign investment potential to

our south." They opened Brazil, Venezuela, Colombia, Argentina, Panama and Mexico. Not just as markets but as long-term partners. ISG World opened offices in each country to procure long-term relationships, cultural connection points and easy, safe purchasing environments.

**About 80% of ISG's sales come from relationships with international buyers.**

– *The Real Deal*

Miami is a power city and the undeniable Gateway to Latin America. Buyers want Miami now more than ever. Today, another emerging market has Spiegelman feeling excited all over again; he is welcoming China to the table. While others acted—or did not act—on rumor, he spent a considerable amount of time over the past few years developing his knowledge and connections with Chinese associates because, like always, he sees the wave before it reaches the shore.

His strategy with Chinese developers and buyers who are looking seriously at Miami is one of long-term relationship building. "There's nothing magical about this," he says. "You simply need to educate people about Florida's affordable real estate, friendly tax environment and world-class infrastructure, and then create strong enduring relationships. People take where they live very seriously," he added, "so ISG World is very serious about making them feel welcomed."

Philip understands it takes the whole South Florida community to welcome China to town, just as the community welcomed Latin America, Mexico, Canada, Europe, Russia and many more. "Everyone here is a brand ambassador for Miami," he says, "and we are grateful for this moment in time where we can once again bring in a culture that, like all the others, will fall in love with all South Florida has to offer. I mean, what's not to love?"