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Why Jorge Perez's Eldest has Big Shoes to Fill and it's not Just the Family Business

Carla Vianna, Daily Business Review

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The eldest son of developer Jorge Perez, who is founder of the Miami-based Related Group, has spearheaded two rental projects carrying his family's brand so far: a 365-unit development in Pembroke Pines and a 197-unit building in Plantation.

Jon Paul Perez was lured into the family business at an early age: He began interning at his father's esteemed development company as a high school student. After graduating from the University of Miami in 2007, Jon Paul moved to New York to work for the separate Related Companies.

Because the housing market crash halted development shortly thereafter, Jon Paul was able to learn "numbers side of the business" during his time in Manhattan.

In 2013, Jon Paul returned to Miami to work for his father.

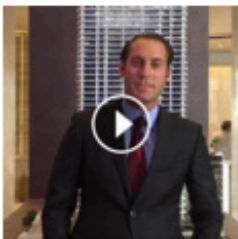
"I've always wanted to come back," he said.

On Wednesday evening, Related will officially launch the \$2 million sales gallery for the Auberge Residences & Spa – the first luxury condominium project Jon Paul will lead in his home city.

The young developer has taken on a project at a time when Miami luxury condo market is notably kicking back.

"Well, you never want to fail," Jon Paul said. "The fear is you can't control the market."

But working with the established Related team, which includes Carlos Rosso, president of its condo development division, gives Jon Paul the confidence to push the project forward.



[Click here](#) to see Carla Vianna's interview with Jon Paul Perez and how he answers the question of expectations for the project and what it's like to be in the family business.

Jon Paul Perez,
developer